

**Report On**  
***Trade Marketing Initiatives of “Transcom Beverages Ltd” (PepsiCo BD)***

By-

**DINA ABIDA**

**ID- 18204022**

An internship report submitted to the B.B.A. Department in partial fulfillment of the requirements for the degree of Bachelor of Business Administration.

BRAC Business School (B.B.S.)

BRAC University

29<sup>th</sup> January, 2023.

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## 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:**

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**Supervisor's Full Name & Signature:**

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**MS. Rahma Akter**

Senior Lecturer, B.B.S.

BRAC University.

## Letter of Transmittal

Ms. Rahma Akter,  
Senior Lecturer,  
BRAC Business School  
BRAC University  
66 Mohakhali, Dhaka-1212

**Subject:** Internship report submission on – “Trade Marketing Initiatives of Transcom Beverages Limited”.

Dear Ma’am,

With all due respect, I would like to inform you that the organizational attachment of twelve weeks' duration that I had with Transcom Beverages Limited has come to a successful conclusion. I worked here from October 1st, 2022, to January 1st, 2023. This report, which I am presenting with the utmost pleasure, was created in accordance with the guidelines established by your direction as well as the criteria of the course BUS400. The report is based on the insights I gained during my three-month internship with TBL's Sales Strategy Department. I have worked so hard to complete this report perfectly and have gathered enough data to adequately reflect what I have learned from TBL. As I don't have enough expertise, there are probably some errors, so please take that into consideration. I'm hoping you'll be gracious enough to acknowledge my efforts.

Madam, thank you in advance for your kind assistance. I have tried to be as thorough, concise, and meaningful as I can be with the information and recommendations in the report. I sincerely hope you will pardon all my errors.

Sincerely yours,

**Dina Abida**

ID- 18204022

BRAC Business School

BRAC University

Date: 29<sup>th</sup> January 2023.

## Non-Disclosure Agreement

### Confidentially Agreement

1. The three parties acknowledge and agree that the internship report, whether in draft or final form, is not a secret document and may be shared with third parties by students, employers, or faculty members. The faculty supervisor will keep a copy of the internship report in their file for at least a year (in the event of a grade review), after which time they have the option of destroying it.
2. All materials and information provided by the employer to the student in this internship course must remain the employer's property, unless otherwise required by the employer in writing. However, both the student and the faculty supervisor will not see this as sensitive information.
3. It won't be against the law for the three parties to share any information they learn throughout the internship (if such information was in the public domain)

---

**Fahad Rezwan Khan**

Revenue Management Lead

Transcom Beverage LTD. (TBL)

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**MS. Rahma Akter**

Senior Lecturer, B.B.S

BRAC University.

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**Dina Abida**

Student,

BRAC University.

## Acknowledgement

First and foremost, I would like to thank Almighty Allah for His kindness and blessings, which allowed me to successfully complete my internship at Transcom Beverage Limited. I want to send Ms. Rahma Akter, a senior lecturer at the department of B.B.S. and Ms. Tanzin Khan, lecturer at BRAC University, my warmest regards and sincere appreciation for all her guidance, enthusiastic encouragement, and persistent support throughout the report's preparation. I'm sure that I wouldn't have been able to write this report without her helpful advice and time. Her insightful comments on the topics have helped me learn more, which has allowed me to write the whole report and present the data in a logical way.

The second thing I want to do is express my sincere gratitude and appreciation to my supervisor, Fahad Rezwana Khan, Revenue Management Lead, who gave me all the information I needed to prepare the report on my ongoing activities at Transcom Beverage Limited. He oversaw my entire internship period, and I am incredibly appreciative of all the support he gave me throughout my office work at every stage. His guidance has influenced every aspect of my work, including this internship report. His kind assistance and consistent oversight gave me a lot of confidence in the quality of my internship report. His advice has been helpful to me throughout the whole planning and writing process for this report. He also gave me advice, valuable time, patience, motivation, and enthusiasm, as well as enough information, ongoing support, and a lot of knowledge to help me write and prepare the whole report.

I thank my coworkers, along with my supervisor, for the lively discussions, for meeting deadlines, and for all the fun we have had over the past few weeks.

Finally, we want to thank BRAC University for giving us this chance to live in the real world and for helping us to learn more about business through their internship program.

Thank You.

## Executive Summary

The report that follows is a description of a three-month internship I did at Transcom Beverages Ltd. at the end of December 2022.

I was able to gain extensive knowledge about the management and duties of an FMCG company, one of the biggest firms in Bangladesh, thanks to the internship program. One of the largest FMCG firms in Bangladesh is Transcom Beverages Ltd. (PepsiCo BD). It has been one of the top beverage brands in Bangladesh since its founding, and since 2000, it has served as PepsiCo's only franchisee in the country.

Information on different trade marketing activities and how they boost trade marketing sales is provided in this study. Distributors (partners) and retailers are where TBL spends the greatest attention on maintaining and expanding connections since they carry the items closest to the customers. I have attempted to provide examples of how TBL engages with merchants, how international trade marketing operations function, and how the whole trade marketing promotion system operates. This article also discusses how trade offers are outpacing other brands in the beverage business, my whole internship experience with trade marketing duties, and the several trade marketing efforts I have worked on.

The fundamental organizational structure and daily operations of the company are assessed in this study. Although there are many divisions within the organization, the focus of this report is primarily on the trade marketing activities of the Sales Strategy Department, the division to which I was assigned, any tasks I completed in this department, and my contributions to the business over the past three months. I go into greater depth about the lessons I have learned working with Transcom Beverages Ltd. and the things I wish I'd known before beginning the report

**Keywords: TBL, SE, SP, ASM, RSM, PSR, PET, GRB, JBD, Trade Marketing, SKU, Sales Strategy.**

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## List of Abbreviations

**ADC** = Area Development Coordinator

**AOP** = Annual Operation Plan

**ASM** = Area Sales Manager (of TBL)

**CC** = Chemical & Consumable

**CE** = Customer Executive

**DB point** = Distribution Point

**FMO** = Focus Month Objective

**GRB** = Glass Refined Bottle

**KPI** = Key Performance Indicator

**LY** = Last Year

**MTD** = Month to Date

**ND** = Numeric Distribution

**NSM** = National Sales Manager

**PSR** = Pre-Sales Representative

**PM** = Packaging Materials

**RM** = Raw Materials

**RSM** = Regional Sales Manager (of TBL)

**SKU** = Stock Keeping Unit

**SP** = Sales Promoter

**SE** = Senior Executive (of TBL)

**SC** = Schedule Call

**TBL** = Transcom Beverages Limited

**TBPL** = Transcom Beverages Premier League

**TDM** = Territory Development Manager

**USM** = Unit Sales Manager

**Visi** = Visicooler (Refrigerator use to store potables)

**YTD** = Year to Date

## Chapter 1

### Overview of Internship

#### 1.1 Student Information

**Name:** Dina Abida

**ID:** 18204022

**Program:** Bachelor's in business administration (B.B.A)

**Major:** Major in Marketing

#### 1.2 Internship Information:

##### 1.2.1 Period, Company Name, Department/Division, Address

**Period:** Started at 1<sup>st</sup> October 2022, Ends on 31<sup>st</sup> December, 2022.

**Company Name:** Transcom Beverages LTD. (PepsiCo BD).

**Department:** Sales Strategy.

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

##### 1.2.2 Internship Company Supervisor's Information:

**Name:** Fahad Rezwan Khan

**Position:** Revenue Management Lead, TBL.

### 1.2.3 Job Scope- Job Description/Duties/Responsibilities:

- I was assigned for data mining and report creation for the months of October through December for DB wise CPC (Cost per Case). I had to compile all the information and create a thorough report. This was done in order to determine how much money the firm spends on the distributor in order to provide them with a free product or voucher, sometimes referred to as CPC.
- Created a database for all Oct-Dec SKU schemes and compared it to those of our rivals. Every business offers incentives to retailers to encourage them to increase



*Figure 1: My Workplace*

their purchases of the goods. The database was created with the intention of comparing the plan to those of its rivals and improving upon them.

