

Report On
Trade Marketing activities of Transcom Beverages Limited

By

Rabbi-ar-Rahman
17204099

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

Brac Business School
Brac University
January, 2022

© 2022, Brac University
All rights reserved.

Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

Student's Full Name & Signature:

Rabbi-ar-Rahman

17204099

Supervisor's Full Name & Signature:

Rahma Akhter

Senior Lecturer, Marketing

BRAC Business School

Letter of Transmittal

Rahma Akhter
Senior Lecturer,
BRAC Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Report on Trade Marketing activities of Transcom Beverages Limited

Dear Madam,

It is my pleasure to display my entry level position provide details regarding' Trade Marketing activities of Transcom Beverages Limited, which I was appointed by your direction.

I have attempted my best to finish the report with the essential data and recommended proposition in a significant compact and comprehensive manner as possible.

I trust that the report will meet the desires.

Sincerely yours,

Rabbi-ar-Rahman
17204099
BRAC Business School
BRAC University
Date: January 26, 2022

Executive Summary

The internship report is offered as an example because it is one of the criteria for all BRAC Business School interns. This internship report explains in detail how Bangladesh's largest franchise functions in terms of sales and marketing. As a marketing student, I feel I had an excellent chance to complete my internship and learn a great deal from such a recognized and successful organization.

The study will demonstrate how a multinational consumer products corporation employs various marketing strategies in Bangladesh, as well as what trade incentives are offered to distributors and retailers. This page also includes a brief background of Transcom Beverages Limited, PepsiCo Inc., and how Pepsi cola became such a popular drink and into the hearts of millions of people.

Transcom Beverages Limited has brought PepsiCo's master franchise to Bangladesh. TBL had a fantastic year in 2009, collecting numerous important prizes. In Bangladesh, PepsiCo's exclusive bottling partner, TBL has received a plethora of significant national and international honors for its one-of-a-kind and extraordinary business. TBL prioritizes trade marketing efforts, continually updating and analyzing marketing offers and incentives to take over shelf space.

This study provides an overview of these trade marketing strategies as well as how they help to increase trade marketing sales. TBL places the greatest emphasis in their supply chain on keeping strong relationships with distributors (partners) and retailers, as they carry the items closest to the consumers. I sought to represent trade marketing activities from a different perspective, such as how TBL deals with merchants and how the entire trade marketing promotion process works. How other brands in the beverage business are being dominated by trade offers. My entire experience in trade marketing responsibilities as an Intern. Various types of trade marketing projects on which I have worked are also discussed.

In my study, I looked at the promotional activities of numerous beverage companies, particularly Transcom Beverages, which is the only PepsiCo franchise in Bangladesh. This report focuses on branding and advertising, as well as how I worked as a marketing intern for a reputable company. It examined the branding and promotion processes, as well as how Transcom Beverages may become a powerful brand. As a result, innovative branding and advertising aid in the strength and popularity of a brand.

Keywords: Trade Marketing, POSMs, Transcom, Transcom Beverages Limited, Pepsi, 7Up, Mountain Dew, SGA, Visicoolers, Banners, Posters, DURBIN.

Table of Contents

Declaration.....	Error! Bookmark not defined.
Letter of Transmittal	Error! Bookmark not defined.
Acknowledgment.....	Error! Bookmark not defined.
Executive Summary	2
List of Tables	9
List of Figures.....	10
List of Acronyms	11
Chapter 1: Overview of Internship	12
1.1 Project DURBIN	12
1.1.1 Functions of Project DURBIN	12
1.1.2. Project Fast Sales	14
1.2 Priming.....	15
1.2.1 Market Inspection	15
1.3 Participation in Departmental Functions	17
1.3.1 POSM Execution	17
1.3.2 Project WE	18
1.4 Assessment.....	19
1.5 Dexterity.....	19
1.6 Abilities acquired	19

1.7 Academic knowledge application	20
Chapter 2: Organization Part.....	20
2.1 History of Transcom Beverages Ltd.	20
2.1.1 Mission & Vision	22
2.1.2 Trend & Growth	22
2.1.3 Customer mix	25
2.1.4 Product mix	27
2.1.5 Operations	29
2.1.5.1 Operations	30
2.1.5.2 Territory Work of TBL	32
2.1.6 SWOT Analysis	33
2.2 Industry Analysis	34
2.2.1 Beverage Industry Specifications	35
2.2.2 Industry size, trend, and maturity	35
2.2.3 External economic factors	37
2.2.4 Technological Factors	37
2.2.5 Barriers to Entry	38
2.2.6 Supplier Power	38
2.2.7 Buyer Power	39
2.2.8 Threat of substitutes	39

2.2.9 Industry Rivalry	40
Chapter 3: Project Part	40
3.1 Objectives	41
3.1.1 Broad Objective	41
3.1.2 Specific Objective	41
3.2 Motivation of the Report	42
3.3 Methodology	42
3.3.1 Primary Sources	42
3.3.2 Secondary Sources	42
3.4 Scope of the Report	42
3.5 Limitations of the Report	43
3.6 Recommendations for improving operations	43
3.7 Key Understanding	44
3.8 Conclusion	44
References	46

List of Tables

TABLE 1: Products.....27-28

List of Figures

Figure 1: DURBIN Dashboard	13
Figure 2: DURBIN report	14
Figure 3: DB point storage & Delivery.....	16
Figure 4: POSM execution.....	18
Figure 5: 7up Growth Chart.....	23
Figure 6: Mountain Dew's static Creative	24
Figure 7: Customer mix	25
Figure 8: Brand logos.....	27
Figure 9: distribution channel	31
Figure 10: Territories	33
Figure 11: Porter's five forces model	35
Figure 12: The maturity of the soft drinks market in Bangladesh	36

List of Acronyms

GRB= Glass Refined Bottle

YTD= Year to Date

MTD= Month to Date

RSM= Regional Sales Manager (of TBL)

ASM= Area Sales Manager (of TBL)

SE= Senior Executive (of TBL)

CE= Customer Executive

Visi= Visicooler (Refrigerator use to store beverages)

PSR= Pre-Sales Representative

ADC= Area Development Coordinator

ND= Numeric Distribution

USM= Unit Sales Manager

TDM= Territory Development Manager

CC= Chemical & Consumable

PM= Packaging Materials

SC= Schedule Call

Visi= Visicooler (Refrigerator use to store beverages)

FMO= Focus Month Objective

AOP= Annual Operation Plan

KPI= Key Performance Indicator

DB point= Distribution Point

NSM= National Sales Manager

RM= Raw Materials

SKU= Stock Keeping Unit

SP= Sales Promoter

TBL= Transcom Beverages Limited

TBPL= Transcom Beverages Premier League

Chapter 1: Overview of Internship

Since childhood, we have mostly learned from textbooks. It's largely due to our educational system, which prevents us from gaining practical experience. As a result, working as an intern for a company is our only opportunity to obtain practical experience. And, in my opinion, now is the best moment to gain practical experience.

As a Marketing Intern, I worked with Transcom Beverages Limited (PepsiCo BD). As a result, putting the most recent data is a simple chore for me. I consider myself fortunate to have been given this kind of internship opportunity. Every marketing student wishes to work for a well-known company, but only a few are given the opportunity.

