

Report On
Trade marketing Strategies for Building a Strong Beverage Brand in Bangladesh: A
Focus on Transcom Beverages

Submitted By

Mithila Zaman Priasa

20304003

Submitted To

Dr. Ekramul Islam

Assistant Professor,

BRAC Business School

BRAC University

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

BRAC Business School

BRAC University

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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

SGA- Sales Generated Asset

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 house= Distribution Point/house

NSM- National Sales Manager

RM= Raw Materials

SKU-Stock Keeping Unit

SP- Sales Promoter

TBL= Transcom Beverages Limited

TBPL= Transcom Beverages Premier League

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:

Mithila Zaman Priasa

S20304003

Supervisor's Full Name & Signature:

Dr. Ekramul Islam

Assistant Professor,

BRAC Business School

BRAC University

Letter of Transmittal

Dr. Ekramul Islam

Assistant Professor,

BRAC Business School, BRAC University,

Kha-224 Merul Badda, Dhaka-1212

Subject: Submission of an Internship Report on **Trade marketing Strategies for Building a Strong Beverage Brand in Bangladesh: A Focus on Transcom Beverages**

Respected Faculty,

As a requirement of the BBA program, I am very pleased to submit my internship report titled “Trade Marketing Strategies for Building A Strong Beverage Brand in Bangladesh with Special Reference to Transcom Beverages.” I had the chance to complete this internship in the course of balance of practical work in the trade this modern marketing profession has given me, enhancing my theoretical knowledge and practical skills in Trade marketing.

I have tried my level best to make sure I have completed a well written and comprehensive document, following all your recommendations and instructions in the course of preparing this document. It is my conviction that the experiences and the skills that I have acquired, during the period under review, are useful tools for me in the career path that I intend to follow.

Sincerely yours,

Mithila Zaman Priasa

20304003

BRAC Business School

BRAC University

September 2024

Non-Disclosure Agreement

During my tenure at Transcom Beverages Limited as an intern, I was exposed to and I understand that all proprietary and sensitive information includes facts which are classified. I therefore undertake to uphold the confidentiality of such information and shall not disclose it to any third party without the Company's approval. I accept that this commitment is valid even after I did my internship with the company, this obligation does not cease during my internship.

Student's Full Name & Signature:

Mithila zaman Priasa

ID: 20304003

Supervisor's Full Name & Signature:

Mr. Omar Asifur Rahman

Trade Marketing manager

Transcom Beverages limited

Acknowledgement

In this section, I would like to thank Dr. Ekramul Islam, BRAC Business School, BRAC University, my academic supervisor, for his excellent contribution, support and feedback in the course of preparation of this report. Without his help, constant suggestion and motivation, I would not have regarded this internship opportunity.

I also owe a lot to Transcom Beverages Limited for affording me the chance to do my internship in the capacity of a marketing intern. I would like to express my sincere thanks to my supervisor, Mr. Omar Asifur Rahman, Manager of Trade Marketing, who added tremendous value in my learning process due to his complete yet humbling persona and undivided encouragement. He has inspired me a great deal by sharing his knowledge and the perception he possesses.

Finally, I would like to extend my gratitude to the employees of Transcom Beverages Limited, who provided me with their utmost cooperation and support which in turn made my internship a remarkable experience. Such efforts on their part and the time and devotion of their work instilled in me lessons that will assure be useful in my future endeavors. Finally, I would love to extend all these feelings and appreciation to my family, who has faith in me and supported me till today during this entire journey.

Executive Summary

The executive summary of the report about Transcom Beverages Ltd (Known as TBL) defines the cardinal points of the internship, the organizational practices and the strategic contributions. It is during the internship period at TBL that the user was involved in 'Project Durbin' which concentrated on the trade marketing strategies and brand management for PepsiCo products. Practicum during the internship provided a deep understanding of some marketing processes in practice making it possible for the intern to appreciate the aspects of marketing a brand, product distribution, and retail relations. Under the supervision of Mr. Omar Asifur Rahman, the intern worked on Trade Marketing details, learned product placement basics and market coverage as well as cleaned cooler best practices.

TBL takes pride as one of the leading beverage companies in the country as it serves as the only franchise for PepsiCo Bangladesh and within seeks to implement growth oriented to the democratic style of leadership. The organization implements the strategic marketing practices such as segmentation, targeting, branding which harnesses both traditional and digital media, event sponsorships and other corporate social responsibility CSR. Some of the strengths of TBL are the strong brand equity and wide distribution, however the company also suffers from several weaknesses such as over reliance on PepsiCo, high expenses and most importantly shifting consumer behavior.

When it comes to accounting practices TBL follows all necessary International Reporting Standards that are soundly applicable within the country. Although it demonstrates a high proportion of operating effectiveness and strong quality management practices, it has considerable difficulty in meeting consumer preferences and accessing new geographical markets. TBL's expansion mainly through innovation, technology and diversification will without a doubt be important even more so in the future for the company's leadership position in the beverage market of Bangladesh.

Chapter 1: Overview of Internship

1.1 Student Information:

Name: Mithila Zaman Priasa

Student ID: 20304003

Program: Bachelor of Business Administration (BBA)

Major: Marketing And Human Resource Management(HRM)

1.2. Internship Information:

1.2.1 Period, Company Name, Department, Address

My name is Mithila Zaman Priasa and I am a student at BRAC University. Marketing strategies especially in the beverage industry suit me the most. About a month ago, I finished another internship, this time as a marketing intern at Transcom Beverages Ltd – PepsiCo where they enjoy sole franchise rights of PepsiCo beverages in Bangladesh. Transcom Beverages is the largest beverage company in the country and as such has a good hold in the market. The internship took place between the periods of June 11- September 11 when I was assigned to the Marketing Department with a focus on Trade Marketing. My contributions were part of the project "Durbin" which as intended improved certain strategic marketing operations. I worked in their head office situated at Gulshan Tower, 53 Gulshan North Ave, Dhaka 1212. Such experience has surely helped me gain insights into various trade marketing strategies and how they help build up brand activities and influence interaction with consumers.

1.2.2 Internship Company Supervisor's Information

I had my attachment with Transcom Beverages Ltd and worked there under the supervision of Omar Asifur Rahman, the Trade Marketing Manager. Omar, who has been working in the company as a Trade Marketing Senior Coordinator for seven years joined as a marketing intern then rose the corporate ladder to this important position. His work moral is simply the best; he does not just advocate for effective task prioritization but also inspires the whole team. Reason being, he always bears in mind the need of classroom learning as well practical learning while carrying out his managerial role. His advice played an important role in helping me develop professionally and expand my knowledge of trade marketing concepts. It was imperative in this scenario as it provided me with a solid base of both theoretical and practical outlook.

1.2.3 Job Description

During the internship at Transcom Beverages Ltd., I participated quite extensively in the key performance project “Project Durbin” aimed at studying the market for PepsiCo products. At the beginning of the project, I was trained for three days on the project’s goals and tasks. I was mainly in charge of checking the cleanliness of product coolers in order to make sure that only products of the given company such as 7 Up, Mirinda, Dew, Aquafina, and Pepsi are available in those coolers. I did product placement maintenance according to the planogram and checked the validity of pictures supplied by the Product Sales Representatives (PSR) to avoid pictures being fraudulent or duplicated in turn.

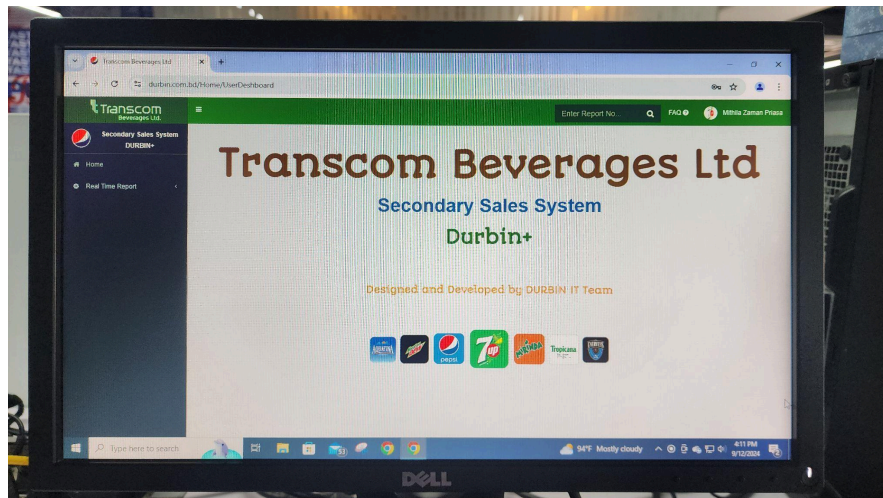


Fig: Durbin Website

I worked in Dhaka East and Savar regions within defined boundaries, which included my inspection of small premise outlets, food joints, general shops, pharmacies, etc. It was imperative that any instances of unauthorized brands being included in our coolers, which I know to be a common reason for compliance action being taken, did not happen. This further required me to work closely with PSRs, Sales Executives (SEs), and Area Sales Managers (ASMs) to clarify and rectify the discrepancies in the records. The outcome of their Warehousing and Distribution site regular inspections was very systematically captured using M.S Excel spreadsheets and incidences of concern were reported to the Executive Director (ED) Deepinder directly Likewise, this information was also posted to the administrative team's Whatsapp group to ensure that their aims are achieved in a reasonable time period.

By the end of each day, I prepared an accurate report on all the work I did that day and shared it with my supervisor as well as Human Resources. This was used for tracking achievements and imposing punishments to the deviant PSR when necessary. Each month, my peers and I, from the Marketing Department would take these aforementioned daily reports and integrate them into one monthly report demonstrating our work and the results of our actions. We performed this

routine in order to enhance the preservation and accessibility of our goods in the market, which however, sharpened my skills in the trade.