- Data mining to predict the weather and determine the demand for drinks as a result of changes in the weather. Even though it was a top priority, it was also vital to forecast demand in response to weather variations.
- There are several outlets housed under one distribution building. The distributors provide the goods to the retailer, but the business must ensure that all retail locations get the merchandise and have access to all SKUs. The company's goal would be achieved only then. In order to observe the outcome of the availability of all SKUs, I had to prepare the database for Outlet wise SKU from the server. The business additionally needed to guarantee that all SKUs were accessible in the database house. The store will get the items only after that. Therefore, I also had to do the data mining for the DB house.
- Transcom Beverages offers a coupon program, commonly referred to as a distributor reward. A distributor receives a reward voucher if he achieves his monthly goal. To get their discount from the closest courier service, I had to get in touch with the ASMs.
- Building reports based on data mining for the opening stocks in the Dhaka Metro Region (DM), Dhaka Outer Region (DO), and Rest of Dhaka Region (RODR).

- It was necessary to provide daily updates on the performance of SP and PSR merchandisers, as well as the daily score for PSR and the merchandisers. If they reach their goals, they are given a reward.
- The Sales Promoter's (SP) task is to take a picture of the retailer's SKUs to ensure that the goods is delivered in accordance with the order and submit it to the Retail Pulse site. According to their photographs, they were marked, and for a particular proportion, they get rewards. I was given the task of rating the images. The assessment was based on fraudulent photographs, one image that was used for a different source, one image that was taken from various angles, and any I discovered had to be marked. I also made objections to the pictures that the website itself had posted. The website examines the picture once one SP uploads it and awards points for performance. It was my responsibility to personally assess the photographs and challenge them if the performance score was incorrect.
- There are successes and goals for every month. The development of these two businesses is reliant. I must do data mining for the Oct-Nov target vs. achievement increase.
- Report on national synergy- A joint effort with a business called Project Synergy is used to monitor the effectiveness of PSR, SP, and Merchandiser. To provide an update, I had to go to their website daily to get the performance scoreboard.
- It's crucial to know which sub routes have high and low net sales and volume. If net sales and volume are low on a particular sub route, the corporation must take the required actions to boost net sales and volume for that sub route. To get this information, I had to use data mining.
- Data mining and the creation of reports for Oct-Nov Total Volume and Wholesale Volume for all DB houses.
- Report creation for all the retailer's offered plans. The analysis of the order gap between the retailer using the scheme and one not using the scheme is the goal of this report-building. The report constructing on total sales amount, non-promo sales, and buyer's outlet for national is another component of this investigation. The elasticity between schemes with and without scheme order is provided by these data.

- Building Area-Wise Reports in order to examine the MTD accomplishments of 2021–2022 and the growth rate, raw performance and 8oz performance for 8 areas were used.
- We must research the categories that our rivals, besides retailers and distributors, are investing in. The market for Transcom Beverages will also benefit from this.
- Went on a market visit to witness interviews from the store about items and everything and made a report about it. This audit will assist to determine the transparency of that region.

### 1.3 Internship Outcomes:

#### 1.3.1 Student's contribution to the company

Since early childhood, we have mostly learned from textbooks. Our educational system, which



*Figure 2: Office Materials*

deprives us of the chance to get real-world experience, is mostly to blame. Therefore, we only have the possibility to work as interns for businesses during an internship. And I think that now is the best moment to get experience in the real world.

As a sales intern, I worked at Transcom Beverages Limited (PepsiCo BD). So, adding the most recent data was a simple effort for me. I consider myself fortunate to have had this sort of experience during my internship. Although working for some of the most well-known companies is every marketing student's goal, not many of them really get the opportunity.

I had a lot of fun at work since I got to do a variety of various jobs. If I were to sum up the tasks, I was responsible for doing throughout my internship, I would say that I firmly believe that workplace variety is essential for avoiding boredom. I had the opportunity to work on several PepsiCo (BD) projects and even go on market and factory visit.

I'd like to start by mentioning the projects I've worked on.

- ✓ My main responsibility was with the "DURBIN" project. Despite working on several other projects. This program has had a significant positive impact on TBL's trade sales and marketing initiatives.
- ✓ Retaining regular contact with management or the assigned staff member and completing all assignments.
- ✓ Conducting desktop research, obtaining information from Durbin and Retail Pulse, etc.
- ✓ Attending and participating in get-togethers, seminars, events, and exhibits.
- ✓ Representing the organization's management in conversations with clients, partners, and vendors.
- ✓ Updating documentation and sales records.
- ✓ Comparing sales results to predetermined objectives.
- ✓ Executing and monitoring sales activities.
- ✓ Spotting possible flaws and offering advice on how to fix them.

### 1.3.2 Benefits to the student

- **Technical Skills:**

Excel was a big part of my job since I primarily created databases with it. As a result, my Excel skills have significantly improved. Although I had previously attended Excel classes at the university, there were not many practical uses. However, since I used Excel almost every day, I considerably improved. I improved my speed, learnt more keyboard shortcuts, and mastered the usage of pivot tables. In addition, my employer first had me enter some of the data manually before demonstrating how to do the same operation using Excel shortcuts. By doing this, I was better able to remember the shortcuts he showed me.

- **Interpersonal Communication:**

During my time working here, my interpersonal communication really improved. As a sales strategy intern, I must communicate with the SP (Sales Promoter) regarding their daily update. I must also contact with the other departments and the other members of the department.

- **Leadership:**

I had to manage the PSR and SP, maintain contact with them, advise them on what to do when they made errors, and handle this very well.

- **Analytical Skills:**

Mr. Fahad, the Revenue Management Lead, has been teaching me how to analyze in Excel and Tableau throughout the course of time. He provided me with all the information I needed to analyze a certain set of data.

- **Time Management:**

The office was open from 9 am to 6 pm. I had to get to work on time. In addition, I was always given a deadline for doing the assignments. I therefore developed time management skills and adjusted my job.

- **Professionalism:**

I always tried to complete the responsibilities I had been given. I attempted to do the jobs according to the instructions, and even if I erred, I always took responsibility for it rather than placing the blame elsewhere. All my efforts have helped me act more professionally at work.

- **Multitasking:**

On occasion, I was assigned two or even more duties to do simultaneously. I thus developed the ability to multitask while attempting to do all the duties simultaneously and effectively.

- **Personal Growth:**

Working for a genuine corporation was an eye-opening experience for me. It helped me to get over my long-standing social phobia. I learned how unique each person is by meeting so many people at once and talking to them has made communicating with others a snap for me. These taught me how to socially deal with individuals that are either younger or older than me, which was something I was uncertain about when I was a student. My knowledge with business culture, where friendliness can be maintained while preserving professionalism, improved over the whole time.



### **1.3.3 Problems/Difficulties (faced during the internship period)**

I did not encounter any previous issues over the course of my internship. Strong justifications exist for it. Every time a member of the team gave me a job, he made sure I understood the subject and demonstrated how to complete the assignment. For instance, Mr. Fahad, the lead manager for revenue management, gave me a job that required me to finish it in Excel and provide a comprehensive report for him. He first described the subject to me. Then he explains to me the aim of the project and how the data will help to visualize the tableau. Then he walks me through the task in Excel and how to complete it. If the task is too complicated, they set aside time to simplify it and discover a simpler approach to do it. Therefore, there is no risk of running into problems when someone instructs you in such manner. Nevertheless, I encountered a few small setbacks during my job, but nothing major. I remember working in Excel one day but not seeing the desired results. I did my hardest, but the outcome was not what I wanted. The same formula was used three or four times, but nothing changed. I then questioned Mr. Fahad about it. He merely informed me that unless I freeze the cells, I will not get the findings. I squandered around ten minutes on a pointless task. That occurred early in the internship, and it occurred often. I asked them questions about basic issues and made a dumb error, yet they never seemed irritated by it. They consistently pointed out my errors, where I was mistaken, and what I might do to improve the situation.

### 1.3.4 Recommendations (to the company on future internships)

While I was a Seles Intern at TBL, I observed a few things that I believe they should consider further:

1. To avoid losses, trade marketing offers should be implemented and managed properly. A subpar outcome could be risky for the marketing department because a trade offer necessitates a significant outlay.
2. The PSR should function as a part of the DURBIN Project for Trade Sales department more seriously and productively given that it might negatively affect TBL's sales.
3. If TBL uses offers that might not be long-term profitable for the company, PepsiCo BD might copy PepsiCo India.
4. Any proposals that TBL might not find profitable in the long run should not be accepted.
5. Trade marketing techniques could increase sales, but only if the business is aware of the efficient, data-driven strategies it might employ.
6. TBL must modernize its systems in order to effectively evaluate the data from previous years in order to anticipate the future and analyze trends.
7. In addition to making the items accessible via shops, TBL organization must appropriately concentrate more on marketing new brands like Slice, Pepsi black, and Tropicana.
8. Compared to Pran's FROOTO and Akij's FRUTIKA, Slice & Tropicana are the most popular brands; yet, while having high-quality ingredients and manufacturing that meets worldwide standards, neither brand has received successful marketing.