If I were to explain my internship job responsibilities, I would claim that I had a lot of fun at work considering I got to do several different things. I am a great believer in the importance of workplace variety in preventing boredom. I was able to work on a range of PepsiCo (BD) projects and attend market and factory inspections. First and foremost, I'd want to talk about the projects I have worked on. I primarily worked on the "DURBIN" project, but I sometimes helped with the "WE" and "Fast sales" initiatives.

1.1 Project DURBIN

Though I've worked on a variety of initiatives, as a marketing intern, I focused on the "DURBIN" project. TBL's trade sales marketing is greatly aided by this effort.

1.1.1 Functions of Project DURBIN

This project's purpose was to keep track of TBL's Pre-Sales Representatives (PSR). TBL has nearly 3000 PSRs in Bangladesh, and they must manage day-to-day tasks such as taking orders, delivering through Distribution Points, explaining trade offers to shopkeepers for them to purchase more PepsiCo products, poster execution, and surveilling the fidelity of TBL's Visicoolers (refrigerators used to store beverages). Each PSR must provide to the DURBIN app their order-taking history, delivery history, and images demonstrating the purity of each shop's Visicooler. What does the phrase "purity of the Visicoolers" mean exactly? Because TBL owns the Visicoolers and shopkeepers must have an SKU (Stock Keeping Unit) in the Visicooler, all Visicoolers in each

shop or super shop must contain only TBL merchandise. Each PSR works 45 to 55 hours a week in the shop. PSRs were classified based on their geographic location.

Each Sales Executive area is now under each Area Sales Manager area, for example, Kalabagan is in the Dhaka Central Area Sales Manager area. Moghbazar is a part of the Dhaka Metro East ASM area in the southeast. PepsiCo is primarily a sales-driven corporation; hence product sales are critical to the company's success. PSRs must work efficiently to ensure that all types of stores and restaurants purchase PepsiCo's products for resale. As a result, working as a member of DURBIN was not an easy assignment. My job entailed monitoring the works from TBL's Gulshan 2 headquarters and compiling daily PSR monitoring reports. I was in charge of the Khulna division, as well as ASM CTG Outer, ASM CTG Metro, and ASM Barisal.



Figure 1: DURBIN Dashboard

This is a screenshot of my DURBIN dashboard. So, using my DURBIN ID, I used to keep track of PSRs, checking their order status, delivery status, target achievement percentile, and Visi-cooler images. Yes, photographs, because one of the PSRs' responsibilities is to ensure that every Visicooler in each shop is pure. So, they had to post all Visicooler pictures as proof of their work, and the DURBIN team used to keep track of it. We updated our daily monitoring reports if we discovered any impurities in the Visicooler, and there were some standards for capturing the right

Visicooler photo that we also kept track of. We also looked at a PSR's outlet visit number. For example, if a PSR's SC (Schedule Call) is 125 and his total Visicooler photo is 70, it indicates he didn't fulfill his target, orders, and didn't gather images.

That is how project DURBIN operates. It was an excellent approach to learn about how each ASM region is performing in terms of sales. Which SE has the most flaws, which Visicoolers are the most impure, which PSR is doing a terrific job.



Figure 2: DURBIN report

This is an image of my DURBIN project PowerPoint report. I used to create three reports every day: one in Microsoft Excel, one in Microsoft PowerPoint, and one in a ZIP file with all of the PSRs' incorrect photographs and polluted Visicooler images. And I used to submit a weekly report on Sundays that included the names of all PSRs who had made mistakes or performed poorly over the week.

1.1.2. Project Fast Sales

It is clear from the project's name what the project is all about. This step was initiated to increase each PSR's "Monthly Target." Every PSR is deligated objectives per month depending on their performance from the last. As a result, during the last week of each month, there are a few PSRs whose sales target accomplishment % was abnormally low, nearly zero. As a result of their low

percentage of success, our team would call them and push, warn, and motivate them to do better by reviewing their previous month's performance. We also used to keep track of any concerns with broken items, poor DB point supply, and fewer sales in certain of our top-selling locations as a result of the COVID scenario. We were also required to produce a report on it and advise the HR department about the difficulties we uncovered as well as our progress.

1.2 Priming

As an intern, I received some basic tips in areas such as:

- Computer efficiency; and
- Some instruction I received while working on the DURBIN project. Such as how DURBIN functions, what Pre-Sales Representatives truly do, what the true results of PSR efficiency are, and how the COVID beverage market operates.
- How exactly do trade marketing function, and what is the product's current sales position? How did you get to that conclusion?
- How to communicate with Regional Sales Managers (RSMs), Assistant Sales Managers (ASMs), and Sales Executives (SE). How to communicate with PSRs and obtain accurate information from them.
- How to determine if a Visicooler is impure.

However, monitoring from the office makes understanding a whole beverage market or any type of product market difficult; for example, I accrued a lot of knowledge about Trade Sales Marketing, but as a marketing intern, our real education about the targeted consumers will occur during field visits, which I had the advantage to do as a Marketing Intern.

1.2.1 Market Inspection

Though I had been delegated to observe the Chattogram division as a DURBIN member, it was difficult for me to get there during the COVID position; therefore, Mr. Omar Asifur Rahman, Senior Executive-Trade Marketing, split our team into SE areas and designated each member a Merchandiser from the SE area, so that the Merchandiser could support us during the Market.

For the Market Visit, I picked the Mohammadpur locality. My day began at Taj Mahal Road DB Point at 10 a.m. Mr. Jakir Hossain, the Sales representative, showed me around the complete DB site and storage facilities, and then I saw SKUs from the DB point were delivered in various cover vans according to orders.



Figure 3: DB point storage & Delivery

This is a photograph of the distribution point, which contains both the storage and the delivery of the large products. Mr. Jakir then introduced all the subordinates with me who worked under that distribution point, and I watched how he described the scheduled calls to the Pre-Sales Representatives before traveling to each outlet. Mr. Jakir then briefed me about the market tour and how we should approach it. Mr. Jakir and a PSR and I visited all the general trade and eatery outlets in the SE.

Then we proceeded to Haque Fast Food, the largest company on Nurjahan Road, to inspect the cleanliness of their Visicooler, where we discovered that the Visi was contaminated and that the shopkeeper had not followed the SKU rules when keeping the items. Then I directed the PSR by implementing the proper regulations, while he cleaned the Visicooler by removing products from other brands. On the other side, I questioned the retailer if he had any worries about the damage and if they required any kind of trade offer, and I took notes on everything. As the PSRs do, I also photographed the revised Visicooler and the output.

That day, I visited around 37 establishments and learned:

- How the PSRs act as a trade sales front liner.
- How can a marketer genuinely sell a product to a buyer in the face of rival offers?
- Persuasiveness: I saw that some shops objected to keeping additional items owing to decreasing beverage sales due to the pandemic, but the PSR and Merchandiser persuaded him
- Gain consumer insight by chatting with customers in stores and asking them questions about PepsiCo products; they answered with their own opinion on product purchase behavior, indicating that flavor is more important than price when it comes to food consumption items.
- One thing I've noticed is that rival offers can be a stumbling barrier. However, if the shopkeeper carries both your and your competitor's items, then a trade offer can work.
- When shops revealed how they obtained some of the damaged items, I made notes and reported them to a higher level so that the shopkeepers might get their money's worth. Because that day wasn't just about my Market Visit; I was also a PepsiCo representative, and it was my obligation to guarantee that they received exceptional service. Creating value is critical in marketing.