1.3 Internship Outcome

1.3.1 My contribution to Transcom Beverages Limited

Transcom Beverages Ltd was an internship I did, where I was able to assist the company in several areas even though I was an intern. Executive Director's guidelines helped in allotting the same to all tasks. I was assigned to the Durbin project and varying advertising assignments. Full practical knowledge of the market was normally accorded to employees only but through my personal Durbin account I was able to follow the real market situation and work done by the field workers. This particular responsibility included a form of bench testing, where I went to the field to check if proper PSRs were executing the tasks given to them. I did not only perform auditing tasks, but also participated in a project that involved advertisement and market explorations which enhanced the marketing division's optimal ethical standards and core practices of the PSRs to be maintained.

Based on my duties and observations, I substantiated my conclusions, which made it possible for the company and my managers to act in a manner that would eliminate the problems at the outlets. It was this that aided the company in discovering gaps and problems in the market and with the PSRs in the field. You therefore assisted in increasing and maintaining the quality of our product.

1.3.2 Benefits to the Student

Various benefits which have reached to the very core of my career and personal knowledge were earned during my internship in Transcom Beverages Ltd. The skills and insights acquired at this place cannot be taken for granted, and I am aware they would be critical in my future career. In

the office during the internship period, I was privileged to be around quite sociable, truthful, and very cooperative people to the end. This constructive attitude made my stay at Transcom not only effective but also very enjoyable. Furthermore, the nature of the work assigned to me was such that I was given freedom and flexibility to do more and learn more.

While working at Transcom, I gained insight into how business is done within the marketing team. My advisor as well as the whole team proved very pivotal in assisting me to appreciate the working environment and the dynamics of the company. The spirit in the office was so motivating that it encouraged me to the extent of wanting to take in all the knowledge that I could. I found so many helpful colleagues who were very supportive and this was motivating since it created an atmosphere that encouraged everyone to learn and grasp organizational culture.

During the course of various ongoing audit projects, I was able to explore some business development opportunities and to understand the internal processes of the company. This experience enabled me to comprehend how a multi-business-oriented entity such as Transcom operates, the hurdles it encounters, and how it overcomes these hurdles. I understood how the firm manages to maintain its clients' satisfaction as well as the employees' happiness and still make a profit. In addition, advertisement projects helped me understand the techniques used in the advertisement and the components that help in making it effective.

As a marketing intern, I also had a more in-depth macroscope concerning resolution of marketing, audit, advertisement and. trade marketing, selling and pricing in the structure of the company. I understood how the office based managers control operations in the field and the activities of PSRs and Sales Executive (SEs) in the open market. This allowed me to appreciate more how diverse departments and positions integrate to manage a big company such as Transcom Beverages. It was an eye opening moment, where I was able to realize the level of

interrelations necessary and maintained, in order to keep an operation of such magnitude in place.

1.3.3 Challenges Faced

I would like to mention that I did not have any difficulties during my internship at Transcom Beverages Ltd because the benefits outweighed the challenges. Nonetheless, there were some hurdles which I had to encounter while I was in this place. We assign difficult tasks to our employees, even to the freshers– this is how the company works, and so, as I have had no previous corporate working experience, this was especially difficult for me. Completing my work proved difficult to me for a while because I was expected to internally understand or learn business processes that were aligned with my projects. Although this learning curve contributed to it taking longer than I had initially anticipated to complete my assignments, I managed to do all of them within the expected time. For instance, one of the first duties I was given had to do with verifying if there was a monetary charge for usage of the Sales Generating Asset (SGA) given, however I could not figure out how to charge coolers. Understanding the concept of cooler purity took some time; which meant addressing coolers with only PepsiCo products. I also thought it would be easy to differentiate between printouts PSR provided which were photographs and which of them were fake but this was very difficult because a wrong assessment could result in trouble.

Coming back to the advertising project, it also came with its own challenges. For me, one of the most difficult things was grasping the level of the factors, approaches and strategies that could easily pull the attention of the customers. Evaluating advertising messages and predicting their

potential value was difficult, not only to me but also to the entire members of the group which I was with. It was a struggle to pinpoint the elements of these advertisements that worked and how we could apply such lessons to our own advertisements. Else, the experience however has been very good since it helped me grow and learn to venture into areas where I was sorely unaccustomed.

1.3.4 Recommendation

Having done an internship with Transcom Beverages Limited (TBL) for three months, I would recommend this company to students who would like to undertake similar internship assignments in future. It is my conviction that such opportunities as can be provided by TBL are important and enjoyable and can be a good launching pad in anybody's career. As regards TBL, there are various reasons as to why I would recommend the same organization to all interns considering my pleasant experience there.

First and foremost, the work environment at TBL is always friendly and conducive to the employees. With regard to the abuses of interns, the environment is such that they promote the practice by allowing interns to make as many mistakes as possible and let them learn from criticism. This is a perfect place to get an idea about the corporate world, within which every individual is value-oriented and thoroughly professional. The environment in TBL is collaborative in such a manner that people do not sit still, rather all contribute to the progress of the organization which helps me not to be bored up and perform my duties willingly.

Secondly, TBL guarantees that interns do not get busy with meaningless activities only but do join working activities of the organization. Each intern undergoes a short preliminary training, before he or she starts working on the project, which provides them with the basic and necessary skills so as to avoid causing unnecessary inconveniences. This practice enables interns to utilize their current level of competence.

In addition, TBL acknowledges that employees must maintain a good work-life balance and does initiate a good rapport with the staff members by holding many refreshment initiatives. These activities not only serve as motivation for employees but also offer the platform for fellowship as well as professional interaction with one another. This feeling of togetherness and healthy working relationships is what makes TBL unique.

Finally, here Interns know that if they perform well, there is a progression to full employment at the company after the internship. Here, after the internship, A fellow can go for one year of internship for which the fellow is trained and assessed further. After such period successfully, there is a good probability of employability. Also, the stipend during apprenticeship is rather decent, which is a good incentive to start one's career on a good note.

1.3.5 Transcom Beverages Limited Experience Program

TBL ensured 2-3 comprehension devising and market field visit programs throughout my internship period to enable the interns have some fieldwork exposure. These tours helped us to acquire knowledge through reality and appreciate the practice of knowledge whereby in this case we understood how the PSR's (Pre Sales Representatives) functions in the field and which environments TBL exists in. These opportunities were very key since they enabled us to bridge the gap between the theories studied and their actualization in the field.

Field visit 1:

- Meeting with coordinator
- Visited the distributor house
- Assigned PSR and respective area
- Met the PSR and SE
- Trial visit at stores
- Research and analysis how they work
- Feedback session
- Learning about the market situation



Fig: Market Visit

So all-inclusive, these field visits were the most effective and remarkable experience which I have received from the **Transcom Beverages Limited Experience Program**.

Chapter 2: Organization Part:

2.1 Introduction

2.1.1 Objective

Transcom Beverages Limited (TBL), PepsiCo's sole franchise partner in Bangladesh, has been playing an active and important role in the Bangladeshi beverage market for the last 23 years. In all of these years, TBL has shown a strong commitment towards the center and thereby fulfilling its position as a market leader. The purpose of this part of the research paper is to analyze in detail what resources TBL manages and how, what challenges it faces, and how the company stays in the black while complying with the industry standards. Through the business model approach in this section, the strategies that the company uses in the maintenance of its market leadership and the prospects of its performance in a highly competitive environment will be disclosed.

2.1.2 Scope

In this section, the multiple facets of Transcom Beverages Limited (TBL) will be examined in great depth. The perspective defined in this section seeks to understand the current management and marketing practices of the company regarding why and how TBL remains competitive. In this discussion, TBL marketing strategies will be discussed as well as the methods used to implement such strategies. Moreover, the study will also analyze the company's accounting policies and other financial performance related resources explaining how TBL ensures and enhances the solvency of the business.

Apart from these areas the analysis will also look at TBL's operations management and information systems explaining how TBL leverages these assets to optimize its operations. The analysis of the industry TBL is operating will also be undertaken enabling a comprehensive understanding of TBL's operating environment. Related to this, since this information is not available for the information overload, potential future researchers will understand the

limitations of the research and further development say what the company is able to do with these findings. In the end, TBL and other practitioners interested in fully comprehending the sculptor will find this information supporting their core processes.

2.1.3 Methodology:

This part of the report investigates Transcom Beverages Limited by studying its key components such as the vision and purpose of the company, values, and the list of products and services it engages in. It also looks into the management practices that the company has in place, with regard to leadership structures, motivational strategies, as well as methods of evaluating employees. With such knowledge, it is hoped that the report will explain how the internal environment of the company supports the achievement of its objectives as marketed by Transcom Beverages Limited.

Apart from the managerial aspect of the report, the report also focuses on the marketing strategies of the concern including but not limited to branding, advertising and how the company is able to take the market share. It also examines the markets and channels of marketing communication of the organization and the channels of distribution of its products. From the financial point of view, the report studies the book keeping and performance management through financial ratios for the period 2020- 2022. This analysis also covers the various aspects of operations management and information system of the company providing a complete picture of the working of the organization. The information contained herein has been gathered from the company's staff and other external sources giving insight into the business of Transcom Beverages Limited.

2.1.4 Limitations:

This study ought to be realized in its completeness, although few people cover all possible aspects, which may have caused some shortcomings. Also, the organization's nondisclosure agreement was a hindrance to the analysis of the pertinent data. Finally, the planned period of the study could not accommodate the evaluation of the performance of the company throughout different periods or the measures and regulations that were put in place to curb the identified problems.