## Chapter 2

### Organizational Part

#### 2.1 Introduction

One of the various divisions of Transcom Group is Transcom Beverages. It assumed the job of being PepsiCo's only franchise and partner in Bangladesh in 2000, a position it has held ever since. Additionally, they oversee PepsiCo's marketing and distribution in Bangladesh. Transcom Beverages Ltd's headquarters are in Gulshan-2, Dhaka.'

Transcom Beverages Limited was founded with the mission of bringing Bangladesh continuous development and striving to become the leading beverage company. Many years ago, they only ever bottled and sold the original (cola-flavored) Pepsi. TBL has now expanded the availability of brand-filtered water bottles by PepsiCo across the nation in order to meet consumers' evolving beverage needs. These products are available under 5 different brands and include a variety of flavored drinks. Given the abundance of options, it is getting harder to keep a balanced number of items on store shelves in accordance with customer demand. In this case, TBL uses its marketing function.

It is crucial to persuade retailers to choose our products over those of rivals in markets where retailers control the market and determine which goods reach customers. By offering tempting trade incentives, a company may be able to convince retailers and distributors to buy and sell its products instead.

#### 2.2 Overview of the Company

##### 2.2.1 Transcom Group:

Transcom Group is the parent firm of Transcom Beverages Limited, one of the major conglomerate businesses in the country. Transcom Group, established in 1885, has grown to become one of the wealthiest and significant businesses under the late Latifur Rahman's direction.

The following are a few of the largest businesses owned by Transcom Group:

- Eskayef Pharmaceuticals Ltd., Reliance Insurance Limited
- Transcom Beverages Limited (PepsiCo and its subsidiaries)
- L'Oréal's Transcom Distribution Company Ltd,

- Transcom Consumer Products (PepsiCo, Mars, Conagra Brands, Kraft Heinz and its subsidiaries)
- Transcom Electronics (Samsung, Hitachi, Siemens, etc.)
- Bangla Lighting Limited (BLL)
- Transcom Foods Limited (KFC, Pizza Hut)
- Bangladesh Electrical Industries Ltd.
- Mediastar Ltd.
- The Daily Star
- Prothom Alo
- Radio ABC (Leading private radio station in Bangladesh)
- Chorki, O (Leading OTT platform in Bangladesh)
- Tea Holdings Limited by Transcraft Limited

**Transcom Beverages** is one of the several divisions that make up the Transcom Group. In 2000, it took on the duty of acting as PepsiCo's only franchisee and bottler in Bangladesh, a role it has held ever since. Additionally, they oversee marketing and distribution for PepsiCo in Bangladesh. The corporate headquarters of Transcom Beverages Ltd. are situated in Gulshan-2, Dhaka. n.d. (Transcom Beverages Ltd.)



# PEPSICO



*Figure 3: PepsiCo Products*

### 2.2.2 Mission

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

### 2.2.3 Vision

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

### 2.2.4 Departments and Hierarchy:

In all, the firm employs roughly 2500 people. The graphic below illustrates how the departments within Transcom Beverages Ltd.'s corporate headquarters are mostly divided.



Figure 4: Corporate Office (Pepsi Wall paint)

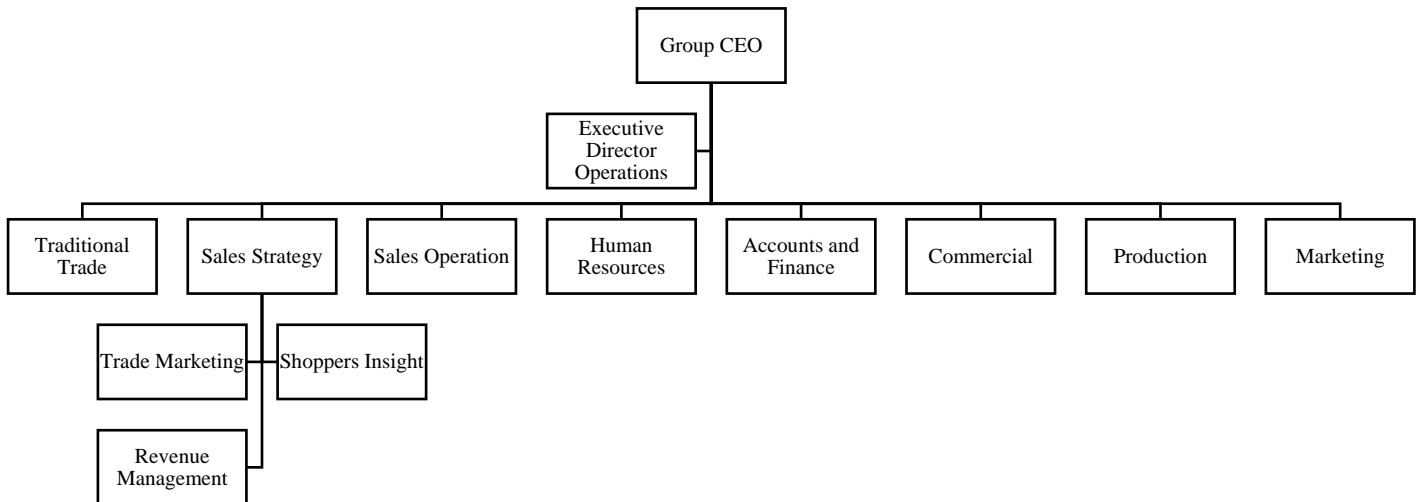


Figure 5: Corporate Office

The main office is divided into two levels. The floor to which I was assigned housed the Core Branding team, Key Accounts team, Sales Strategy team, Sales Operations team, and IT. The second level was seldom visited by me since it was never necessary; it was mostly made up of the accounting and human resources departments.



Figure 6: Corporate Office (7up Wall paint)



*Figure 7: Corporate Hierarchy*

## 2.3 Management Practices

This company's human resources department manages its hiring, training, retention, and vacation policies. They seek for applicants who have the necessary skills to work in the department they want. The company mostly examines their academic history. Along with skills and references, this also entails looking into their criminal history. They continue the procedures outlined above just to reduce the possibility of future negligence. If the employees they hired carelessly make errors, it may end up costing them money in the long term. Even the government could charge a lot for this.

Employees who are capable and adhere to Transcom's ideology or the motto are retained. The company's personnel decide which tasks are important and prioritize them, or they choose the course of action that will best enable the achievement of the primary goal of the business. This is done to prevent third party obligations from the company's success.

### 2.3.1 Leadership Style

TBL adopts a democratic approach to leadership.

- Well, it indicates that TBL affiliate executives collaborated with the workforce throughout the development of their strategies.
- Additionally, effective listening is crucial for a leader to hear every viewpoint that may be relevant to the issues or choices that will be made.

- The team's backing allowed the leadership to grow the company, and while they were in charge, the employees felt like they were a part of the family and the decision-making process.
- It aids in increasing effectiveness and a perception of legitimacy that aids in reaching impractical goals.

### 2.3.2 Selection Process

Every organization has a specific hiring procedure that they use. Most of a company's success is depended on their employees. A team of competent workers is an asset to any business.

Transcom Company chooses its employees using a set of procedures. The HR department is primarily in charge of the hiring process. Most of the time, they find their employees through placing advertisements in BD Jobs, different newspapers, or by visiting job fairs at many institutions. When hiring for a certain department, they also give precedence to those who have already graduated. For example, if they need someone for their marketing department, they will choose a graduate student who is majoring in marketing.

### 2.3.3 Recruitment Process

Following selection, the next stage is to identify competent employees. Transcom recruits new employees in a staged manner. They are as follows:

- They first shortlist each candidate's resume.
- After that, a written exam is given.
- The next step is an interview.
- They then verify the references of applicants.
- After then, fresh hires are made.

### 2.3.4 Training and Development

Training and development are seen as a function by human resource management that deals with organizational activities meant to enhance the productivity of both individuals and groups within an organizational framework. Additionally, an effort is made to increase a worker's capacity for performance through learning, frequently by changing the worker's mindset or enhancing his or her abilities.



Transcom Beverage Limited (TBL) teaches its employees in a unique way. Following the recruiting procedure, new workers are welcomed with an orientation. On that day, the new recruits get the chance to meet with different members of their respective departments. They are also provided an outline of their job responsibilities.