1.3 Participation in Departmental Functions

As an Intern, I was able to work on several initiatives, including the Fast Sales Project, Project Durbin, WE Project, and Banner Execution Project. I've previously reviewed the & Fast Sales Project as well as project Durbin; now let's look at the Marketing Department's contributions to other initiatives.

1.3.1 POSM Execution

It's more along the lines of a marketing effort. PepsiCo Bangladesh offers several trade transactions regularly. During my internship, PepsiCo Bangladesh announced a new trade agreement involving "7up 2 liters and Mirinda pet bottle." This was meant to enhance 7up 2 liter sales while also exposing people to the new Mirinda packaging. "One Mirinda pet bottle (250ml)

is free with every 2-liter 7up," the deal stated. The overall purpose of the banner execution strategy was to complete as many banners as feasible. My objective was to position the banner at the region's most popular establishments, which are regularly frequented by consumers so that people would notice it.



Figure 4: POSM execution

The banner is marked in this photo of an outlet where I conducted the Banner Execution. This is the first of 22 banners I created. I was ensuring that the poster was appropriately positioned so that it could be seen from the outside and people could easily see it at the door.

1.3.2 Project WE

Because PSRs are not always able to monitor Visicoolers in all areas, the Marketing team plotted to introduce a new project in which the Marketing team will motivate other TBL employees to work collaboratively so if anyone spots a Visicooler with an error, they can call the hotline number to act immediately, and we know TBL employs a lot of people across the country. As a consequence, the effort has been called "WE". My job as a part of the WE project required me to collect complaints from various locations that we received from the hotline department and organize them by location so that PSRs could address them the next day. I also compiled a list of

2 thousand employee phone numbers and addresses so that they might get SMS messages from TBL regarding the WE project.

1.4 Assessment

In the "3 Months Internship" review, I would state that my time with TBL was simply fantastic and that I couldn't explain how excited I was. I had a lot of pleasure participating in a range of activities. TBL has provided me with some incredible experiences, and I will be eternally thankful. The entire three-month learning period was quite active; I practically learned something new every day. Those three months were really helpful and well worth the effort I put in into each task. The seniors' mentoring was fantastic as they were extremely supportive of me and never hesitated to teach me new things, share ideas with our team, and organize meetings with us. I feel we interns were quite lucky.

1.5 Dexterity

As an Intern, I was able to put my skills to the test by participating in a range of events, including:

- I always attempted to exhibit my creativity when it came to promotion ideas. For example, I choose to learn regarding the 7up deal by taking surveys, which was appreciated.
- I also have a talent for research, as I can conduct a thorough study on any issue, which has shown to be beneficial while performing duties.
- My market tour was made easy by my leadership ability.
- My familiarity with Microsoft Word, Microsoft PowerPoint, Microsoft Excel, and a few other programs made preparing daily reports a breeze for me.
- Adaptability abilities aided me during a market trip that was unfamiliar territory for me; yet, I handled it professionally.

1.6 Abilities acquired

The new abilities I've learned are ones I like and know will be useful in my future job -

- Workplace stress, which I'm confident will come in helpful in the future. I learned how to operate under duress, and as a result, I stayed in the office for a long time.
- Since working with a fantastic marketing intern team, my teamwork has greatly increased.
- Work Ethics cannot be fully understood unless it is put into reality, which is exactly what occurred to me. I discovered how office work ethics operate, that there are no excuses and that there is no tolerance for laziness on the job.
- Workplace time management is also critical; one cannot spend the entire day performing one task, and one must be very active.
- We don't have many duties at university, but we do at work. For example, I used to be in charge of monitoring PSRs, and my inaccurate information in the reports might have created a lot of problems.

1.7 Academic knowledge application

Because of my academic background, I learned how important it is to maintain track of time at work, so I started being extremely timely at work and in my studies. During my market visit, I also used my marketing abilities to organize the advertising of the 7up offer, as well as my understanding of marketing to provide value to clients. Then I applied the product packaging concept I offered for a slice.

Chapter 2: Organization Part

2.1 History of Transcom Beverages Ltd.

Mr. Latifur Rahman founded Transcom Limited as Transcom Group in 1973. In the year 1885, it began with tea plantations. With over 13,500 people, Transcom is now one of Bangladesh's top and fastest-growing diverse business houses. The corporation has a 130-year history and operates in 20 countries in nine industries. These early industrial firms have evolved to high-tech manufacturing, worldwide commerce, and distribution, creating strong relationships with several blue-chip international corporations. Transcom has risen to become the largest media firm in Bangladesh.

A Bangladeshi corporate conglomerate is Transcom Group Limited. This category includes the following businesses:

- Eskayef Pharmaceutical Ltd
- Mediastar Ltd
- Transcom Beverages Ltd
- Transcom Distribution Co. Ltd
- Transcom Foods Ltd
- Transcom Electronics Ltd
- Transcom Consumer Products Ltd
- Bangladesh Lamps Ltd
- Transcom Cables Ltd
- Mediaworld Ltd
- Tea Holdings Ltd
- Reliance Insurance Ltd
- Transcraft Ltd
- Bangladesh Electrical Industries Ltd

Transcom Beverage Limited (TBL) is the official PepsiCo franchisee for Bangladesh, owning and running modern bottling operations in Dhaka and Chittagong for the world-renowned light refreshment beverages (LRB), carbonated soft drinks (CSD), and non-carbonated soft drinks (NCSD) (Fruit drinks). The company was founded to pursue long-term success in Bangladesh and to grow into the top beverage company by best servicing the beverage needs of its workforce. The firm believes in providing performance with a purpose via skilled and dedicated personnel.

PepsiCo, which was formed in 1995 by the merging of Pepsi-Cola and Frito-Lay, is now a significant food and beverage provider in over 200 countries around the world, with headquarters in Purchase, New York. Pepsi Cola is one of the world's best-known brands, with advertising that is nearly as well-known as its never-ending feud with Coca-Cola. Pepsi has evolved into a product with several formulations. Celeb Bradham, a pharmacist from New Bern, North Carolina, invented the original Pepsi Cola recipe in 1893.

Pepsi was first sold as a digestive aid, which appealed to customers, but as the brand gained in popularity, the firm changed tactics and sought to sell through celebrity endorsement, which proved to be a huge success. Today, the Pepsi brand, like its competitors, has progressed far

beyond what Caleb Bradham could have imagined. Pepsi Cola is available in a variety of flavors, including original Pepsi, Diet Pepsi, and others.

2.1.1 Mission & Vision

The mission statement of the firm is "to be the preeminent beverage company in Bangladesh, engaging and fueling every Bangladeshi by best meeting their everyday beverage requirements and providing a performance with purpose."

Overall, the company's vision is to:

- Provide high-quality products and services to its clients while providing value for money;
- Help employees improve, encourage employee empowerment, and reward ingenuity; and
- Encourage and support its suppliers and distributors in their efforts to improve the quality of their products and services.

Mission:

"As the nation's top beverage business, we aim to offer customers tasty, healthful, cost-effective, and accessible beverages while retaining the segment's largest market share."

Overall, we may deduce that it means:

- Impressing the sales staff
- Increasing sales volume
- Providing financially sound business opportunities.
- Following ethical business practices.
- Add value to the customer.
- Start a new trend.