2.1.5 Significance of the Study:

I believe that this study has been helpful to both me and Transcom Beverages Limited Company. I learned more about franchise systems and competitive strategies in terms of one of the largest companies in Bangladesh. I also saw the kinds of problems such companies face from legal and other outside forces. In addition, this research was extremely constructive to me as it expanded my knowledge base in many spheres of business including marketing, management, finance and operation.

As for Transcom Beverages Limited, the executive summary of this report serves as the basis for their self-assessment on strategic options available to them with respect to their constituents' strengths, weaknesses, opportunities and threats. It provides a picture of one or more internal and external factors affecting the company that allows the company to address these issues if necessary. Some of the findings make clear such key issues of courtesy as areas that have corresponded well with their strategy. They also highlight areas where there is need for change so that the corporation shifts its strategy towards improving its performance.

2.2 Overview of the Company:

2.2.1 Transcom Group:

Transcom Group Was Established In 1973 By Mr Latifur Rahman Tractor Manufacturers Evolved From Teas When The Company First Started Tea Plantations In 1885. It has expanded over time, currently employing more than 13,500 people and becoming one of the major and fastest growing conglomerates in Bangladesh. Transcom's history covers a time span of over 130 years and is active in 20 countries in nine industries. From its beginning in basic industries, it has moved into advanced high-technology manufacture

worldwide trading & marketing and distribution which built a relationship with many foreign companies. In addition to that, it has emerged as the largest media house in Bangladesh.

- Reliance Insurance Limited
- Eskayef Pharmaceuticals Ltd.
- Transcom Beverages Limited (PepsiCo and its subsidiaries)
- Transcom Consumer Products Limited (PepsiCo, Mars, Conagra Brands, Kraft Heinz and its subsidiaries)
- Transcom Distribution Company Ltd. (L'Oréal)
- Transcom Electronics Limited (Samsung, Hitachi, Siemens, etc.)
- Bangladesh Lamps Limited (BLL)
- Bangladesh Electrical Industries Ltd.
- Transcom Foods Limited (Yum! Brands, A&W Restaurants)
- Mediastar Ltd.
 - o Prothom Alo (Leading newspaper in Bangladesh)

- o The Daily Star (Leading English newspaper in Bangladesh)
- o ABC Radio (Leading private radio station in Bangladesh)
- o Chorki (Leading OTT platform in Bangladesh)
- Transcraft Limited
- Tea Holdings Ltd.
 - Trinco Ltd.
 - Transfin Ltd.
 - Monipur Tea Co. Ltd.
 - Marina Tea Co. Ltd.
 - M.Rahman Tea Co. Ltd.

There are numerous further subsidiaries of Transcom Group, each of which is a market leader in its particular industry. (Transcom Limited , n.d.)

2.2.2 Transcom Beverages:

Transcom Beverage Limited is exclusively licensed to carry out the business of a franchisee of PepsiCo in Bangladesh, overseeing the state-of-the-art bottling operations at Dhaka and Chittagong. The company markets the following beverages: light refreshment drinks, soda-type drinks, and non-carbonated fruit based drinks. Looking at the company's strong and determined vision for the future development, Transcom aims to be the top player within the beverage

industry in the region with a focus to satisfy each customer's need to enhance the performance of its workforce in an impactful manner.

PepsiCo, which operates as a merger between Pepsi Cola and Frito Lay incorporating their light Snacks and chips drinks, entered the food and beverage scene. Pepsi Co was founded in 1965 in which food and beverage products are sold in worldwide markets. Pepsi, a popular soft drink originated from an energizing drink invented in 1893 by a pharmacist by the name of Caleb Bradham and was later endorsed by several famous personalities. Pepsi has over time added reference products like Diet Pepsi, and thus products over time emerged to fulfill and capture a wider market for different appetites.



Fig:TBL Logo

2.2.3 Vision:

The vision of Transcom Beverages is to be able to grow sustainably and become the industry leader in Bangladesh over the foreseeable future by, among other things, offering value added high quality products to consumers. The company is dedicated to investing in its human resources, developing employees, and recognizing their creativity. Furthermore, Transcom Beverages assists its suppliers and distributors with improving the quality of the products, which is an improvement of the business as a whole.

The vision stands for:

1. Commitment to delivering the value for price worth products of superior quality.
2. Concern over the development, support, recognition and enhancement of employee innovation.
3. Assistance to suppliers and distributors concerning the enhancement of their products and services.
4. Commitment towards taking on a leadership position within the beverage sector in Bangladesh whilst also focusing on sustainable development.

2.2.4 Mission Statement:

Transcom Beverages' goal is to stay on top of the beverage market by providing consumers with appetizing, reasonably priced, and highly available products. The company is focused on increasing sales, facilitating effective business development opportunities and maintaining integrity while providing value to the customers and coming up with new trends.

The mission stands for:

1. Maintaining competitiveness for the company in the market by offering tasty and affordable beverages.
2. Improving and increasing the performance of sales and finding the opportunities which are profitable.
3. Observing acceptable business ethics in all business dealings.
4. Creating and being the first one to penetrate the new trends in the beverage market.

2.2.5 Core Values:

The values held by Transcom Beverages stress upon teamwork, respect and care to all stakeholders inclusive of clients and consumers as well as the environment. The company exhibits integrity, quality and inventiveness in all its tasks looking towards a good mix of short term or long term goals.

The values stand for:

1. Fostering cooperation and common trust for common gains.
2. Focusing on effective practice that takes consideration of clients, consumers, and the environment.
3. Being fair and accountable to self and professional obligations in every business transaction.
4. Working towards better ways as far as the various functions of the business are concerned.
5. Allowing for both operational and innovative thinking to achieve tactical and strategic objectives respectively.

2.2.6 Brands:

- Pepsi
- 7up
- Mountain Dew
- Mirinda Orange
- Sting
- Aquafina
- Diet Pepsi
- 7up Light
- Pepsi Black
- Slice
- Tropicana
- Evervess Soda Water

2.2.7 Product Line and SKU:

| Product | SKU |
|---------------------|-----------------------|
| Pepsi Black | Can |
| Evervess Soda Water | 600ml |
| Aquafina | 500ml, 1000ml, 1500ml |

| | |
|----------------------|---|
| 7up | <p>250ml, 400ml, 600ml, 1000ml, 2250ml Glass Bottle</p> <p>Can</p> <p>250ml, 400ml, 600ml, 1000ml, 2250ml Glass Bottle</p> <p>Can</p> |
| Mountain Dew | <p>250ml, 400ml, 600ml, 1000ml, 2250ml Glass Bottle</p> <p>Can</p> <p>250ml, 400ml, 600ml, 1000ml, 2250ml Glass Bottle</p> <p>Can</p> |
| Mirinda Orange | <p>250ml, 400ml, 600ml, 1000ml, 2250ml Glass Bottle</p> <p>Can</p> <p>250ml, 400ml, 600ml, 1000ml, 2250ml Glass Bottle</p> <p>Can</p> |
| Diet Pepsi | 250ml |
| 7up Light | 250ml |
| Slice Mango Juice | 200ml |
| Tropicana | 200ml |

| | |
|-------|---|
| Pepsi | 250ml, 400ml, 600ml, 1000ml, 2250ml Glass Bottle Can |
|-------|---|

2.2.8 Significance to the Strategic Planning in Bangladesh:

In this regard, this company plays an important role in strategic economic planning since the company generates and contributes to the GDP and creates jobs as well as participates in the export-driven economy of Bangladesh. TBL contributes quite a lot to the manufacturing industry of Bangladesh – both in terms of jobs and the supply chain systems. Transcom Beverages Limited (TBL) has modernized the beverage industry in Bangladesh and enhanced the competitiveness of the industry in the world market through its potential for investment in technology, automation, and local production capacity. Such investment complements with the economic policy of Bangladesh in terms of attainment of the intended industrialization and income generated from exports.

More importantly, TBL's concern on counterfeiting and credibility on product branding further enhances Bangladesh's ability to be credible in global manufacturing markets. Compliance with international standards and quality health and safety regulations is sure to enhance TBL's standings of Bangladesh in trade and markets such as those with strict quality limits. These strategies not only attract foreign investments in the country but also help Bangladesh's integration with the global beverage market. TBL has demonstrated that it can effectively incorporate a local competitive advantage to the design of global strategic planning, as illustrated in this instance.

2. 2. 9 Responsibility for Sustainable Development and Innovations

Transcom Beverages Ltd (TBL) occupies a significant place in the environmental planning of Bangladesh since it contributed towards sustainable growth and development of the beverage industry. TBL stands out as one of the players who will not only promote sustainability but embed it in the business practice in conformity with international strategies on environmental concerns. One of its major roles is performing environmental protection and changing some operating processes with such as acquiring green certificates, which are in the very much demanded markets today. TBL helps to achieve compliance with these legal requirements and domestic environmental regulatory requirements which, enhances its economical development and influences other businesses in the industry towards adopting environmental sustainability strategies.

Besides, TBL assumes this responsibility and encourages new ways of organizing supply chains and production, in order to cut down on resources used and waste generated. The company stands out because of its environmental management policies, as it has introduced energy-saving production methods as well as new water-saving technologies in Bangladesh. These technologies not only improve the performance of the company but also strengthen the economy of the country because the negative influences of production processes on the environment are lifted.

In embracing new technologies and sustainable practices, TBL also helps the beverage industry of Bangladesh in achieving the positive trend of global sustainability for the beverage market and managing long term growth and sustainability.