According to HR, Transcom Beverage Limited employs specific on-the-job and off-the-job training techniques. Here are some specifics.

- **On the Job Training:** The most popular kind of teaching is on-the-job training. It comprises allowing someone to learn on the job. When an employee joins a firm, no matter what position they hold—from salesman to CEO—they get on-the-job training. A new employee is always assigned to a supervisor, where they may learn about the job's needs. They may learn by observation and apply what they have learned to the realm of industrial action.
- **Off the Job Training:** Another training technique is off-the-job training. Furthermore, every year, a day is set aside for all employees to get training away from the firm. An employee may be sent abroad for training to enhance their abilities (Like India, China). Engineers and other technical experts are often sent abroad for training.

## 2.4 Marketing Practices

The team responsible for thinking out ways to promote the brand effectively is efficient. Every member of the team contributes to the success of the business by working tirelessly and thinking of new ways to promote the company's goods and services. The marketing department of a firm is the driving force behind communicating the mission and values of that business to the outside world. Moreover, the department of a business works to build relationships with consumers, retailers, investors, and the general public in order to promote a positive image of the brand. Transcom Beverages Limited's marketing department oversees all aspects of brand marketing, trade marketing, and promotional activities.

The marketing team of Transcom Beverages Limited is responsible for, among other things, coming up with original marketing ideas, holding brainstorming sessions, and using their imaginations.

### 2.4.1 Marketing Strategies

Formulation of a marketing strategy and planning of activities.

- Organizing marketing initiatives and making a marketing budget.
- Maintaining and monitoring social media sites.
- Coordinating with marketing firms for media planning, call center or helpline management, customer relationship management, and creatives.
- Launching advertising and marketing collateral.
- Analyzing the activities of competitors.
- Analyzing the market share of competitors.
- Collect information from marketing efforts, both quantitative and qualitative.
- Analyze the market and investigate the competitors.
- Create promotional activities and presentations.
- Planning marketing-related events.
- Starting consumer marketing campaigns.
- Researching the market to generate new products

#### 2.4.2 Segmentation, Target Market and Positioning Strategy:

TBL evaluates various segmentation based on its goods. The management may now choose one or more categories to serve as its target markets. However, everyone has a physiological need to quench their thirst, and everyone needs to drink something. Here, prospective clients are divided into two or more categories. For its target demographic, Pepsi has established five market segments: students, teens, young adults, couples, families, and the elderly.

PepsiCo Limited does not use any specific kind of marketing segmentation in Bangladesh. However, their marketing approach is primarily geared on a 15–35-year-old demographic. The fundamental justification for the authority's plan is that consumers in this age bracket buy various varieties of soft drinks throughout the year. So, focusing on them is advantageous for the business. PepsiCo recently took action to launch their new product, "Diet Pepsi," targeting the older and more health-conscious age groups.

Because of its multi-segment positioning approach, PepsiCo concurrently markets to a wide variety of customer segments with a wide range of products and services. Pepsi-Cola, for instance, is marketed as a soft drink having a great taste and a refreshing impact. Due to its high sugar content, Pepsi-Cola is not advertised to people who are worried about the adverse effects of routinely consuming carbonated soft drinks. To meet the needs of this market, PepsiCo offers Diet Pepsi, a low-sugar variation of their well-known soft drink.

The segmentation, targeting, and placement used by PepsiCo are shown below:

Type of segmentation	Segmentation criteria	PepsiCo target segment
Geographic	Region	Domestic/international
	Density	Urban/rural
Demographic	Age	15-45
	Gender	Males & Females
	Life-cycle stage	Bachelor Stage young, single people not living at home
		Newly Married Couples young, no children
		Full Nest I youngest child under six
		Full Nest II youngest child six or over
Income	Average, above average and high earners	
Occupation	Students, employees, professionals	
Behavioral	Degree of loyalty	'Hard core loyals' and 'Soft core loyals'
	Benefits sought	Refreshment, enjoying good taste, satisfaction of a habit, spending time
	Personality	Easygoing/determined/ambitious
	User status	Regular users
Psychographic	Social class	Working class, middle class and upper class
	Lifestyle <sup>[1]</sup>	Aspirer, Succeeder, Explorer

*Figure 8: Segmentation, Target Market and Positioning of PepsiCo*

### 2.4.3 Promotional Strategies:

- **Consumer Promotion- Celebrity Endorsement**

By buying any 7UP PET bottle, consumers have the chance to participate and win a meeting with Shakib Al Hasan. A dedicated Shakib Al Hasan fan was featured in the clever TVC, and the brand's mascot Fido Dido® reiterates the notion of "Think Fresh." Presently, Shakib Al Hasan, the All-Rounder and 7UP brand ambassador, is offering Bangladeshi consumers a once-in-a-lifetime opportunity to meet him via a brand-new campaign that 7UP has launched. An engaging TV commercial featuring Shakib Al Hasan, and an on-pack promotion are used to promote the campaign. Customers may participate in this new offer by buying any 7UP® PET bottle and texting the unique code found under the cap to 26969 from any location in the nation to be entered to win a dinner for two with the brand ambassador.



Figure 9: Celebrity Endorsement

- **Below the line promotion- Event sponsorship and brand activation**

Below-the-line marketing refers to direct, memorable promotional efforts that are targeted at certain client categories. "Band Music Fest 2022," a sizable rock concert honoring three of the greatest legendary bands, including Azam Khan, Ayub Bacchu, and Lucky Akhand, has been sponsored by Pepsi. Our task was to complete all the branding materials in only two days since Pepsi is the drinks partner for this event and has sponsored it. Additionally, Nagar Baul, Miles, Warfaze, Shironamhin, Aurthohin, Artcell, Souls, Renaissance, Obscure, Maqsood O' Dhaka, Cryptic Fate, Feedback, Dalchhut, Pentagon, Viking, and Powersurge were among the bands that took the stage during the performance. These are well-known bands that Bangladeshi youth like, and Pepsi used the chance to establish a strong connection with them by establishing their presence.

● PR of Consumer Promotion

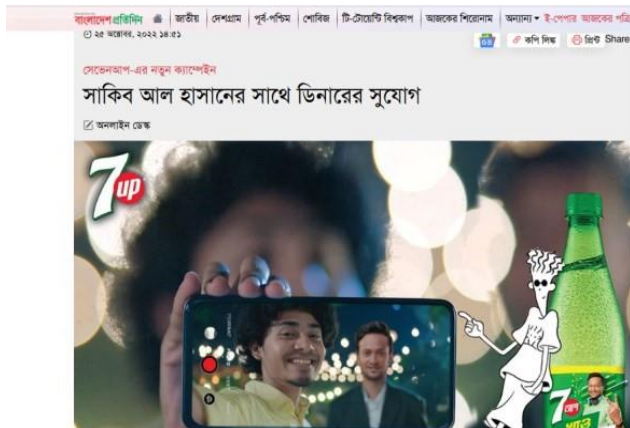


Figure 10: PR Promotion

2.4.4 Business Model

More than 600 distributors are hired by Transcom Beverage Ltd (TBL) to distribute its beverage goods. Most distributors operate alone. Unicorn Distribution Ltd. is TBL's official corporate distributor. In Rangpur, they distribute for TBL. (Dewan, 2021) TBL employs many distribution methods like every other business. The business conducts its business in the following way:

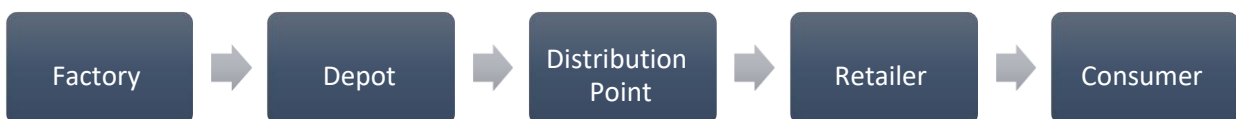


Figure 11: TBL's Channel of Distribution

The CSD (Carbonated Soft Drink) is made and packaged in the plant, then sent to the corporate depots, which serve as products storage facilities. From the depots, bottles are delivered to the Distribution Branch. The Distribution Branch acts as a hub from which CSD cases are sent to retailers around the country where customers, the chain's last link, may buy soda drinks.

TBL structures its sales organization using all three possibilities. The whole country of Bangladesh is divided into 8 zones. These include Chattogram, Khulna, Mymensingh, Bogura, Dhaka Central, Dhaka North, Dhaka South, and Dhaka Outer. Depending on the need, they hire a varied number of distributors in each of these zones. In large cities like Chattogram and Khulna, they hire over 100 distributors.