2.1.2 Trend & Growth

Transcom Beverages claims it has the elements in place to accomplish its long-term growth objective of 5% to 7% organic revenue growth by adjusting its portfolio to satisfy customers' diverse demands.

Sustained Growth, according to Transcom, is crucial for motivating and evaluating their achievement. The desire for sustainable success through inspired remodeling gives results a real worth and aids them in determining whether today's activities will benefit the future of their

company. It's all about personal development and company performance.

Transcom Beverages is the only PepsiCo franchisee in Bangladesh, as an affiliated entity of the Transcom Group. Transcom Beverages Limited was incredible. Transcom Beverages Limited was named the "international bottler of the year" by PepsiCo in 2009, the company's highest honor. The company has also won the award for "best bottler of the year" in the India region five times in a row, as well as the award for the finest factory in the entire region. 7up has received the prize for "best beverage brand" seven times. So, we can conclude that TBL has maintained a great level of success throughout its entire journey. Being a competitor of Coca-Cola and winning these incredible honors is no easy task, as we all know the beverage business is vast and crowded with big brands. Despite this, TBL has continued to build its company and brands, which is truly remarkable

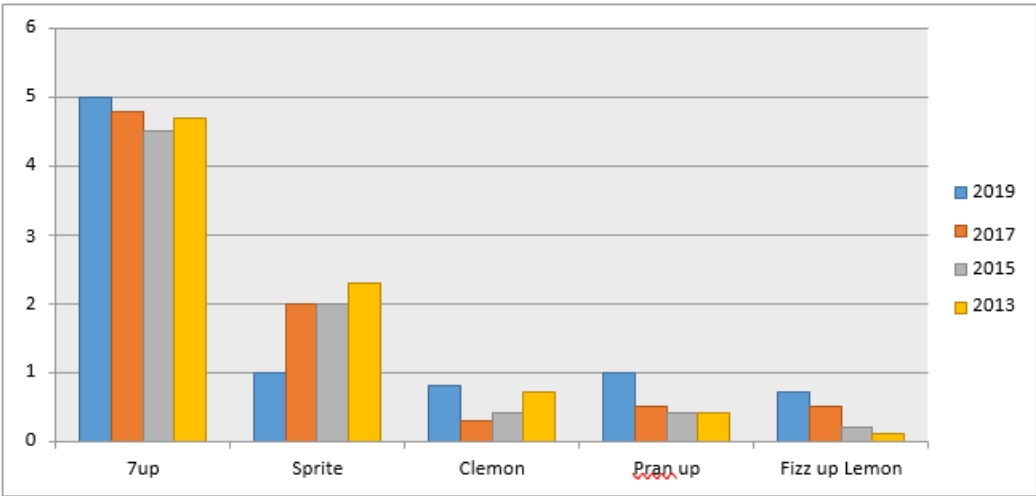


Figure 5: 7up Growth Chart

There's a reason why 7up has received the "best beverage brand" award for the past seven years. It is critical to have realistic standard goals to preserve a company's healthy growth. These goals can lead an organization to the top position and peak of success. When it comes to trends, TBL has the most up-to-date agendas and tactics. TBL is constantly following new market trends to keep up with new generation trends. Because celebrities are continually carrying a new trend, PepsiCo has the influence of celebrity and celebrity marketing for its products.

Mountain Dew is another great PepsiCo brand. The best part is that there is currently no other

beverage or competitor brand that can compete with Mountain Dew. Because there is currently no substitute for mountain dew. Mountain Dew is popular among the younger generation due to its rough and gritty marketing, as well as its distinct flavor and color. The term "Bhoyer Porei Joy" truly functions as a triggering point for teenagers, resulting in a surge in Mountain Dew sales. Mountain Dew is popular among university, college, and high school students, which contributes to the product's total growth.

Other PepsiCo products, such as Pepsi Black, Pepsi Diet, Aquafina, and Tropicana, are growing well as superior products; however, Pepsi's widening is slower than Coca-Cola's, but this does not affect PepsiCo's total growth, which is why Transcom Beverages Limited has a 35 percent market share and leads the industry.



Figure 6: Mountain Dew's static Creative

Mountain Dew's innovative concept has made this product popular among the younger generation. The following are the objectives of Transcom Beverages Limited (TBL):

- Increase profitability
- Achieve a 100% target
- Improve efficiency

- Gain a larger market share
- Increasing employee training
- Improving overall client service

2.1.3 Customer mix

TBL's philosophy regarding their customers is "care for customers, consumers, and the planet we live in" (PepsiCo). Customers are constantly at the forefront of PepsiCo's mind. Their extensive beverage offering caters to a wide range of customer groups. It takes into account the motivations, preferences, and loyalty of customers. As we all know, the majority of clients may like items from the same brand that are quite adaptable. PepsiCo's focus on client lifetime value extends beyond simply selling a product to include customer retention and developing potential for future purchases. Let me explain this using the customer mix theory:



Figure 7: Customer mix

In essence, the customer mix model posits who the various target consumers are and enables retailers to take into account not only why a consumer wants a given brand, but also why the streams used during the consumer journey may be significant in shaping the purchasing intention

and satisfying timeframe.

Who

It is possible to consider who the target customers are in the customer mix. PepsiCo's target demographic is those aged 13 to 35. Wholesalers, supermarket and corner stores, retail chains, member shops, authorized independent bottlers, and foodservice distributors are also covered, as are schools, restaurants, and stadiums, as well as hotels. PepsiCo also targets athletes and overweight people due to the diversity of products available.

Why

Why does a buyer want a certain product? Every PepsiCo product has a distinct fan base. Pepsi has a large following of customers who enjoy black beverages, 7up has a large following of customers who enjoy lemon white beverages, and Mountain Dew is the most popular among the younger generation.

Pepsi diet, 7up light, and Pepsi black are also popular among health-conscious or overweight people (max taste zero calories). Mango juice fans prefer Slice, orange juice lovers love Tropicana, and customers who want organic juice choose to slice and Aquafina is the most and has established its niche.

What

What a corporation believes its target clients are most interested in purchasing, yet this extends beyond the goods. Purchase value, convenience, and personalization of the offer are all things that customers demand. Each PepsiCo product has its niche and customer base. Customers can choose from three various Pepsi flavors, two different 7up flavors, and two different Mountain Dew flavors. Because of the distinctive flavor packaging, Mountain Dew is the new generation's choice. For the mango and orange lovers, Slice and Miinda each have their distinct flavors. As a consequence, each customer group has a favorite beverage.

Where

Where takes into account not only fulfillment but also every other component of the consumer journey, such as research and purchase. Because PepsiCo has such a large number of outlets, getting PepsiCo items is extremely simple. Grocery stores, convenience stores, hyper stores, restaurants, shopping malls, movie theaters, stadiums, and small food stalls are examples of such places.

When

It exemplifies the importance of convenience to the consumer experience.

When it comes to client demand, timeliness can be acceptable. So PepsiCo has a distribution network that reaches every place so that customers don't have to go out of their way to buy their favorite beverage. Even in rural locations, the majority of things are available close to the customer's door.

What's next?

Consumer loyalty is rarely earned in a single transaction in modern retailing, according to this component of the customer mix. PepsiCo has millions of loyal clients in Bangladesh, without a doubt. Pepsi, 7up, Mountain Dew, Slice, and Tropicana are all favorites, even in rural places.