TBL is a global company and seeks to portray Bangladesh as a competent and responsible manufacturing center through sustainable improvements. TBL's sustainable initiatives on the other hand protect and encourage foreign direct investments since more and more consumers and

investors look for products of higher environmental and social qualities. By continuing its efforts for sustainability, TBL also helps the government to implement its vision of the green and innovative-oriented economy which is so essential to survive economically and ecologically in the future deprived world.

2.3 Management Practices

2.3.1 Leadership Style:

Transcom Beverages Ltd. (TBL) endorses a democratic leadership style, characterized by a high level of teamwork and inclusion, which is consistent with the core values of the company which are integrity, innovation, and sustainable growth. The management motivates and engages various departments in the company when making the company's most pertinent decisions so that strategic options do not overlook any stakeholder contingency. The approach not only enhances internal cooperation but also instills a sense of responsibility in the workers which makes them more effective towards the achievement of the purposes of the organization. Promoting accountability and effective delegations, it is under the policy of TBL that decisions are made in full view and communication is allowed in all levels of the organization.

This is also reflected in TBL's leadership since the company advocates for the concepts of sustainability and its expansion plans. In response, the employees have been able to implement programs such as recycling and other environmentally friendly manufacturing technologies thanks to the ideas brought forward. The peculiarity about this style of activity within the company is that the slower speed of response to changes in the market is due to the growing awareness of the sustainability requirements of the consumers, but not due to the company's inefficiency. To resolve these contradictions, managers periodically turn to employees for advice, integrating the standards of TBL with the requirements of global practices, innovation, and compliance.

Furthermore, as asserted by Simeen Rahman, Group CEO, the leadership team securely advocates ethical business norms and progress, which serves the intention of the company, that is putting forth sustainable development in Bangladesh. Also, through the combination of goodwill present management and democratic values with innovation TBL has been able for so long to remain the leader of the sector while also supporting the economy and strategic long term objectives of the country.

2. 3. 2 Human Resource Planning Process:

- **Recruitment and Selection Process:** Transcom Beverages Ltd (TBL) implements a recruitment and selection process, which is aimed at optimizing the talents of an individual and improving the performance of the organization. The organization relies on merit, creativity and business improvement strategies and provides numerous prospects in sales, marketing and other significant fields. A 'Step Up' program is one of the serious tests associated with TBL; it allows for the future leaders of the company to be known and nurtured, as well as the new employees to be trained. This makes it possible for employees to have the skills that are in agreement with the strategic objectives of the organization.

TBL strives to maintain the values of transparency and workers well being, such that one of the core goals of the company is to foster a supportive workplace culture that values diversity and gender equality. The Human Resources strategic objective is to attract the best talents globally creating a supportive climate where risk focusing on people, customers and education is appreciated. Last but not least, TBL is open-minded and believes in giving everyone a chance to do his or her best regardless of any restrictions, hence every opportunity is equally supported and well managed even in the competitive beverage market.



Fig: TBL Job Circular post

- Compensation System:** Transcom Beverages Ltd (TBL) offers an attractive and strategically designed mechanism of compensation looking to hire and retain the best staff possible in the market. The organization offers her members remuneration which has some fixed part supplemented with various components such as monthly performance bonus, PF, and gratuity. Its comes in the form of these performance rewards so as to encourage employees to achieve or even go beyond the set targets. Employees are entitled to a festival bonus and benefits of Workers' Profit Participation Fund [drafted Under Bangladesh Laws that make it compulsory for every company to share profits with its employees legally].TBL feels that it helps in making employees more productive as it comes to growth and targets more profitability benefits in the long run.

However, TBL also extends its ambit towards stress non-cash/emotional benefits including working conditions and working up the organizational ladder. Development and improvement of employees takes center stage as their unbending bill TBL provides employees with a well-defined learning and growing program that aspires them to acquire competence that elevates their careers. For instance, the company strives to create a friendly working environment by encouraging workplace diversity, equality of gender, and learning initiatives. Concern for

employee wellbeing is high at TBL and much attention is paid to work life balance and career development.

- **Training and Development Initiatives:**

Transcom Beverages Ltd (TBL) considers training and development as one of the important strategic HR systems. The organization has a logical system of growing its people by means of various training courses. [TBL] wants to take the greatest benefit through [New recruits/ fresh management trainees / a target group including the fresh management graduates] programs like Step Up. The country offers such giants through systematic trainees growth over the first two years in the company assisting in the creation of business management and growth needs in office based sales and marketing activities.

Moreover, TBL recognizes the necessity of providing its staff with formal as well as on-the-job training. The organization has active programs to complement the global training structure with the local market modules, which include, among others, the collaboration with PepsiCo for the benefit of TBL employees. This equips the employees to effectively face the ever changing aspects of the beverage market. Training and up-skilling with competitiveness and utility is a basic component of TBL's objectives to continuously improve high-performance levels whilst professional objectives help to focus towards the corporate strategy. Accordingly, by figuring out these aspects TBL does not only facilitate the performance of its individuals but also helps to enhance the overall position of TBL within the Bangladeshi market.

- **Performance Appraisal System:** As I have gathered, I must assert that I was unable to find the detailed information on the performance appraisal system for Transcom Beverages Ltd. But from context and general understanding of human resources related to companies in similar industries to TBL, performance appraisal is a system that is used to appraise the employee's performance at reaching key performance indicators (KPIs) as well as organizational objectives over a defined period of time. The system carries out a variety of assessment procedures to include self-ratings, external reviews from colleagues, and reviews from the supervisor to ensure that the evaluation system is fair and captures all aspects. This system assists in pinpointing the

strong and weak areas and other factors with regard to each and every employee so that they utilize their faculties in a manner that is in harmony with the overall goals of the organization.

In addition, TBL uses the system of performance appraisals as a means of enhancing training and development. Such employees are then rewarded with promotions, pay increases, and other forms of recognition whereas employees who require development are provided with such developmental programs professionals who lack the skill. It is one of the foremost purposes of this appraisal process to achieve the creation of a learning institution in which every worker works for the betterment of the company as well as for their own betterment. If you require further information, I would suggest you contact the HR or corporate governance departments of Transcom Beverages themselves.

On the whole, it can be emphasized that Transcom Beverages Ltd. (TBL) is a company that strives for growth, cares for its employees and distinctively practices ethical management. Furthermore, the organization operates with a democratic leadership style that encourage collective, inclusive and transparent efforts towards constant improvements that meet the almighty global standards. The HR strategies at TBL, the firm embraces a strict recruitment and selection strategy, offers competitive remuneration packages and extensive training and development programs, help in building an encouraging as well as high achievement-oriented culture. The company has also put in place measures to combine these performance appraisal systems with other initiatives which are aimed at self-improvement. Such management oriented practices of TBL enhances employee level of satisfaction as well as ensures the achievements of the organization within the beverage market over a horizontal time frame.

2.3.3 Organizational Structure

The company operation process:



Figure: Operational process

2.3.4 Product Distribution Flow

The distribution process in TBL begins with the **Factory** that manufactures and bottles carbonated soft drinks (CSD). After the complete manufacturing of the products, it is shifted to the **Depots** that is simply an oversized storage for the completed products. These depots serve as the main storage points within the organization, ensuring that the goods are on standby for onward delivery to different regions of the country.

Out of the depots, the goods are sent to **Distribution Points**. In these places, products are collected and sent to the retailers. The **Retailers** are the last business counterparts that interact with the products before they are sold to the **Consumers**.

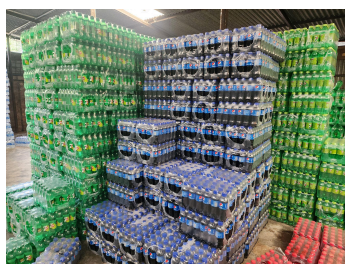


Fig: Distribution Point

This flow enables effective movement of the CSD products in the factory to the end consumer with no compromise on product quality and product availability at any point of time. The orders

are clear and a hierarchy is followed ensuring that all the management levels are involved in the supervision of the distribution process and there is responsibility to each level of movement. From top management where executives make strategic decisions to the bottom where the PSRs do operational work, the structure fosters movement and market operations of the company which is central to its market presence.

Basically, TBL has also been very systematic in developing the hierarchical structure and the distribution flow of everything with smooth operations. The company needs to have defined chains of command from the Executive Director to the PSRs and up to the orderly distribution of goods from the factory to the consumers in order to appropriately compete in the alcoholic beverages industry.



Figure: Organizational Structure.

Hierarchy of Command: The process of structuring TBL starts from the Executive Director, who forms the head in the hierarchy. The individual in this case remains at the office and takes full aperture responsibility for the executive decisions. This role imbues strategic vision and authority with respect to the decision-making process in the leading ranks guaranteeing that all activities are consistent with the fundamental goals of the firm.

Directly below the Executive Director and also based at the head office is the Head of Sales. This post is very important for the strategic and tactical decisions relating to the revenue generation of the business and market engagement. The Head of Sales works under the Executive Director and is in charge of the realization of the sales figures together with the targets of the company.

Following them in the line are the Regional Sales Managers (RSM) who are in charge of the specific geographical areas. They command operations with a defined geographic area. Each RSM supervises a huge team of sales personnel and does not allow the sales quota to go unachieved within the area. Area sales managers (ASMs) who support the RSMs function at a lower level within the subdivision of the RSMs. ASMs oversee the Sales Executives who report to the company's representative sales staff, or Product Sales Representatives (PSRs).