Not all distributors get every product that TBL sells, since not all products in all markets have equal demand. Evervess, a soda product, is often sold at huge superstores or bars. For Pepsi and Mountain Dew, TBL exclusively offers the 600 ml bottle in Dhaka and the 400 ml bottle everywhere.

TBL separates its market into two parts. The vertical market and the horizontal market are these segments (B2B). To disseminate goods to regular consumers, TBL enlists wholesalers and major merchants like Agora (Star Business Desk, 2021). Additionally, TBL handles distribution for the vertical market, such as event planners, community centers, and restaurants, via the Key Accounts Department.

The extensive market coverage approach is used by TBL. (Fundamentals of marketing at PepsiCo, n.d.) In one location, they bring on numerous distributors. They want to guarantee that the product is offered everywhere in a certain location.

## **2.5 Financial Performances and Accounting Practices**

Most financial data are created automatically by the system, making it simple to manage and monitor day-to-day reports. The last two years of financial statement of Transcom Group is given below-

# Consolidated statement of financial position

EUR thousand	Note	December 31, 2021	December 31, 2020
<b>ASSETS</b>			
<b>Non-current assets</b>			
Goodwill	12	224,911	203,502
Other intangible assets	12	107,178	89,977
Tangible assets	13	32,583	24,369
Right of use assets	7	30,382	26,553
Deferred tax assets	11	7,737	1,528
Other receivables		5,869	2,800
<b>Total non-current assets</b>		<b>408,660</b>	<b>348,730</b>
<b>Current assets</b>			
Trade receivables	14	93,233	73,088
Income tax receivables		2,538	3,474
Other receivables	15	13,441	11,960
Prepaid expenses and accrued income	15	50,799	37,887
Cash and cash equivalents		39,236	13,663
<b>Total current assets</b>		<b>199,247</b>	<b>140,071</b>
<b>TOTAL ASSETS</b>		<b>607,907</b>	<b>488,801</b>
<b>EQUITY AND LIABILITIES</b>			
<b>Equity attributable to equity holders of the parent</b>			
Share capital	16	55	55
Other contributed capital		23,501	20,501
Reserves	16	-6,680	-7,557
Retained earnings including net profit/loss for the year		75,210	78,582
<b>Total equity</b>		<b>92,085</b>	<b>91,581</b>
<b>Non-current liabilities</b>			
Interest-bearing liabilities	17, 23, 26	307,910	213,411
Employee benefit obligations	18	5,514	3,113
Lease liabilities	7, 17, 23, 26	16,900	16,775
Provisions	19	10,050	157
Deferred tax liabilities	11	18,157	16,637
<b>Total non-current liabilities</b>		<b>358,531</b>	<b>250,093</b>
<b>Current liabilities</b>			
Interest-bearing liabilities	17, 23, 26	2,535	1,632
Lease liabilities	7, 17, 23, 26	15,200	12,040
Provisions	19	19,769	24,659
Trade payables		17,638	20,120
Income tax payables		4,869	8,884
Other liabilities	20	43,619	33,177
Accrued expenses and prepaid income	21	53,661	46,615
<b>Total current liabilities</b>		<b>157,291</b>	<b>147,127</b>
<b>Total liabilities</b>	23	<b>515,822</b>	<b>397,220</b>
<b>TOTAL EQUITY AND LIABILITIES</b>		<b>607,907</b>	<b>488,801</b>

Figure 12: Financial Statement (2021)



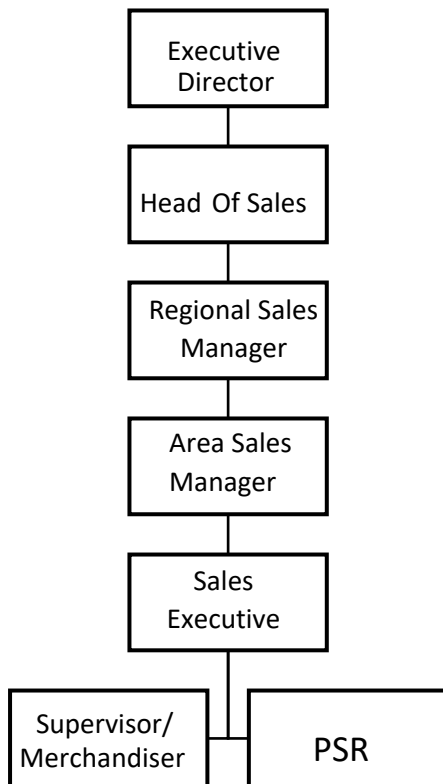
# Consolidated statement of financial position

EUR thousand	Note	December 31, 2020	December 31, 2019
<b>ASSETS</b>			
<b>Non-current assets</b>			
Goodwill	12	203,502	205,226
Other intangible assets	12	89,977	104,564
Tangible assets	13	24,369	21,493
Right of use assets	7	26,553	25,916
Deferred tax assets	11	1,528	1,305
Other receivables		2,800	3,000
		<b>348,730</b>	<b>361,504</b>
<b>Current assets</b>			
Trade receivables	14	73,088	59,075
Income tax receivables		3,474	6,252
Other receivables	15	11,960	13,303
Prepaid expenses and accrued income	15	37,887	36,006
Cash and cash equivalents		13,663	14,295
		<b>140,071</b>	<b>128,931</b>
<b>TOTAL ASSETS</b>		<b>488,801</b>	<b>490,435</b>
<b>EQUITY AND LIABILITIES</b>			
<b>Equity attributable to equity holders of the parent</b>			
Share capital	16	55	55
Share premium reserve		20,501	20,501
Reserves	16	-7,557	-3,447
Retained earnings including net profit/loss for the year		78,582	88,011
<b>Total equity</b>		<b>91,581</b>	<b>105,120</b>
<b>Non-current liabilities</b>			
Interest-bearing liabilities	17, 23, 26	213,411	201,034
Employee benefit obligations	18	3,113	3,318
Lease liabilities	7, 17, 23, 26	16,775	16,018
Provisions	19	157	13,659
Deferred tax liabilities	11	16,637	20,989
		<b>250,093</b>	<b>255,018</b>
<b>Current liabilities</b>			
Interest-bearing liabilities	17, 23, 26	1,632	13,687
Lease liabilities	7, 17, 23, 26	12,040	11,448
Provisions	19	24,659	20,746
Trade payables		20,120	18,798
Income tax payables		8,884	6,332
Other liabilities	20	33,177	18,613
Accrued expenses and prepaid income	21	46,615	40,674
		<b>147,127</b>	<b>130,297</b>
<b>Total liabilities</b>	23	<b>397,220</b>	<b>385,315</b>
<b>TOTAL EQUITY AND LIABILITIES</b>		<b>488,801</b>	<b>490,435</b>
Pledged Assets	27		

Figure 13: Financial Statement (2020)

## 2.6 Operations Management (Sales) and Information System Practices

### 2.6.1 Sales Strategy Department



*Figure 14: Hierarchy of Sales Strategy Team*

- The executive director, who is seated at the corporate headquarters, is at the top of the hierarchy. He makes the organization's ultimate executive decision.
- The head of sales, who is seated in the corporate office, comes next. He makes crucial tactical choices that affect sales. The Executive Director is to whom he reports.
- The Regional Sales Managers answer to the Head of Sales. They manage activities throughout the major distribution zones that are segregated based on geographic mapping. For one area, the RSM oversees the whole team.
- The RSM is directly subordinate to the Area Sales Managers, who oversee all the jurisdictions within a certain area. He oversees the Sales Executives' activities.
- The sales executive keeps an eye on the PSRs and makes sure they cover every store along their predetermined routes. To analyze the situation, they also visit markets.
- Cases of the beverage are distributed to shops by the PSR (Sales Representative).

The following individuals make up the Sales Strategy Team:

➤ **Abhishek Paul:**

Mr. Abhishek oversees the Sales Strategy Team. He oversees the Sales Strategy Department, which assists the Executive Director in making business choices that will boost revenue. He oversees all work done in this department and answers to the executive director.

➤ **Mahfuzur Rahman:**

Mr. Mahfuzur is the National Trade Marketing Manager at Transcom Beverages Ltd. He must take responsibility for his conduct now of sale. He oversees

marketing to Bangladeshi wholesalers and retailers. All incentive program execution and advertising are carried out by his team.

➤ **Omar Asifur Rahman:**

He is the trade marketing manager of TBL. He is directly responsible to Mr. Mahfuzur Rahman, who also oversees all daily trade marketing activities with his staff.