PepsiCo has a loyal consumer base that has helped them gain a significant market share. PepsiCo has a 35 percent market share in the industry.

2.1.4 Product mix

Transcom Beverages Limited, like PepsiCo, Inc.'s franchisee in Bangladesh, distributes PepsiCo's subsidiaries. CSD, club soda, water, and fruit drinks are among the items that they currently manufacture in Bangladesh.

There are four varieties under CSD: cola (which includes Pepsi, Diet Pepsi), lemon (which includes 7up and 7up lite), lime (Mountain Dew), and orange (which includes Mirinda). PepsiCo's 'Evervess' is a club soda, while Aquafina is the sole mineral water produced by PepsiCo.



Figure 8: Brand logos

Slice is a mango juice that has only been available in Bangladesh since August of this year. GRBs, CANS, and PET bottles of Pepsi, 7up (excluding 7up lite), Mountain Dew, and Mirinda are available in retailers. In bottles, you can get Evervess soda, Slice, and Aquafina.

Product Name	SKU
Pepsi	<ul style="list-style-type: none"> • 200ml GRB • 250ml PET • 250 CAN • 500ml PET • 1L PET • 2L PET
Pepsi Diet	<ul style="list-style-type: none"> • 250 CAN • 500ml PET
7up	<ul style="list-style-type: none"> • 200ml GRB • 250ml PET • 250 CAN • 500ml PET • 1L PET • 2L PET
7up Lite	<ul style="list-style-type: none"> • 250 CAN • 500ml PET
Mountain Dew	<ul style="list-style-type: none"> • 200ml GRB • 250ml PET • 250 CAN • 500ml PET • 1L PET
Mirinda	<ul style="list-style-type: none"> • 200ml GRB • 250ml PET

	<ul style="list-style-type: none"> • 250 CAN • 500ml PET • 1L PET
Aquafina	<ul style="list-style-type: none"> • 500ml PET • 1L PET • 1.5L PET
Slice	<ul style="list-style-type: none"> • 200ml
Evervess	<ul style="list-style-type: none"> • 500ml

Table 1: TBL's product list

2.1.5 Operations

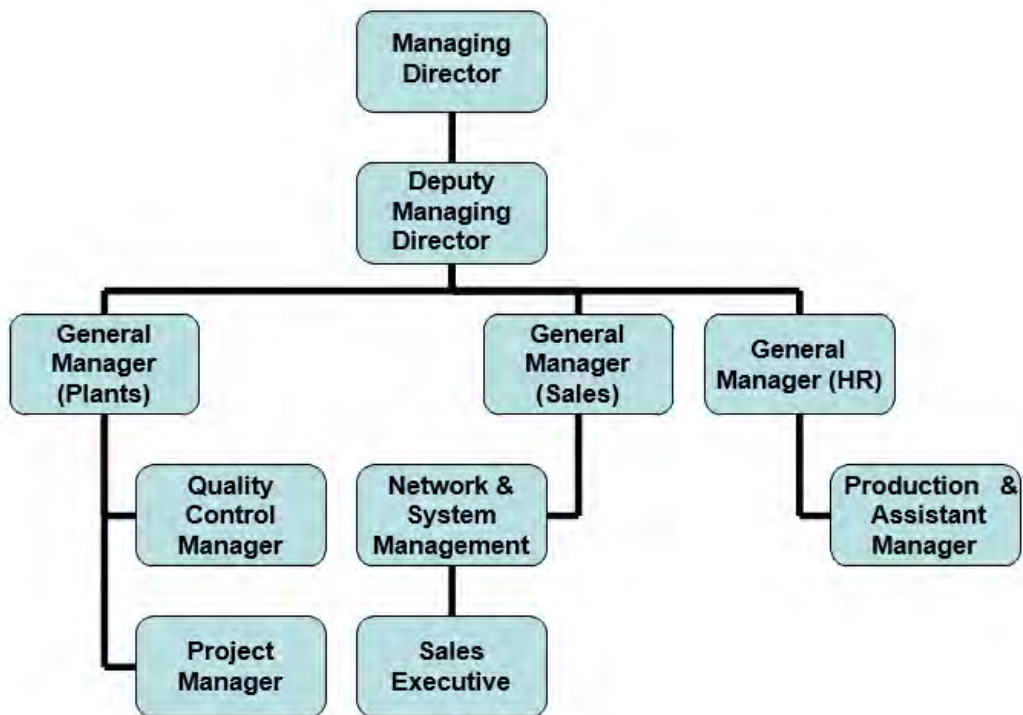


Figure 8: Organizational structure of TBL

Accounts and Finance department

Let's take a look at PepsiCo's accounting and finance departments.

Transactions of different types are documented in this category, as are Term Loan Installments. Sales incentives are designed and handled in such a manner that they encourage personnel to meet their goals. Account briefings and reports are made to illustrate how much they may achieve, how much the company makes, how much of their assets have depreciated, and what debts must be returned.

Sales department

This department is responsible for the number of sales made, setting a target for total sales to be accomplished, and then comparing monthly total sales to see if the shops were able to meet the target. They maintain constant communication with the RSM, ASM, and PSRs to keep track of every sale made as well as the reach of the campaigns run to encourage more product sales.

Marketing department

Transcom Beverages Limited's most potent weapon is their marketing strategy, which describes how they employ marketing approaches to improve consumer happiness. It's incredible how they construct their marketing strategies with celebrity marketing and one-of-a-kind advertising. To improve sales, this department develops concepts and ways for advertising the company's products and services to merchants and consumers. They launch new brands, run advertising materials and media promotions to familiarize their consumer base with the brands and products that accompany them, run sales promotions and contests for customers to become acquainted with their products through conducting tests, and frequently connect their brands and products with multiple events.

2.1.5.1 Operations

For my project, I had to spend a few days at the PepsiCo facility in Mouchak, Kaliakoir, Gazipur. I went to five departments that were closely related to marketing at the time. I did my best to learn about TBL's primary marketing efforts and observed the entire process. Transcom Beverage Limited is a three-step process that involves a lot of work. Obtaining the ultimate product: bottle processing, syrup production, and bottle processing.

Cleaning the bottles is part of the bottle processing job. The bottles go through a seven-stage cleaning process. They are physically checked with intense lights in the initial phase to see if there are any major issues that the washers cannot manage. These bottles are separated so that they can

be cleaned by hand. The bottles are then cleaned in the next five phases with water, Lime ND Bleach, and high temperatures of 45, 65, and 95 degrees Celsius. The bottles are then cooled to room temperature in the last stage. As a result, the bottles are ready to be refilled.

Three boilers are used in the syrup-making process. Sugar is added to boiling water in the first boiler in specific amounts to make a combination (Transcom beverage's underground pumps are used to pump the water. These concentrations might be in powder or liquid form. 7up and Miranda come in both liquid and powder forms, but Pepsi cola is only available in liquid form. This combination is used to make syrup. Finally, the syrup is transferred into the third boiler and mixed with carbon dioxide (prepared by using mono-ethyl-amine caustic soda). The final drink is produced by the third boiler, which is carbon dioxide.