The Sales Executives supervise the PSRs and monitor their activities in relation to the assigned geographic areas to check on all the covered retail outlets. The Sales Executives also make market visits in order to evaluate the sales operations of the company and the effectiveness of the company's distribution policies. To put it into perspective, the PSRs are in charge of selling the company's products to the retail shops. These are people who are found at the bottom of the company's distribution chain who interact with retailers to make sure that the company's products are in stores.

ক্যান মেরা

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Fig: Order Memo

2.4 Marketing Practices:

Transcom Beverages Ltd (TBL), the exclusive franchise of PepsiCo in Bangladesh, has established itself as a leader in the beverage industry through innovative and strategic marketing practices. As a pivotal player in a competitive market, TBL's marketing strategies are designed to resonate with a diverse consumer base, ranging from bustling urban environments to the more rural areas of the country.

2.4.1 Market Segmentation of Transcom Beverages Limited:

It is noteworthy that Transcom Beverages Ltd (TBL) adopts a wholesome approach to market segmentation in the case of Bangladesh. The primary segmentation criteria include demographic, geographic, and psychographic factors. TBL looks into the age ranges, particularly people in their teenage years to adults who actively consume soft drinks, demographically consumers belong primarily. Marketing strategies are focused on marshaling the selling energy, imagination and aspirations of the young generation. Geographically, TBL subdivided the market into urban

concentrate and semi urban and rural areas so that the purchasing power and the preferences of each area could correspond to the product developed and the marketing strategies employed.

Psychographic segmentation for TBL would include consumer lifestyles and values which determine buying behaviors, such as those focused on health or loyalty to specific brands. For instance, marketing soft drinks that have fewer calories and hitting gym goers' marketplaces are their strategies, targeting people who embrace health. Also, in TBL they implement, 'behavioral' authenticity using usage rate and brand usage pattern creating retention enhancement through programs and advertising campaigns such as loyalty program. Evaluating customers within each of these areas enables TBL to strategically position its products in the industry maximizing market growth in Bangladesh

2.4.2 Customers, Target Customers, Targeting, and Positioning

Customers: Transcom Beverages Ltd (TBL) offers a product range that meets a wide array of customer demands across Bangladesh. These customers are teenagers attracted by the new age drinks and also adults interested in the traditional drink. TBL has products for the everyday gathering, functions as well as parties in all ages from bush to city. Since its products are found in restaurants, chips and supermarkets it is clear that TBL is well within the reach of the majority of people.

Target Customers: TBL's target customers include young adults and millennials who are more likely to move out of their comfort zones and taste different flavors and brands. This grouping is also more rebellious and willing to try marketing strategies such as digital campaigns and engagements which TBL supports. In addition, TBL goes after families and health-conscious market segments by introducing diverse products including low calorie versions and vitamin-restored drinks.

Targeting: TBL understands the importance of the need to use alternate targeting approaches and hence use a differentiated targeting strategy for different customer segments. TBL target

segments and by understanding how they buy, fine-tunes its targeting or marketing approach. For instance, aggressive marketing and promotional activities are financed with younger consumers online and on social media while older people are subjected to print media and television advertising.

Positioning: Emphasizing its ever-present innovativeness TBL enjoyed a significant unity when it penetrated the competitive beverage market in Bangladesh. While the company takes advantage of PepsiCo's strong international brand to guarantee quality, it also commits to satisfy its consumers' local market needs. The positioning strategy is of course receiving maximum support from the so called lifestyle marketing where the campaigns clearly show how TBL's products are a part of people's daily life. Further to this, TBL aims at supporting the positioning of the brand through active CSR and community intervention, which positively contributes to brand building and enhanced customer loyalty.

By applying these approaches, Transcom Beverages Ltd manages to capture a wide variety of consumers and help his products penetrate into the market to the core.

2.4.3 Marketing Channels of Transcom Beverages Limited:

Transcom Beverages Ltd (TBL) leverages almost all possible market strategies in order to introduce its products and communicate with its customers effectively across Bangladesh. These aspects of the strategy are very carefully chosen to effect the maximum penetration and the coverage desired bearing in mind the varying tastes and patterns of the target groups..

1. Traditional Media: TBL doles out huge investment amounts to the foremost forms of media such as television, radio, and print media. Such kind of media is effective not only among the highly digital population but also among the still part of the populace who are either rural or not entirely sophisticated when it comes to use of technologies. The TV advertisements have unique jingles and visuals that memioc well in the mouths of even non-adult consumers. Other forms of advertising are done through newspapers and magazines, especially for product launches and various advertising campaigns.



Figure: Newspaper Advertisement

2. Digital Media: Recognizing the potential of the growing digital landscape, TBL has aggressively increased its engagement in online channels through different digital marketing methods. This includes social networking sites advertising, particularly on Facebook, and Global video-sharing on YouTube, where they use ads and captivating content to sell their products and connect with the market. TBL also employs email marketing and paid search promotion to advertise their products to people looking for refreshments over the internet.



Figure: Social media and seasonal advertising

3. Outdoor Advertising: Billboards, TV, and aisles are especially used to attract the attention of potential purchasers situated in busy places. These are also strategically inserted into the market in places such as buzzed roads, malls and hubs. By advertising outdoors, a consumer's top-of-mind awareness can easily be assured.



Figure: Billboard Advertisement

4. Event Sponsorships and Public Relations: TBL takes a keen interest in sponsorships, especially those relating to sporting events, music concerts and cultural activities that target desired market groups. These occasions serve as an opportunity for interaction and broadening the scope of the organization from a live perspective. In addition, public relations and integrated marketing campaigns are launched to enhance brand awareness and shape positive perceptions about the company, including press releases and public activities that showcase TBL's CSRs.



Figure: Event Sponsorship

5. Distribution and Retail Partnerships: As part of the distribution strategy of TBL, the company also collaborates with the vast majority of retailers, from big hypermarkets to even the smallest stalls, so that its products are available wherever a consumer would want to shop. Such a wide distribution network is backed up by promotional support and point-of-sale materials promoting the product and boosting sales.

By using these various marketing channels, Transcom Beverages Ltd ensures that it is able to penetrate the entire potential market and actively engage all these target groups and audiences, boosting brand and sales throughout Bangladesh.

2.4.4 Product Development Strategy:

Transcom Beverages Ltd (TBL), owned by PepsiCo as their sole franchise in Bangladesh, possesses a rather fluid product development approach which is more proactive than it is reactive to consumer needs and trends. The strategy mainly lies in reinventions of the existing products, localizing the products and responding to international health trends. TBL on a regular basis

launches new products and new varieties of products addressing the peculiar taste needs of the Bangladesh market, many times without any prior guidance on the market and consumer trends having done intensive research on the target market.

TBL, on the other hand, gives a considerable degree of consideration to product differentiation as a strategy to attain such competitiveness. This entails making product supplements to the existing products and product packages for purposes of facilitating usage or attractiveness. For example, TBL has positioned itself in the market by producing smaller packs of the beverages that are easy to carry as well as easy to drink in a bid to target the young and active market. They have also diversified into health production with the sugar free options that are meant to be on the emergence of healthy eating and drinking. This strategy not only expands their product range but also targets the growing health-oriented market.

In addition, TBL employs modern production and packaging approaches technologies through its strategic partnership with PepsiCo to maintain high quality and sustainability standards. Such as switching to environment-friendly packaging materials and improving production processes to minimize ecological damage. So, TBL focuses on development of products which shall satisfy the market and meet sustainability targets which does not only benefit the organization in the consumer market but also enhances the organizational image in the eyes of stakeholders. In pursuit of these strategic goals, Transcom Beverages Ltd is further implementing the expansion and improvement of its product portfolio in Bangladesh's market.



Figure: Quality Excellence Award

2.4.5 Branding activities:

Transcom Beverages Ltd (TBL) has put in place an active personal branding plan in order to achieve a high level of visibility and engagement with consumers all over Bangladesh. Such strategy includes both the conventional and the new way of building and sustaining the brand equity of the products under PepsiCo franchise licensing agreements.

1. Advertising Campaigns: For instance, TBL also undertakes high impact means of advertising such as attractive advertisements that appeal both to the senses and the cognitive aspect of the consumers to create brand recall. Such campaigns are common on the television, radio, and in newspapers and other magazines with good arts, stories and popular celebrities endorsement. Such strategies assist TBL in helping in the positioning of the brand as well as helping the brand connect emotionally with the defined target group

2. Digital Marketing: Considering this trend, TBL has a qualified and younger target audience who can be reached via Facebook or other online media platforms, which discourages shift intake over the supplier side. By advertising the products using social media sites like Facebook, Instagram, and YouTube, TBL creates content that reaches out to even this young generation by integrating games, events, and celebrities into the marketing strategies. The practical implications of these digital ventures are to increase interactivity and engagement with the brand to encourage loyalty among the high tech consumers.

3. Sponsorships and Partnerships: The company TBL does not shy away from looking for sponsorships in order to extend its values during other activities, be it sport events, music or other forms of heritage events. These activities boost the brand's visibility and enable TBL to take advantage of consumers' interests and attach fond and pleasurable memories' events to the brand. As an illustration, TBL together with other brands supports the most popular sports in Bangladesh, sponsoring cricket tournaments hence marketing themselves as the nationals of the sports, which everyone accepts highly.



Figure: Partnership Activities

4. Corporate Social Responsibility (CSR): TBL incorporates global public relations and CSR into its branding strategy by carrying out and encouraging a number of social and ecological activities. Such activities include community health promotion, rehabilitation of urban areas,

building water conservation facilities as well as offering scholarships and training for students towards enhancing a positive perception of TBL as a company dedicated to bettering the lives of its target population. It is this benevolent brand that makes TBL emerge as a corporation with many concerns other than making profits.