➤ **Nazir Zihad Ahmed:**

Mr. Zihad oversees all data-driven insights. He oversees all marketing research as the Shopper's Insight Manager and examines historical consumer, market, and sales data. His study is important since it forms the basis for all strategic choices.

➤ **Fahad Rezwan Khan:**

Mr. Fahad is the company's lead for revenue management and is a specialist in using data analytics to predict trends to assist the firm boost revenue. His primary duties include determining D&A (Distribution & Allowance) expenses, Trade Schemes, Volume Mix (how much volume of each SKU must be sold), and product price.

## 2.7 Supply Chain Department:

The integrated system may link all components of the supply chain, making it simple to report activities continuously.

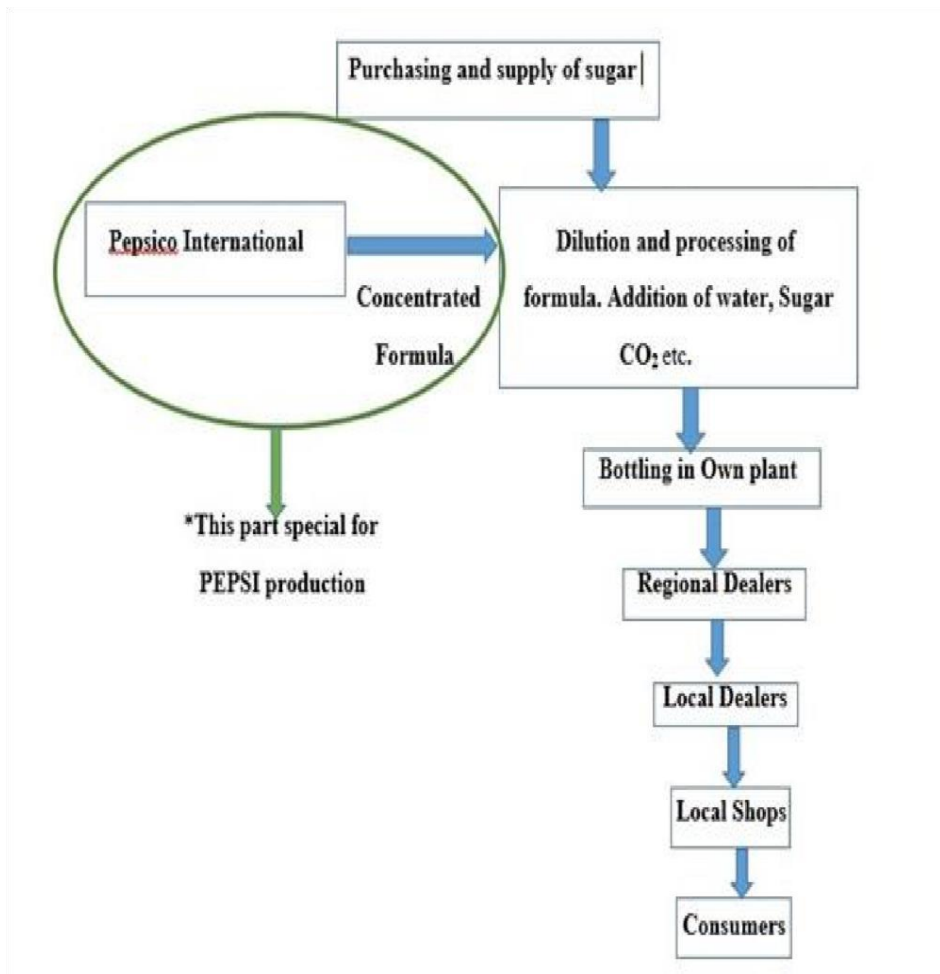


Figure 15: Supply Chain Diagram

## 2.8 Information technology (IT) Department:

Transcom Beverage Ltd. has a highly well-developed employee-only user interface system that they utilize to maintain all of their normal business operations.

## 2.9 Industry and Competitive Analysis

Companies use market evaluation strategies like industry analysis (Porter's five forces) to gauge the level of competition present in a certain market. The credit system, technological developments and their possible future consequences, rival industries, the level of industry competition, supply and demand data, and the degree to which the industry is competitive are all examples of external variables that influence the sector. TBL also makes use of superior analytic methods, which provide insight into the state of the beverage industry and the

weaknesses of rival brands. Incorporating this information into their marketing plan helps them get a larger portion of the market and more buyers interested in their products.

## Porter's Five Forces



Figure 16: Porter's Five Forces

According to my knowledge, TBL uses one of the most successful strategies for analyzing the beverage market, which is-

### 2.9.1 Threat of New Entrants

It is almost impossible for newcomers to get into the soft drink business due to three barriers: brands, bottling, distribution capabilities, and shelf space. In this sector, the threat of new entrants is significant. Bangladesh is a nation with an open economy, making it simple to start new businesses and replicate technology-based businesses, making it simple to launch new companies like TBL.

Transcom Beverages Limited (PepsiCo BD) has been there for quite some time, but it doesn't matter since there are no longer any obstacles to entry in the beverage industry. Due to having long since surmounted such challenges, PepsiCo BD's beverage business is currently 35% more successful than Coca-Cola, the other major franchisee in Bangladesh.

### 2.9.2 Power of Buyers

Customers are one of PepsiCo's top priorities, according to its mission statement. The impact of customers on the firm's industrial environment is assessed in this section of the Five Forces analysis. Customers might quickly switch between firms. Customers'

ability to sway PepsiCo is now made easier by this circumstance. Additionally, customers can choose between PepsiCo products and alternatives with ease thanks to easy access to a variety of information. Because there are now alternatives, consumers have even more reason to avoid PepsiCo products.

### 2.9.3 Threat of Substitutes

PepsiCo products may be changed based on client preferences and other considerations. The two most well-liked substitutes for Pepsi and 7-Up, respectively, are Sprite and Cola-Cola. The primary substitute for Mirinda is Fanta. This part investigates how replacement will affect the organization's business environment and competitive landscape. Given the services and their efficacy, replacements pose a serious challenge to this industry. Coca-Cola, Pran, and other well-known brands are popular in Bangladesh. However, TBL does have a considerable market share, and its competitors are quickly catching up.

### 2.9.4 Power of Supplies

In the beverage industry's battle to produce the best product, businesses strive to obtain the best supplies from suppliers. Every company is protected by a trade secret. Suppliers are not under any pressure from rivals. Typical examples include bottlers and suppliers of packaging. Given how easy it is to switch suppliers, suppliers have a significant negotiating advantage in this scenario.

PepsiCo has more options for where to purchase raw materials due to the enormous overall supply, which lessens suppliers' negotiating power. The limited forward integration, which reduces suppliers' influence over PepsiCo's supply chain, further erodes this power. Even though some of the suppliers are large or medium-sized companies, these external factors have less of an impact on the business.

### 2.9.5 Competitive Rivalry

PepsiCo's main opponent or competitor is Coca-Cola. Although they have been in a constant state of conflict for a very long time and every Coca-Cola Company product has a PepsiCo equivalent, the introduction of Mountain Dew, Tropicana, and Slice has completely altered the dynamic of the competition. Because of the enthusiasm it fosters via its advertisements and tagline, Mountain Dew is the most favored beverage among young people. However, people have already preferred Slice and Tropicana because to their unique tastes. However, there are still local and worldwide franchisee competitors,

and there are many players in the beverage business. However, PepsiCo BD continues to hold the top spot with a 35% market share, followed by Coca-Cola (29%), Pran (15%), and the other local brands, which each hold a different proportion.

## 2.10 SWOT Analysis

### 2.10.1 Strengths

- ✓ Strong and reliable brands.
- ✓ A culture of cooperation and positivity inside the company.
- ✓ A targeted supply chain strategy.
- ✓ Has strict legislation controlling food safety and a substantial market share for CSDs in Bangladesh.
- ✓ A long-term focus is planned.
- ✓ Strict laws governing food safety.
- ✓ Human resources with experience and expertise, resulting in reduced management risk.
- ✓ Open to shifting market trends.
- ✓ Effectively increasing beverage output.