Figure 9: distribution channel

2.1.5.2 Territory Work of TBL

Transcom Beverages Limited segregated Bangladesh into five units consisting of one key accounts unit, and one PMX unit for restaurant supplies. Territory Development Manager is the title given to each of the unit heads (TDM). Bangladesh has a large number of distributors in the units. Transcom's distributors are located throughout Bangladesh. Transcom Beverages Limited goods are extensively available on shop shelves across the country thanks to dedicated distributors.



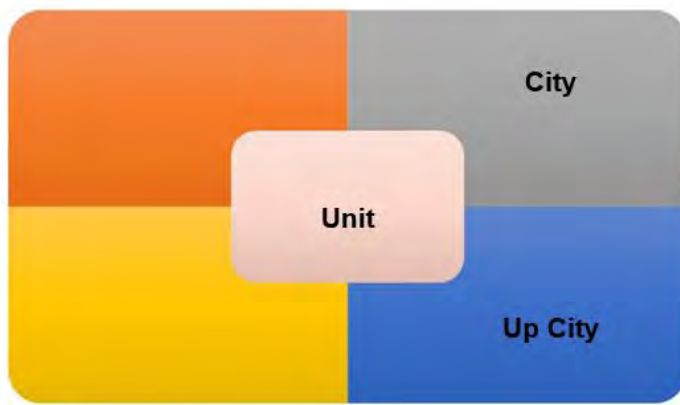


Figure 10: Territories

2.1.6 SWOT Analysis

Strengths

- Brands are well-known and trusted.
- A collaborative and positive organizational culture.
- A selected approach to supply chain management.
- Food safety regulations are very strict.
- In Bangladesh, it has a large market share in the Carbonated Soft Drinks industry.
- Sustainable plan for focusing.

- Human resources have expertise and skill, resulting in lower management risk.
- Adaptable to changing field conditions.
- cost-effectively expanding beverage manufacturing.

Weakness

- Your online presence is woefully inadequate.
- mild Media promotion.
- A disconnect between upper management and lower-level salespeople.

Opportunities

- Expansion into Bangladesh's distant areas;
- Growing beverage demand among youthful people.

Threats

- The Bangladesh market is extremely competitive.
- A growing number of health-conscious clients have a negative opinion regarding CSD.
- Competitors' aggressive marketing campaigns.

2.2 Industry Analysis

Organizations use industry analysis, a market research approach for estimating the level of competition in a certain sector. The credit system, technology breakthroughs and how they may affect the future, other competing sectors, the amount of competition inside any organization, and supply and demand data are all external variables influencing the industry. TBL employs superior analytical methods to get insight into the competitive beverage competitive landscape as well as the shortcomings of competing beverage brands. They use this data to create a marketing strategy to promote business interest and share. TBL employs one of the most successful methods for analyzing the beverage sector, which is –



Figure 11: Porter's five forces model

2.2.1 Beverage Industry Specifications

The beverage sector in Bangladesh has a long history, yet it is underestimated. For a long time, the industry's sole product was carbonated beverages or carbonated soft drinks (CSD). The market has become more diversified as a result of the influx of new firms and the launch of fresh, more diverse commodities. The industry has expanded tremendously.

The beverage sector in this new era features new innovative beverages with trendy packaging.

Customers' love for beverage consumption has grown to the point where even the younger generation has a variety of beverage options. Senior citizens, on the other hand, have their beverage priorities. This era also contains beverage collections for health concerned people; it's not all unhealthy anymore. The following are some good specifications:

- Increasing the asset's worth.
- Maintain a high level of quality and compliance.
- Achieving energy and sustainability targets.
- Keeping up with the latest beverage line goals.
- As the sector has grown in size, worker safety and empowerment have increased.
- The new era has shattered the stereotype that beverages must be harmful and high in sugar.

2.2.2 Industry size, trend, and maturity

The beverage sector in the twenty-first century has carved out a significant niche in the corporate world. When it comes to growth, it has become the most popular business because soft drink use

is no longer considered deleterious.

In Bangladesh, the industry for carbonated soft drinks was worth TK 1,400 crore, rising at a pace of 15% every year. However, the market size in 2011 was 1,500 crores, with a 20 percent annual maturity rate. Consumers in the soft drinks market now account for 78% of consumers in cities and 22% of consumers in the suburbs. Furthermore, the demand for soft drinks differs by location., with some semi-urban areas accounting for 65 percent of overall consumers and metropolitan areas accounting for 100 percent, which is incredible.

When it comes to trends, the most significant one that has influenced people's opinions of CSD is that it is high in sugar and toxic, making it inappropriate for wellbeing or obese individuals to consume. Following the current trend, the beverage sector is now flooded with diet options from various companies. Then there's the flavor of the beverages, as well as the packaging; advertisements are full of modern slogans and concepts, as well as trendy campaigns aimed at teenagers.

Now, if we're talking about maturity, I'd say Bangladesh has advanced.

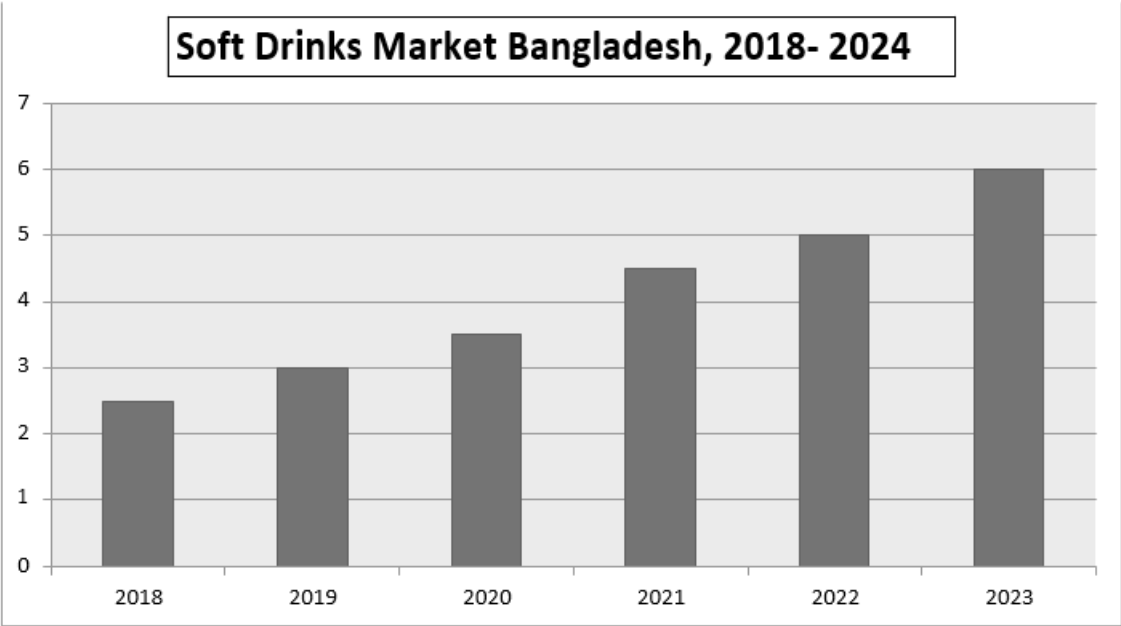


Figure 12: The maturity of the soft drinks market in Bangladesh

2.2.3 External economic factors

The performance of Transcom Beverages Limited is inextricably linked to the state of the economy. This section of the PESTLE/PESTEL analysis explains the impact of economic conditions on communities or the macro-environment of business. The following are the political and economic factors that are linked to PepsiCo:

- Most large markets' economic stability gives an opportunity;
- The rapid increase of development economics, paired with a large and young labor population, presents an opportunity.
- While inflation and taxes harm PepsiCo, they are largely manageable; however, since so many of their items are purchased overseas, it becomes more difficult.
- The slowdown in China threatens foreign expansion, which counts since it's a franchisee.
- Gasoline price sensitivity is a major factor because fuel is used extensively in the manufacturing process.