Along with all these wholesome branding activities, Transcom Beverages Ltd retains its brand equity and builds people's loyalty gaining access to the market of beverages in Bangladesh as one of the largest companies.



Figure: CSR Activities of TBL

2.4.6 Advertising and Promotion Strategies :

In Bangladesh, Transcom Beverages Ltd (TBL) follows a range of advertising and promotion measures to sell its PepsiCo products in the most effective way possible. These strategies are designed to promote reach, engagement, and conversion within different consumer groups.

1. Integrated Marketing Campaigns: TBL also undertakes cross promotion activities that use television, radio, Print and digital communication in a synchronized marketing activity. This fosters consistency in communicating the core message of the brand and increased brand recall amongst consumers which in turn reinvigorates the brand. For instance, there are more TBL campaigns that tell stories on critical religious events and national pride such events increasing connections with consumers of the countries.



Figure: Religious Festival campaign

2. Digital and Social Media Marketing: With modern days advertising being dominated by the digital media, TBL has directed most of its funds to the use of digital marketing. These advertising methods include social media marketing, search engine marketing and even blogs and videos. Social media marketing practice normally involves the use of interactive content like games, competitions, and forums or live video connections with the targeted consumers who in this case, are predominantly younger followers.

3. Point of Sale Promotions: In the retail space, TBL adopts even more robust strategies aimed at the catchy point of sale promotions. These are captivating product displays, time bound discounts and retail co-market activities without partners. Such measures have been adopted to

get consumer attention in the moment of truth with the hope of increasing the number of impulse purchases.

4. Sponsorships and Event Marketing: To enhance its brand presence and engagement, TBL brand undertakes sponsorship and event marketing as part of its branding strategy. Rather than being an onlooker for sports activities, music performances or fairs, TBL seeks to be in the middle of all this enjoyment by aligning itself with such events. These sponsorships are further exacerbated with promotions spot wish events are held, product editions for the events as well as souvenirs that help in interacting with the brand even more.

5. Consumer Engagement Initiatives: In conclusion, TBL understands that consumers should not only be acquired but also retained in order to realize their lifetime value. These comprise of reward systems and schemes whereby consumers are issued with points for the purchases similar to the previous one and other activities that market the company without appearing to market it, enhancing the brand's image. These however are not only aimed at ensuring that repeat purchases are made but also enhancing the image of the brand.

Through these varied strategies of advertisement and promotion, Transcom Beverages Ltd inspires itself to remain within the top in the mind of the consumers, effectively retaining and gaining market share in the beverage industry of Bangladesh with stiff competition.

2.4.7 Critical Marketing Issues and Gaps:

While it holds the exclusive franchise of PepsiCo in Bangladesh, Transcom Beverages Ltd (TBL) is competent in terms of its marketing strategies, nevertheless, owing to the fact that it is a large organization, it has a number of important marketing challenges and gaps that ought to be addressed in order not to compromise its future growth and market share.

1. Adaptation to Rapidly Changing Consumer Preferences: One key issue is how quickly consumers, especially the younger ones, behavior can change. This group is more and more moving towards healthier and more ecological options. On the other hand, TBL has a relatively

narrow focus in the product line, namely accounting for sweetened carbonated drinks that are not really helpful. This poses a danger of loss of relevance to health-oriented consumers.

2. Dependency on Traditional Media: All along, TBL has been conservative with the means and mediums of advertising and has been making substantial expenditures on advertising in both the television as well as the print media. There has been a recent trend in shifting focus to the online platform which is a big fault as most of the concentration on the online platform and marketing has not been so highly developed. The overestimation of TBL's well publicized underutilization of prospects can severely upset the smooth working of TBL as the primary core of the audience is the youth who use the internet extensively in their regular routines and most of them keep busy on the internet.

3. Market Penetration in Rural Areas: Another gap lies in the penetration of the market in rural areas. While TBL continues to grow a strong position in the urban market, rural areas tend to be neglected owing to distribution bottlenecks and insufficient TBL brand and product knowledge. Improving distribution systems and customized marketing strategies that appeal to rural consumers can increase the company market in these regions.

4. Competition and Brand Differentiation: Entering into the Beverage industry in Bangladesh is getting tougher with the existing competition as more and more local and international companies and some even new entrants come and offer the same or similar products only differentiating on price, in most cases lower than that of TBL. This leaves TBL with the predicament of having to compete against rivals who are also inducing and inducing customers into brand loyalty through reasonable prices and good ways of presenting their products to the market.

Coping with these problems leads to the adjustment of TBL's marketing approaches so that they correspond with the focus on the Internet, on the health of consumers, and on sustainability. Improving market penetration in less populated regions and protecting brand equity through innovative positioning strategies also need to be done in order for TBL achieve this goal.

2.5 Accounting Practices:

Transcom Beverages Ltd (TBL), being one of the major franchisees of PepsiCo in Bangladesh, has to inculcate very high standards of accounting so that they are able to comply with the legal and normative orders both at home and abroad. Economical performance of the company and striving to retain the fidelity of the shareholders are sizable powers that are held by these practices.

2.5.1 Method of Accounting

1. Compliance and Reporting: TBL has been complying with the International Financial Reporting Standards and also the accounting policies developed by the regulators of Bangladesh. With this cleavage, the company is able to keep the international check the practices of the company without giving up the local one. Verification of financials and practices is done by independent external auditors through periodic audits of the financial statements. Such audits also provide room for weaknesses or mistakes to be corrected while making sure that due processes are followed in every financial activity. The organization's financial statements explain all the revenues & expenses, assets & liabilities providing a detailed view about the financial standing of the organization to its stakeholders and lingering institutions.

2. Internal Controls and Risk Management: One of TBL's most important elements is the internal controls. The organization has managed to put in place strong internal control structures to regulate the exposure to financial risks. Such controls encompass tight management structures, approval of any finances transacted, and internal reviews of the activities performed. Further, these strategies seek to counteract the financial risks presented by currency, interest and credit risks. This kind of approach is not only self-sustaining in preserving stability but also the prevention of loss/ misappropriation of funds.

3. Budgeting and Forecasting: Budgets and financial estimates are essential in the operations of TBLs. The organization sets aside detailed budgets that tends to affect all the departments so that all the sections of the organization are directed towards specific financial targets. These budgets are constantly monitored and modified by management according to performance and the prevailing conditions. Through financial forecasting, TBL is able to project its future finance

requirement, determine when it is necessary to invest and effectively control cash flows. These practices are bolstered by modern financial management packages and management information systems, hence making the management of finances both accurate and prompt.

Through these careful accounting procedures, Transcom Beverages Ltd promotes compliance and operational efficiency but also strategically prepares itself for growth and financial strength in the highly competitive beverage industry in Bangladesh.

2.5.2 Comment on Accounting Practices:

Transcom Beverages Limited (TBL), the only PepsiCo franchisee in Bangladesh, has sustained certain performance metrics and also adapted to financial activities in the recent past. Transcom Beverages Ltd (TBL), in its accounting practices carries out an inclusive strategy that strengthens and safeguards factors of transparency and the degree of political risk exposure in the case of TBL as a leading PepsiCo franchisee in Bangladesh. The insulation of TBL from the rigorous internal control systems of the Corporates and the synthesis of International Financial Reporting Standards (IFRS) with the local rules of regulations means that TBL does not only sit in the fence of international financial practice with a lot of policies and no action but actually puts into action respect of policies in various countries. Audits being carried out by appointed outsiders enhance this trust by making sure that all the stakeholders from the membership of the corporation to the regulatory agencies are made aware of the financial position of the entity through structured and elaborate financial statements. Such a two pronged approach to compliance issues is necessary in order to uphold high levels of financial responsibility and operational efficiency.

TBL's internal operational structure includes effective control and risk management systems devoted to the protection of company assets and ensuring financial health. With the introduction of strict procedures including internal audit on a regular basis, the chances of losses whether resulting from financial mismanagement or fraud will diminish, and most importantly, the use of reasonable internal controls combined with active financial risk management will contain any risks that may arise from various external sources especially the market including, but not

limited to, changes in currencies and interest rates. Such strategic approaches towards budgeting coupled with advanced weather forecasting techniques for business help TBL to be quick and flexible to the market demands and therefore the financial resources allocation and planning is productive in both ways – strategies and quick adaptation. Such enabling practices help not only in managing the current financial processes of TBL but also enable in the long run, the company to be able to compete in the fast changing beverage market within Bangladesh.

2.6 Financial Performance

2.6.1. Ratio Analysis

Leverage Ratios: The leverage represented by the Net debt/EBITDA ratio measures the ability of the company to meet the debt obligations from net cash earnings before the interest, taxes, depreciation, and amortization; however, this figure has risen to 4.3 from 3.5 in the year 2023. That means the observable debts raised were more than the earnings reported relating to the earnings before interest, tax, depreciation, and amortization.

Profitability Ratios: EBITDA margin is still lower than in the previous year's achievements, but at least the contraction is way less severe with the EBITDA margin reducing to 9.3% from 11.4% in 2022. Operating conditions may be considered tighter as this bottom line metric continues to grow outside the forecast for the regularities of previous periods.

2.6.2 Comments on Ratio Analysis:

The increase in the Net debt/EBITDA ratio, observed as a move from 3.5 in 2022 to 4.3 in 2023, reflects a growing tendency to fund with debt, or a waning potential earnings, or quite possibly both. House debts are going high; this trend introduces concern since it points to heightened leverage, which means that the company is utilizing more debts to cover its expenditure than it can manage in earnings. Such tendencies call for babying since they may put the company at risk of defaulting on its debt obligations in the future, more so if current EBITDA reduces more or when prevailing interest rates escalate.