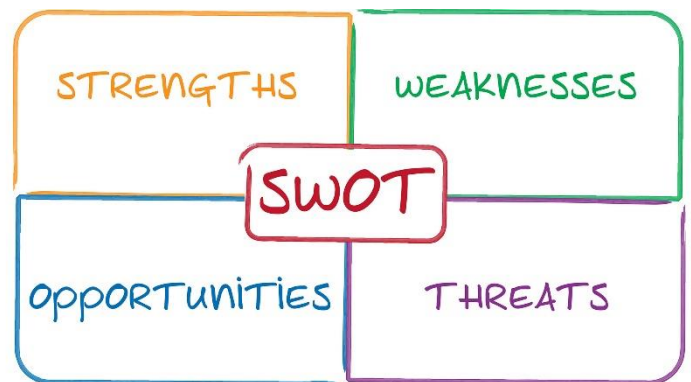


Figure 17: SWOT Analysis

### 2.10.2 Weaknesses

- ✓ Very little online presence is present.
- ✓ A divide between top management and entry-level sales staff.
- ✓ Relatively restricted media marketing.

### 2.10.3 Opportunities

- ✓ An increase in beverage demand among millennials.
- ✓ Extension into Bangladesh's farthest regions.

### 2.10.4 Threats

- ✓ The market in Bangladesh is very competitive.
- ✓ A growing aversion to CSD among consumers who are concerned about their health.
- ✓ Competitors' aggressive marketing tactics.

## 2.11 Marketing Mix

### 2.11.1 Product

Transcom Beverages Limited serves PepsiCo's subsidiaries as the exclusive franchisee of PepsiCo, Inc. in Bangladesh. They now manufacture CSD, club soda, water, and fruit drinks in Bangladesh.



Figure 18: Brands of TBL



Figure 19: CAN's (CSD) manufactured by TBL



Figure 20: GRB manufactured by TBL



The four drinks that can be purchased through CSD are cola (including Pepsi, Diet Pepsi, and Pepsi Black), lemon (7up and 7up lite), lime (Mountain Dew), and orange (the flavor of Mirinda). PepsiCo's "Evervess" is a club soda, whereas TBL produces only Aquafina, the company's sole brand of mineral water. Tropicana Fruz is a non-carbonated soft drink or fruit beverage that is currently offered in the flavors of mango, orange, and apple. Slice, a mango beverage, has recently been introduced in Bangladesh as of August 2020. Pepsi, Mountain Dew, 7up (other than 7up light), and Mirinda are all available in GRBs, CANs, and PET bottles in stores. There are also bottles of Slice, Aquafina, Tropicana fruit drinks, and Evervess soda.



Figure 21: Brand Logos

Product	SKU
Pepsi	250ml, 400ml, 600ml, 1000ml, 1250ml, 2000ml, 2250ml, Glass Bottle (GRB), Can
7up	250ml, 400ml, 600ml, 1000ml, 1250ml, 2000ml, 2250ml, Glass Bottle (GRB), Can
Mountain Dew	250ml, 400ml, 600ml, 1000ml, Glass Bottle (GRB), Can
Mirinda Orange	250ml, 400ml, 600ml, 1000ml, Glass Bottle (GRB), Can
Aquafina	500ml, 1000ml, 1500ml
Slice Mango Juice	200ml
Diet Pepsi	250ml, CAN, 600ml
7up Light	250ml, CAN, 600ml
Evervess Soda Water	600ml

*Table 1: Product Line & SKU*

### 2.11.2 Place

Another crucial component of the marketing mix is place, which encompasses the different actions the business takes to make the product available and accessible to the buyer. Transport options, distribution methods, coverage areas, and other variables all play a role in determining the location.

To distribute Pepsi and other beverages, Transcom Bangladesh Limited has a reliable distribution network. Through their knowledgeable distributors, they make the beverages accessible to consumers worldwide and simple to get. Their coverage area, additional facilities, and distribution networks are all handled in a very secure way. Moreover, in order to bottle Pepsi, 7 Up, Mountain Dew, Slice, Miranda, Tropicana (mango, orange, and apple), Aquafina, and soda, TBL owns and runs sophisticated plants in Dhaka, Chittagong, and Bogra. All Pepsi products are supplied in Bangladesh by Transcom Beverage Limited.

### 2.11.3 Price

The price, or the sum of money clients pay for the goods, is a crucial marketing technique. Discounts, allowances, credit conditions, and a payment period are also included.

Transcom Bangladesh Limited tries to maintain a consistent pricing for their products. Additionally, it covers the retail and restaurant discounts, allowances, conditions of credit, and payment schedule. Moreover, they develop bundle free offers for restaurants and convenience shops to improve its capacity for price rivalry.

### 2.11.4 Promotion

The company's efforts to market and interact with its target market are included in all the company's promotional efforts, which make up the fourth component of the marketing mix. Promotional strategies include sales promotion, advertising, sales force, public relations, direct marketing, etc.



*Figure 22 Pepsi Campaign*

Transcom Limited routinely uses the media to market its goods. Every day, numerous advertisements for its products with various slogans, such as "Pepsi khao game change kore Dao" (change the game), may be seen in newspapers and on television. Additionally, they use social networks to market their goods. Additionally, Pepsi organizes events like the Pepsi Quiz to advertise its goods. In order to promote the items

that PepsiCo sells; colorful posters are frequently employed. Pepsi primarily produces direct marketing, sales promotion, advertising, and sales force.

### 2.13 Summary and Conclusions

Among all the FMCGs in Bangladesh, the beverage market dominates. In Bangladesh's market, where PepsiCo competes with other local beverage makers and the most well-known brand in the world, Coca-Cola, Transcom Products Ltd. has been working hard for many years to build a solid position for PepsiCo's beverages. Global firm PepsiCo controlled 35% of Bangladesh's market share in 2014, while Coca-Cola held 25%. PepsiCo beverages' market share increased to over 45% thanks to TB's aggressive marketing campaigns in a matter of few short years. Being a low margin FMCG product, beverages require firms to place a strong priority on sales volume. Because of this, TBL places a high value on trade marketing efforts, constantly updating and evaluating their trade marketing incentives and offers to occupy shelf space.

Trade promotions account for a significant portion of a company's marketing expenditure, particularly for manufacturers. Trade promotions are too significant to take on without a strategy, even if they could be a smart method to boost product demand and get shelf space in the shops. To create the best trading offers, historical data must be carefully examined and anticipated. While competing for shelf space and aggressively staking out market share, the corporation must not lose sight of its goal of achieving sustainable and profitable business development.

## 2.14 Recommendations/Implications

- Trade marketing offerings must be properly implemented and tracked to prevent losses.
- Manually computing the coupons is laborious and very prone to error.
- TBL should avoid making offers that could not end up being advantageous for the business in the long term while attempting to win over the merchants.
- • Trade promotion techniques may increase sales, but only if the company has a clear view into the data-driven strategies that might have an impact.
- TBL's systems need to be updated in order to adequately evaluate historical data for forecasting and trend analysis.
- The effectiveness of the promotions will decline if TBL merely raises the frequency of promotions, provides things at steep discounts more often, and lowers the pricing of the products without first determining what promotions are effective.
- Along with making the items accessible via merchants, the organization must put more of an emphasis on brand promotion to customers.
- In order to follow the trade offers more efficiently, TBL needs to maintain a central database.
- The business should have a constant social media presence and utilize it to successfully promote its marketing.
- TBL should include both B2B and B2C marketing; the key is value addition.
- To compete with other brands, this firm also adopts inline presence.
- Young people or the younger generation should be considered while creating new products.

## Chapter 3

### Project Part

### 3.1 Introduction

#### 3.1.1 Background

In 1973, Mr. Latifur Rahman founded Transcom Limited as Transcom Group, started off with tea plantations in 1885. With more than 13,500 people, Transcom is now one of Bangladesh's most prominent and rapidly expanding diverse business enterprises. The organization has a history spanning more than 130 years and operates in 9 areas with presence in 20 different countries. These early industrial companies have moved from manufacturing to high-tech manufacturing, international commerce, and distribution while forging close relationships with several leading companies. In Bangladesh, TRANSCOM is now the biggest media organization.