2.2.4 Technological Factors

Technological factors are variables connected to the presence, accessibility, and technological progress during this time. The success of Transcom Beverages Limited is partly based on cutting-edge technologies. The following are examples of how Transcom Beverages Limited has adapted to technology variables and how they are having an impact:

- R&D investment in the beverage business is moderate, which is a positive thing. Transcom Beverages Limited may expand its R&D spending based on industry marketing research and development (R&D) efforts to strengthen its expertise in this business component.
- Another option is to improve knowledge management systems. PepsiCo can effectively use the benefits of intellectual capital to assist a wide range of organizational processes, including product innovation, strategy planning, and decision-making.
- Increasing sophisticated technology automation in the workplace is another potential since it will affect production efficiency;
- The introduction of new equipment can have a big technical impact.

2.2.5 Barriers to Entry

Brands, bottling, and distribution skills, as well as shelf space, make it difficult for newcomers to break into the soft drinks sector.

Despite the fact that Transcom Beverages Limited has a long history in the industry, the barriers to entry argument does not apply. Transcom Beverages Limited has long surmounted those restrictions, and as a result, it is currently Bangladesh's top beverage firm, with a 35 percent market share advantage over Coca-Cola, another significant franchisee.

If I were to consider a new brand's entry into the beverage business, the hurdles to entry would be as follows:

- The costs of establishment are not easily affordable. Investors are often unable to enter the Bangladeshi market due to the substantial money required to set up a new bottling facility. This financial barrier may be a major hurdle for newcomers.
- Expensive Advertising: PepsiCo spent \$54 million on advertising Coca-Cola products in the mainstream media for five years. They go for a low-key billboard and color commercial. As a result, it is incredibly difficult for a startup to compete with contenders while also developing a brand reputation and allegiance.
- PepsiCo is perhaps the most established firm. For the last 50 years, TBL has marketed PepsiCo goods in Bangladesh. TBL has a history of fantastic advertising that has earned the firm a lot of brand value and enthusiastic supporters all around the country through utilizing celebrities, but this is extremely difficult for a new entry.
- Retailer Shelf Space and Distribution Channels: For all of its drinks, Transcom Beverages Limited has a well-developed distribution stream. Because of its skilled distributors, PepsiCo's goods are easy to acquire and available to the customer base. They maintain their transportation system, distribution systems, and coverage area, among other things. This makes it challenging for beginners to encourage retailers to stock and refresh their shelves.
- Fear of Retaliation: Entering a market with established competitors such as PepsiCo and Coca-Cola is challenging since it may lead to pricing wars that affect entrants.

2.2.6 Supplier Power

In the quest to make the best product in the beverage industry, companies are seeking to obtain the best things from suppliers. Every company has a trade secret of its own. Suppliers are under

little competitive pressure. Bottling and packaging companies are two common examples. Because it is so easy to switch suppliers, suppliers have a lot of bargaining power in this situation.

Transcom Beverages Limited must retain profitable supplier connections. This portion of the five forces analysis looks at the impact of suppliers on the company's industrial environment. PepsiCo suppliers, on the other hand, have minimal negotiation leverage, according to my research and knowledge; let's take a look at them in terms of external elements. -

- Abundant Supply, this is a dragged-out force. PepsiCo's raw material options are expanded as a result of the high overall supply, reducing suppliers' bargaining power. The minimal forward integration of PepsiCo's supply chain, which limits suppliers' authority, further erodes this effect.
- Suppliers with a poor level of forward integration are also a weak force.
- Individuals who perform services on a moderate scale are a moderate force.

2.2.7 Buyer Power

In its mission statement, PepsiCo identifies consumers as one of its key concerns. This component of the Five Forces study determines the influence of consumers on the firm's industrial setting. External elements that contribute to PepsiCo's strong bargaining power among consumers and buyers include:

- Low switching price, which is a tremendous strength, I must confess. The ability of customers to influence PepsiCo is bolstered by the fact that they can simply transfer from one firm to another.
- It is also a potent force because it provides easy access to product details. Customers can also access a variety of information that allows them to swiftly compare PepsiCo and competitor products.
- The wide availability of alternatives is a tremendous factor. Substitutes, on the other contrary, provide customers still another incentive to avoid PepsiCo goods.

2.2.8 Threat of substitutes

PepsiCo's goods might be swapped depending on customer preferences and other variables. Cola-Cola is the most common Pepsi alternative, whilst Sprite is the most successful 7up substitute. Mirinda's alternative beverage is Fanta. As a result, this component studies the impact of substitutes on the business and industrial environment of the firm.

- A strong force is the high quality of alternatives. The vast majority of PepsiCo's alternative

products are approved. People can enjoy natural fruit juices and prepared coffee dishes instead of Pepsi.

- Customers of PepsiCo can also simply switch to these substitutes, which are widely available in supermarkets and other merchants.
- Low switching costs are also a significant factor.
- Another important force is the high availability of alternatives.

2.2.9 Industry Rivalry

Coca-Cola is with no doubt PepsiCo's most significant competitor. Though their battle is not new, they have been battling for a long time, as well as every PepsiCo brand has a Coca-Cola Company counterpart, yet Mountain Dew and Slice have fundamentally changed the game. Mountain Dew is the most consumed drink among teens due to the enthusiasm instilled in them by its advertising and tagline. Slice also has already won over the public's hearts with its distinct flavor. However, there are still worldwide franchisees and local competitors, and the beverage market is crowded with rivals and competitors. However, PepsiCo Bangladesh continues to top the market with a 35 percent share, followed by Coca-Cola with 29 percent, Pran with 15 percent, and the remainder of the local brands with various percentages.

- Aggression is rife in business, and it is a powerful force. PepsiCo is under significant pressure from the food and beverage sector overall, which is demanding in terms of developing technology.
- A crucial influence is the low switching costs. Consumers may readily transition from one state or brand to another since switching costs are minimal, improving competitive competitiveness. It has a moderate influence and a large number of businesses. PepsiCo competes with a diverse spectrum of companies, including large multinationals such as Coca-Cola and a plethora of small and medium-sized enterprises.

Overall, it is possible to argue that industry competition is one of the firm's top pressing concerns.

Chapter 3: Project Part

Transcom Beverages Limited was established to establish long-term profitability in Bangladesh and become the top beverage manufacturer. They began bottling and distributing just original (cola-flavored) Pepsi many years ago. TBL has recently made several flavored drinks under 5

brands and PepsiCo brand filtered bottled water available all through the country to fulfill the ever-changing beverage demands of customers. With so many options, keeping a balanced number of products on store shelves to meet customer demand is becoming increasingly difficult. TBL's marketing staff does an excellent job here. Persuading merchants to acquire our items rather than competitors is critical in a market where retailers control and manage which products reach customers. Retailers and wholesalers may be enticed to acquire and sell the brands as a consequence of appealing trade deals. All students pursuing a BBA from BRAC Business School must complete an internship. This report is one of the prerequisites for completing the BBA internship program. The fundamental purpose of an internship is to expose students to a business context so that they can relate to and translate theories and concepts into real-world experience. Transcom Beverages Ltd gave me the opportunity to work in this position in the marketing and trade sales department, in which I was able to participate in a range of active projects, including "Durbin," while still completing my other job responsibilities. This report details what I was able to learn and contribute to the organization by participating in various initiatives and completing given work with greatest diligence. This paper also offers details about Transcom Beverages Ltd's goods as well as the company's marketing tactics for influencing product sales.