It is these operating performance issues that are confirmed by the use of cash in support of Auchan Russia's EBITDA margin level, which reduced from 11.4% to 9.3% in 2022. It is a good sign for the investors eminently nonetheless it says that the companies in these growth markets are growing tighter operating circumstances potentially thanks in part to rising costs, expanded pricing power, or both. These are the common concerns of most investment investors as a decline in the margin means slow or even negative growth in financial health that may restrict future investments and strategic maneuvers. It's herculean but she has to do it by either identifying and adjusting our operational inefficiencies or revising their cost-systems and price strategies.

2.7 Operations Management and Information System Practices:

Transcom Beverages Limited (TBL), the sole franchisee of PepsiCo in Bangladesh, is particularly famed for its lively advanced management of products and services coupled with advancement in applied information technology. Being one of the key players in the beverage industry, TBL is expected to utilize all advanced technologies and strict operational procedures to dominate the market and satisfy its customers. This part describes TBL's implementation of information systems in management with respect to data management configuration, the use of respective database and office management applications for process optimisation, and the quality control approaches that allow other operational excellence of the company. It is in these particular areas of focus that we shall highlight how TBL not only complies with the physiological requirements of industry but also surpasses the desired level in operational activities and absorption of new technologies.

2.7.1 Information Systems Utilization

Transcom Beverages Ltd (TBL) uses advanced information systems extensively to improve efficiency and decision-making within the organization. Such systems are essential for the capturing, storing and processing of all manner of information generated from production and distribution activities of different departments. This position provides TBL with a guarantee that

all categories of data including that of stocks and sales, customers and their statistics—all and more, have been interlinked and must be instantiated by the utilization of modern storage techniques. This data structure enhances communication channels between employees and other parties, be it stakeholders and clients by allowing information to flow freely across the organization.

Using sophisticated ERP systems, it is possible to consolidate significant activities of the firm and even fully automate them, which minimizes prevalence of manual mistakes and maximizes performance. Such systems are used for different purposes such as supply chain management, procurement, and human resource activities, so that key information may be provisioned for all crucial decisions needed for strategy implementation. Moreover, systems for CRM are built that help in controlling the processes of communication with the available and potential clients to optimize operational processes and improve marketing efficiency by studying the customers data and engagements.

2.7.2 Database and Office Management Software

TBL meets its huge data requirements through powerful database systems which not only uphold data privacy but also provide users with access to data when needed. These database systems are part of the company's IT infrastructure and also serve different business intelligence functions to support business decision making and strategy. Other forms of office assistance software such as Microsoft Office Suite and some project management software are quite common within TBL in a bid to improve efficiency and support the routine organizational management.

2.7.3 Quality Management and Operational Practices

Quality management processes incorporated in TBL are viewed as a core part of the activities because these help in eliminating the chance that the products produced do not conform to the

legal and customer requirements. The company applies Internal medicine to TQM since it implements processes of improvement of the quality of all functional areas. Various quality checks and controls, surveys, and audits are done periodically to ensure the products remain safe and trustworthy to the clients.

In administration of production schedules, workforce management and in an effort to control production downtimes due to changing from one product type to another TBL uses advanced scheduling software. These are very important as far as meeting production schedules and their changes due to external factors for delivery of orders are concerned. When it comes to operations management in TBL, leading management support is provided by lean management as centers on waste reduction and efficiency improvements through efficient processes and better use of resources. These measures of operations management and information system practices help Transcom Beverages Ltd improve regardless of the fact that being sustainable and operational would require quite a number of changes in the beverage industry in Bangladesh Telco Marketing.

2.8 Industry and Competitive Analysis

2.8.1 Porter's Five Forces Analysis of Transcom Beverages Limited

Transcom Beverages Limited (TBL) is the sole franchise operator of PepsiCo in Bangladesh and their operating territory is the beverage business, which is largely competitive. In such a difficult environment it is wise to use strategic tools and one of them is called Porter's five Force Analysis. This perspective assists in understanding the nature of competition in the market and how companies can formulate appropriate strategies. Below is an incisive examination of how the five forces model applies to market position and strategic management of Transcom Beverages Limited.

1. Threat of New Entrants: Transcom Beverages Ltd competes in the beverage industry as such competition in the industry is hampered by many factors, including economies of scale

disproportionately favoring dominant players. As the sole franchisee of PepsiCo in Bangladesh, TBL is also endowed with brand equity and sole distribution aspects which are likely to deter other players. However, since there is a high beverage consumption in Bangladesh, many new entrants may want to come in and explore such unobtrusive markets as beverage health, local essence beverages, etc.

2. Bargaining Power of Suppliers: Similarly, the suppliers' bargaining power in the food and drinks business can be regarded as high due to their focus on the usage of quality content and appropriate packaging. TBL being a member of the PepsiCo group most probably has means of global sourcing and advantageous conditions, limiting the supplier power within all the organizations' operations. The size of the business and the existing working relationships make it possible in getting more favorable terms and also provide consistency of the supply chain, which is important for achieving and maintaining quality of the products as well as the prices.

3. Bargaining Power of Buyers: Buyers in the beverage market have moderate to high bargaining power because they have a wide range of brands and substitutes to choose. But still, brand loyalty in this industry can reduce buyer power to some degree. TBL's strategic marketing and brand management are critical to maintaining the customers and the brands and the market being less sensitive to price, however. More interestingly, in an era of increased supply of other beverage options, TBL will have to constantly innovate and capture the customers to be able to stay within the market.

4. Threat of Substitute Products: Substitution threat in beverage industry is high due to large number of such beverages as water, tea, coffee and new healthy beverages introduced everyday. In order to address this particular issue, TBL places a lot of emphasis on product differentiation in the sense of having many different kinds of products within the portfolio. Marketing of products and articles as well as special promotions are also important so that their products do not become increasingly less desirable relative to alternatives.

5. Rivalry Among Existing Competitors: Competition in the beverage industry is fierce, with several rivals fighting to outperform others in terms of pricing, quality and developing new products. Such areas become critical for TBL in that it not only encounters competition from other multinationals but also from well built local companies. Competitive edges include

marketing tools to reposition the brand aggressively, at intervals assistive product inlets are found and the brand is re-launched supporting ad campaigns. The matter of having a wider range of products undertakes the extensive marketing and promotion exercised by TBL enables her to remain active although the environment is quite hostile.

Together with Transcom Beverages Limited, it is possible to examine the market more thoroughly using Porter's Five Forces analysis based on the target. This analysis helps TBL pinpoint some of the areas where there are weaknesses and or strengths within the environment, and use all these factors to create a strategy that ensures competition remains at minimal levels.



Figure: Five Force Model for Transcom Beverages Limited

2.8.2 SWOT Analysis

Transcom Beverages Limited (TBL) which is the only operating franchise for PepsiCo in Bangladesh is fairly contributing to the beverage sector in the country. For TBL such scores have internal benefits like knowing areas that require improvements and growth or expansion opportunities.

Strength

1. **Strong Brand Portfolio:** Since TBL is a franchise owner of PepsiCo, it also sells other well-known brands in the international market including Pepsi, 7-up, Mirinda, Mountain Dew, and Aquafina which are liked by customers.
2. **Extensive Distribution Network:** Therefore, TBL has the advantage of an established distribution infrastructure that covers both the urban and rural areas enabling full coverage of the products.
3. **Marketing and Promotional Expertise:** With the help of PepsiCo's Global marketing programmes, TBL manages to promote the products off the market in a more bannerised manner.
4. **Quality Assurance and Innovation:** TBL earned international quality compliance on their product and were actively engaging themselves into the introduction of various types of products that appeal to many forms of consumers.

Weaknesses

1. **PepsiCo Influence on TBL's Business Model:** TBL's operations primarily depend on the relation with PepsiCo. Alterations of their contract may put TBL's positions in the market and products provided in danger.
2. **Product Line Has Not Diversified:** TBL heavily relies on carbonated drinks which in future can be a great risk as the trend is towards health drinks.
3. **High Operational Costs Margins:** Meeting the set standards of PepsiCo on quality and distribution at times leads to high operational costs and hence the profit margins in totality are brought down.

Opportunities

1. **Increasing Demand on Beverage Choices:** There is a rising market for drinks which are healthier in terms of calories or are totally non-carbonated. TBL should make use and develop more markets for its healthier beverages to maximize the potential.
2. **Looking to Extend to New Markets:** TBL may also consider widening its physical scope in Bangladesh and abroad mainly regarding the areas of low penetration or new PepsiCo products.
3. **Technological Enhancement:** TBL may have a competitive advantage by utilizing its resources in new technologies which may lead to better production processes, logistic distribution and customer relations activities.

Threats

1. **Competitive Market:** The beverage industry of Bangladesh gets very intense because of the many local and international players in the industry. Coca-Cola companies are always competing in one way or the other.
2. **Regulatory Changes:** Changes of health and safety regulations, environmental regulations, taxation or even political interference can have an influence on TBL and the structure of its costs.
3. **Changing Consumer Preferences:** This rapid turn away from carbonated drinks on health grounds means that demand for TBL's mainstay products will go down.

This also identifies the various factors within the SWOT analysis that TBL needs to manage with regards to the competition for survival and promotion. Each element assists strategic management to enhance strengths, identify the weaknesses, exploit opportunities and combat threats.



Figure: SWOT analysis of Transcom Beverages Limited

2.9 Summary and Conclusions

Transcom Beverages Limited (TBL), as the single Licence Holder of PepsiCo in the Territory of Bangladesh, has established a professional structure and market strategy in the beverage business for the last 23 years . By the exploration of management theories, intermediation strategies, operating systems and econometrics within this research the writing notes inner and outer environments of the company TBL.