A Bangladeshi corporate group belongs to Transcom Group Limited. The companies included in this category are:

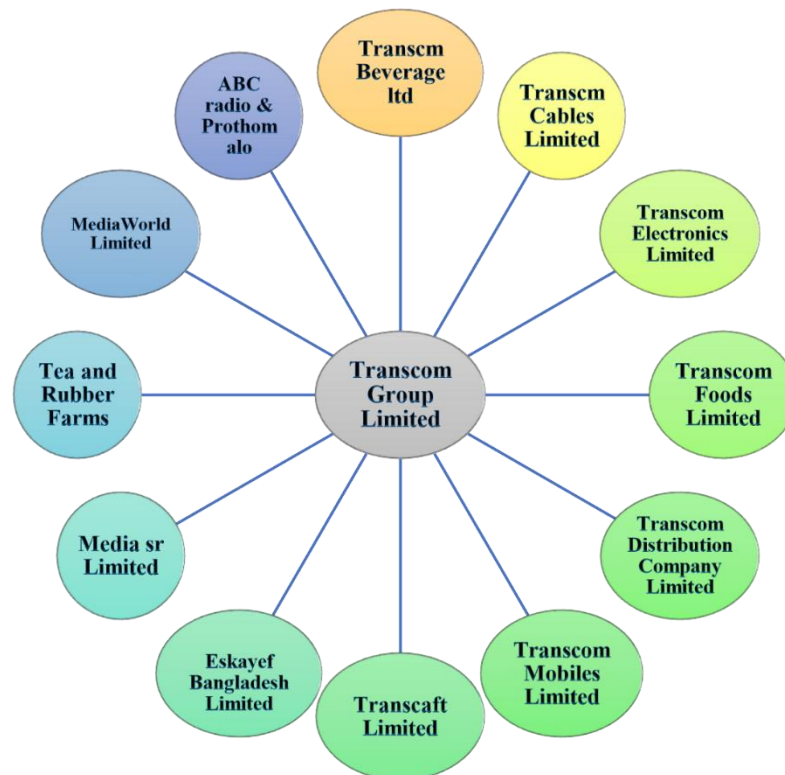


Figure 23: Companies of Transcom

For the well-known light refreshment beverages (LRB), carbonated soft drinks (CSD), and non-carbonated soft drinks, Transcom Beverage Limited (TBL) owns and runs contemporary bottling facilities in Dhaka and Chittagong. In Bangladesh, TBL has a formal franchise agreement with PepsiCo. The company was established with the intention of achieving long-term growth in Bangladesh and turning into the top beverage supplier by satisfying the needs of its personnel. The business is committed to employing talented and committed people to produce performance with a purpose.

With its corporate headquarters in Purchase, New York, PepsiCo, which was created in 1995 as a result of the union of Pepsi-Cola and Frito-Lay, is a significant supplier of food and beverages in more than 200 countries and territories.

Today's most popular product brand, Pepsi Cola, is almost as well-known for its advertisements as it is for its ongoing competition with Coca-Cola. Pepsi has developed into a beverage with many different flavors. The original Pepsi Cola recipe was created in 1893 by Celeb Bradham, a pharmacist from New Bern, North Carolina.

Pepsi was first promoted as a digestive aid, which customers found appealing. However, as the brand gained popularity, the company altered its strategy and decided to market via the influence of celebrities, which was wildly successful. Caleb Bradham could never have imagined how much the Pepsi brand has evolved over time, much like its rivals. Along with the traditional Pepsi Cola, customers may now get Diet Pepsi, Black Pepsi, and other flavors.

### 3.3 Objective of the Report

#### 3.3.1 Broad Objectives

The overarching goal of this research is to give readers with a knowledge of PepsiCo's trade marketing strategy and procedures in a developing country like Bangladesh.

#### 3.3.2 Specific Objectives

- To comprehend PepsiCo's trade marketing techniques.
- To be aware of the business's trade offers and other efforts to maintain its relationships with wholesalers and retailers in the supply chain.
- To see how TBL's efforts stack up against its main rival in Bangladesh.

### 3.4 Significance

My workplace's workers supported me a lot by giving me ample data and knowledge, therefore they were my main source of inspiration. I get a lot of motivation from my intern team. Our team's passion at work is a major source of inspiration, and it served as a major impetus for the meticulous drafting of every section of this report. Some of the significances are mentioned below-

- To boost efficiency
- Increase profitability
- Achieve the aim of 100%, and expand market share
- Enhancing staff training
- Improving overall customer service

### 3.4 Methodology

I examined all the information I had gathered from TBL's marketing and sales department for my report. I have included my personal first-hand knowledge of TBL as well. I also sought to leverage the many kinds of market research that TBL has been doing for years. Overall, I tried to present a comprehensive picture of trade marketing by research, analysis, and adherence to the facts I received from PepsiCo staff.

The data for this study was compiled using both primary and secondary sources.

#### 3.4.1 Primary Sources

Surveys, interviews, and questionnaires were used to gather the main data.

- In-person interactions with a select group of distributors and merchants.
- Direct observation: To learn more about the most recent trade offers and incentives from the company, members of the marketing and sales teams were verbally questioned in an informal interview.
- I gained understanding of how the entire marketing and sales operations department functions after doing actual desk work.

#### 3.4.2 Secondary Sources

The following secondary sources have provided information for this study: Websites for Transcom Beverages Limited and PepsiCo; office records; corporate databases; annual reports of the firm; research papers and online publications; internal sales records and associated trade offer files.



### 3.5 Findings and Analysis

- ✓ Every 4 to 5 days, TBL primarily focuses on revising trade offers depending on how certain brands and SKUs are doing in various locations.
- ✓ To boost sales, the "Bondhu Club" trade offers are being heavily promoted. Currently, just 24,000 of the more than 2 lakh stores are Bondhu Club members.
- ✓ Traditional coupon calculations are time-consuming and difficult to keep track of all the coupons (by hand). However, using coupons is a preferable choice to the prior "cash back" offer.
- ✓ The dealers carefully tally over a hundred taka's worth of vouchers.
- ✓ KPIs are used to measure how well trade campaigns performed in comparison to their set goals. The whole procedure may be hampered by a lack of knowledge on the proper trade promotion data to collect and performance measurement techniques.
- ✓ The establishments to be counted among the "Bondhu Club" are chosen after accurately calculating sales performance and objective accomplishment.
- ✓ TBL sometimes runs consumer promotions (shopper marketing) to increase sales, often in conjunction with the debut of a new product, updated packaging, or rebranding. The "Drink Mountain Dew, Win Bike" ad, for instance, has been running for the last two years.
- ✓ TBL often does not invest a lot of money on local branding and advertising. TBL mostly dubs and uses TVCs that are shown in India.
- ✓ Since trade promotions are conducted by PSRs in many places around the nation, they might be challenging to carry out.
- ✓ Trade offers might be expensive if they are not properly examined and carried out.
- ✓ To consistently enhance trade promotions, historical trade promotion data should be examined. Future trade promotion executions may be less successful than they would be if they had been planned using prior analytical data if TBL does not correctly implement procedures and systems that monitor trade promotion performance.

### 3.6 Conclusion

Business companies strive to increase quality and customer satisfaction while fostering more customer loyalty in a highly competitive and changing market. They are essential to having the greatest success and dominating the market. One of the most important aspects of all of this is comprehending what inspires clients to become more devoted. This research seeks to ascertain how well Transcom Beverages Limited is launching its trade marketing initiatives to achieve the best level of client satisfaction. According to my data, PepsiCo and Transcom Beverages Limited brands are both well-liked by consumers. Additionally, content with Transcom Beverages Limited are the employees. This is crucial for a business to do in order to satisfy its employees and pave the path for satisfying its customers. Customers of this business are thrilled with the offerings it provides them in terms of goods, costs, and delivery methods. The corporation might gain greater clout in Bangladesh's market for carbonated soft drinks by putting the advice I have already mentioned into practice.

### 3.7 Limitations

During the creation of this study, I also faced various constraints, such as:

- The study period was only 10 weeks long, which is not enough time to learn everything there is to know about a company like TBL.
- Limited access to different corporate data.
- The confidentiality policies of the organization.
- Insufficient Data: It was challenging to collect the necessary data because the key personnel were too busy to do so.
- Long tenure working for such a large global franchisee has given me little experience managing all the real data in this manner. Since I also must abide by the organization's privacy regulations, it is challenging to implement accurate data for trade marketing.
- Another restriction was not to overshadow competitors' products because, even if the competition brand were not doing well, I could not reveal any of the important information I had learned while working on my projects.

### 3.8 Recommendations

For a short while, I worked for Transcom Beverages Limited in the sales division. In this small time, I have seen that Transcom Beverages Limited has room for improvement in a few different areas.

The first and most crucial suggestion I have is for Transcom Beverages Limited to hire more people for the department. I had one intern coworker and three sales department bosses when I first began my career. Second, I suggest Transcom Beverages Limited improve working hours. Work is done at Transcom Beverages Limited six days a week. This habit is incredibly gloomy and harmful. Additionally, it lowers the workers' level of productivity.

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