3.1 Objectives

3.1.1 Broad Objective

This study's overarching purpose is to give visibility into PepsiCo's trade marketing tactics and processes in a developing economy like Bangladesh.

3.1.2 Specific Objective

Several specific objectives must be met in order to achieve this general goal:

- To have a better understanding of PepsiCo's trade marketing tactics.
- Be aware of trade offers and other corporate activity in order to establish a positive relationship with distributors and retailers in the supply chain.

- To acquire a better understanding of TBL's activities in Bangladesh in comparison to its main competition.

3.2 Motivation of the Report

My greatest source of motivation was my workplace, specifically the people that assisted me much by supplying ample data and knowledge. My intern team is also a huge source of inspiration for me. Our team's passion at work is a great motivator, and it was a major factor in focusing on the meticulous authoring of this report on all of the themes.

3.3 Methodology

I analyzed all of the data I gathered from TBL's marketing department for this report. In addition, I have included my personal experience with TBL. TBL has been conducting many sorts of market research for years, and I've attempted to use them as well. Overall, I attempted to depict the entire picture of trade marketing by studying, analyzing, and following the information provided by PepsiCo personnel. This report's data was compiled from both primary and secondary sources.

3.3.1 Primary Sources

Observation, interviews, and surveys were used to gather primary data.

- Face-to-face meetings with a select group of merchants and distributors.
- Direct observation: An unstructured oral interview with staff from the marketing and sales department to learn about the company's current trade offers and incentives.
- Performing desk work allowed me to have a better understanding of how the entire marketing and sales operations department works.

3.3.2 Secondary Sources

Secondary data were acquired from the following sources:

- Internal sales records and associated trade offer files
- Firm database

- Annual reports of the company
- Websites of Transcom Beverages Limited and PepsiCo
- Office documents

3.4 Scope of the Report

Overall, because trade marketing operations are linked to almost every department, the scope for drafting this research includes Transcom beverages Ltd's entire marketing department. Because different departments contribute differently to trade marketing activities, I sought to keep within the bounds of various trade marketing activities. Because TBL is a sales-oriented company, the primary emphasis was on trade marketing products to consumers and retailers.

KPIs are primarily used by the beverage industry to assess objective achievement.

"The goal of marketing is to get to know and understand the customer to the point where the product or service fits him perfectly and sells itself." - Drucker, Peter

3.5 Limitations of the Report

During the creation of this report, I had certain constraints as well, such as:

- Organizational procedures to ensure confidentiality
- Limited access to various firm data
- The time constraint; the study period was just 10 weeks long, which was insufficient to learn everything there is to know about a corporation like TBL.
- Inexperience managing all of the real data in this manner, because this was the first time working in such a large worldwide franchisee. So, adopting accurate data for trade marketing is difficult because I also have to adhere to the organization's privacy policies.

3.6 Recommendations for improving operations

As a marketing intern at TBL, I noticed only a few issues in the marketing department that I believe should be addressed more aggressively:

- Trade marketing offers should be correctly implemented and evaluated to mitigate loss since a trade offer requires a significant investment, and if the outcome is not satisfactory, the marketing department will suffer.

- Since DURBIN is a trade marketing project, the PSR should be treated more seriously and effectively, as it has the potential to harm TBL's sales.
- When attempting to win over merchants, Transcom Beverages Limited should avoid offering deals that may not be lucrative in the long term; anticipating future effects is crucial; in this scenario, Transcom Beverages Limited should strive to follow PepsiCo India.
- TBL needs to modernize its systems so that it can effectively examine previous year's data for future forecasting and trend analysis.
- TBL must put greater emphasis on promoting new brands such as Slice, Pepsi Black, and Tropicana, as well as making the items available through merchants.
- For quick sales initiatives, the unit should take them into account so that the PSRs take their KPI or sales target seriously as well.
- Slice needs greater exposure because it is the most popular brand in contrast to Pran's Frooto and Akij's Frutika. However, both Tropicana and Slice satisfy worldwide manufacturing standards and employ high-grade components in terms of quality, but they lack good marketing.

3.7 Key Understanding

My overall key comprehension was excellent. Every duty I've completed and every project's effectiveness in which I've worked was crystal clear to me. Day by day, my understanding of an international franchisee grew.

My understanding of how the beverage business benefits the entire function whole functions, but especially how rivals battle against each other, how each promotion has a huge influence, and how the contents of a trade offer have a substantial impact.

My understanding of how the work environment operates, how to adjust to it, how to cope with new entries, and how to function in a team despite peers with opposing perspectives.

Finally, what is the inside perspective of the actual market, actual production, and actual factory operation that we university students have only read about in books, I finally experienced, for which I will be eternally grateful to TBL.

3.8 Conclusion

Bangladesh's beverage market accounts for a considerable share of all FMCGs. Transcom Drinks Ltd (PepsiCo BD) has worked hard for many years to create value and a leading position for PepsiCo's beverages in Bangladesh, wherein they compete with the strongest global brand, 'Cola Coal,' as well as other local beverage enterprises. PepsiCo, a multinational business, was the top market stakeholder in 2014, accounting for 35% of the market, followed by Coca-Cola (25%).

Trade promotions account for a significant portion of the company's revenue and are managed by the marketing department, which is the company's beating heart. As a result, marketing budgets, particularly those of industrial enterprises, are extremely important. Although it may be an excellent method to enhance product demand while simultaneously increasing revenue. TBL's significant marketing efforts have increased PepsiCo's market share to 45 percent in just a few years, which is incredible. Because beverages are a low-margin FMCG product, companies must concentrate on high volume sales. As a result, TBL prioritizes its marketing obligations, constantly updating and analyzing promotional campaigns and efforts to take over shelf space.

Marketing consumes a sizable chunk of a company's budget, particularly for industrial enterprises like TBL. I got the wonderful chance to work as a Marketing Intern, and my trip has been excellent in terms of learning and practical information that I will be able to implement in my future profession.

References

1. DeGaris, L., & West, C. (2012). *The effects of sponsorship activation on the sales of a major soft drink brand. Journal of Brand Strategy, 1(4), 403-412.*
2. *Transcom Limited - Transcom Limited. (2021). Retrieved 10 January 2022, from <http://www.transcombd.com>*
3. *Transcom Beverages Ltd - Transcom Limited. (2021). Retrieved 14 June 2021, from <http://www.transcombd.com/transcom-beverages-ltd.html>*
4. Adegbuyi, O. A., Ajagbe, A. M., Kehinde, O. J., Adegbuyi, A. A., & Akhande, A. O. (2015). *Strategic roles of branding on organization sales performance. International Journal of Current Research, 7(12). 23835-23841.*
5. *PepsiCo Home. (2021). Retrieved 11 January 2022, from <https://www.pepsico.com>*