Key Findings:

1. **Management Practices:** At TBL, democracy is actualized at the workplace in a way that every employee contributes making decision thus teamwork is encouraged. Its policies on human resources management are aimed at the recruitment, training and retention of the best people whose salaries are supplemented as necessary with both benefits and development.
2. **Marketing Strategies:** TBL is active not just in print and other conventional media but also on the internet as well, so marketing strategies are diverse. The company optimally divides the target market and offers individual goods and advertising most appropriate for customers' demands increasing the customers' loyalty towards the brand.
3. **Operations Management:** The organization brings and manages the proper information systems in operational activities and promotes quality in TQM practices. Also rapid technology employment and effective database management systems complement their operations in the production and distribution functions highly.
4. **Financial Health:** TBL's financial practices align with both international and local norms and are particularly marked by transparency and rigorous planning from within. Various

concerns like heightened levels of leverage or reduced EBITDA margin percentages suggest other areas that may benefit from more strategic financial management.

5. **Industry Analysis:** In accordance with Five Forces analysis by Porter, the competition appears quite intense in the industry with very high barriers to market entry, however there are threats from substitutes and high bargaining power of buyers. The company still manages to cushion against these competitive threats with its solid brand portfolio and vast distribution channel.
6. **SWOT analysis:** Strengths are associated with strong brand portfolio and wide distribution system, weaknesses are with regard to its dependence on PepsiCo Company and narrow range of offerings. Growth opportunities can be found in entering new geographical as well as new product markets, first of all, with healthy drinks. There are other threats like competitive rivalry and changes in consumers' tastes and preferences, positions taken by the company.

2.10 Conclusion

Through proper strategic planning and good management of the activities within the organization, Transcom Beverages Limited has become a market leader. Its principles of uncompromising quality, product regionalization and marketing have helped the company to stay within the fierce competition of the Bangladeshi beverage market. However, to ensure sustained growth and profitability in the long-term, TBL needs to understand new categories of financial risks, embrace variety in the consumption of their products and maximize the use of technology in their processes. Otherwise, by transforming investments in people, technology and product innovation to an increase of TBL's market response and thus to its further efficiency in the stupefying competition and rapid changes TBL is exposed to — TBL will only gain more. This research not only puts into perspective TBL's current performance and problems, but also the growth opportunities and strategic directions sought in the future.

2.11 Recommendations for Transcom Beverages Limited

Smart beverage company issues transcom beverages limited (tBl) finds itself over critical game where tactical alterations can enhance competitive performance and sustainability of the organization in the beverage market industry of Bangladesh. The following recommendations are proposed to strengthen TBL's market position and resolve the issues that were specified in the given TBL case analysis.

First of all, active expansion of the product range through low-calorie beverages aimed at health-conscious consumers is essential for TBL. Given the increasing health awareness of the consumers TBL can also look at catering segments that require low calorie, non carbonated and functional drinks which will also reduce the reliance on soft drink business. This not only suits the health guidelines set forth by the World Health Organization but also covers the changes in consumer behavior away from consumption of high calorie beverages.

Second, improving the online marketing activities is very important in today's market. Standard media is not sufficient for TBL anymore. TBL must step it up and will have to pour more resources into the digital channels in order to reach the younger generation who drives the beverage trend but whom most companies ignore. Except for the TV advertising, marketing exposure through the social media platforms and online activities would also be more efficient in gaining the required brand awareness level for TBL.

In the same manner, TBL must look to optimize its supply chain and distribution strategies, particularly in remote and low-penetrated areas. Such steps, if taken and adoption of advanced analytics and distribution technologies embraced, will help enhance the logistics and distribution of TBL services to wider markets and ensure that service delivery is available to different geographic regions as well. Such measures will not only enhance TBL's penetration in the

market but will also strengthen the business position insider concerning the local and foreign opponents even more. TBL will rush toward dominating sustainability within the sector and this is one potential risk that TBL should see sustainably raised its investor's stake in the firm. Encouraging sustainable manufacturing processes through such means as the use of green packaging and energy-saving manufacturing methods, TBL would not only be saving the environment but would also attract consumers who care about the environment. This strategy may also allow TBL to penetrate foreign markets where it has plans to venture into as consumers are now basing their decisions on sustainability among other factors. TBL, however, thanks to increased leverage and decreased EBITDA margins, oversight ought to be undertaken of strategic anomalies. This could involve operational improvement, cost containment, and diversification of the revenue line. A concentrated management of finances will make TBL strong enough to overcome the shocks of changes in market conditions and even attract more investment from its stakeholders.

With these recommendations in practice, Transcom Beverages Limited can look forward not only to strengthened market leadership but also to improved defenses against market volatility, therefore looking towards consistent growth and performance in the competitive environment that the beverage industry presents.

Chapter 03: Project Part

Trade marketing Strategies for Building a Strong Beverage Brand in Bangladesh: A Focus on Transcom Beverages

3.1 Introduction

As the growth of the beverage industry in Bangladesh shapes up, establishing a strong brand image becomes critical in achieving competitive edge. Companies such as Transcom Beverages Limited which holds exclusive franchise of PepsiCo in Bangladesh cope up with tough competition, unpredictable customer's tastes and high supply chain complexities. These factors, coupled with limited budgets, require effective but creative trade marketing solutions that can adapt to the realities of the local market. For this reason, the attention to relational distribution with retailers and consumers became extremely important to gain brand recognition, its loyalty and, at the end, profitability. Hence the present study looks at the detail of these strategies hitherto unexplored so as to establish a robust branding of beverage business in Bangladesh market.

3.1.1 Background

In Bangladesh's rapidly growing and competitive beverage industry, it is necessary to achieve a strong market position. Transcom Beverages Ltd., which is the sole franchiser of PepsiCo's brand in Bangladesh, has to deal with the transition of consumer tastes, the burden of logistics and the intimidating competition from other local and foreign firms. To these ends, appropriate trade marketing strategies that build distributor-retailer linkages, and encourage consumer purchases become indispensable. Trade marketing is the link between the company and the distribution network by which the producers, in this case, the company makes sure that their goods get to the market and are in view, accessible and interesting to the target market. These strategies acquire importance especially in the context of the market in Bangladesh where such variations of consumer demands exist that management of whatever marketing strategies is imperative.

Transcom Beverages Ltd. is in an industry where customers are brand-oriented and their loyalty is a function of the relationship with distributors and retailers. This was achieved by expounding on the trade marketing techniques which assisted the Company in positioning PepsiCo Products strategically in retail outlets to keep the products at the consumers' minds. Other such strategies include targeting promotions, touting retailer benefits, local people's custom adherence in launching in-house marketing activities, etc. In addition, Transcom Beverages has also taken measures such as 'Project Durbin' aimed at monitoring display compliance, which improves their penetration into the market. Also, interactions with consumers are vital to promoting brand loyalty, as there are promotions and advertising campaigns people remember the brand through.

Considering the context of the Bangladesh beverage market which is very complex, this paper seeks to determine best practices in building a strong brand with the optimal application of trade marketing strategies. This study is concerned about distributor retailer relations and consumer engagement that are critical elements to the success of brands such as PepsiCo in Bangladesh. This paper, through primary research interviewing relevant persons at Transcom Beverages and field observations, aims to build a case through developing appropriate strategies that will increase the market presence and consumer loyalty of the brand. The results will not only assist Transcom Beverages. Nothing will refrain Transcom Beverages from using the study – on the contrary, it is likely to assist in the creation of the very strong brands within the ice cream beverage market which is very competitive.

3.1.2 Literature Review

In developing a strong beverage brand in Bangladesh, the role of trade marketing strategies is pivotal, focusing on relationships with distributors and retailers to boost brand presence and consumer engagement. Trade marketing integrates with broader brand strategies to build a strong brand presence in competitive markets. (Ho Yin, 2006)

A study on Transcom Beverages Limited, PepsiCo's franchisee in Bangladesh, illustrates the company's commitment to trade marketing strategies, emphasizing promotional activities and incentives to ensure product visibility and consumer preference in a competitive market (Abida, Dina, 2023)

Further insights from the broader beverage industry highlight the necessity of differentiated marketing strategies tailored to various beverage categories, such as carbonated soft drinks, energy drinks, and alcoholic beverages. (Akter, 2023)

Each category employs distinct marketing approaches like celebrity endorsements, event sponsorships, and digital marketing to cater to its target demographic, showcasing the need for a dynamic and adaptive marketing strategy in the beverage sector (Creatives On Call, 2024).

Moreover, the integration of modern digital marketing tools, including social media and content marketing, plays a crucial role in creating brand awareness and fostering customer relationships. Trade marketing strategies can significantly impact brand equity in a competitive landscape by aligning distributor efforts with brand goals. (Jocumsen, 2002) These tools are instrumental in generating demand and converting potential customers into loyal consumers by enhancing the brand's visibility and engagement across various platforms (Aulakh et al., 1997).

The synthesis of these strategies ranging from direct trade promotions to broad digital campaigns highlights the complexity and multifaceted nature of building a strong beverage brand in Bangladesh. Companies must navigate these varied strategies effectively to ensure brand growth and sustainability in a competitive market.

3.1.3 Objective(s)

1. To identify the key trade marketing strategies that contribute to building a strong brand presence for beverage companies in Bangladesh.
2. To examine the impact of distributor and retailer relationships on the market success of Transcom Beverages.
3. To assess the role of consumer engagement in the effectiveness of trade marketing strategies for Transcom Beverages.

3.1.4 Significance

Understanding relationships between distributors and retailers, and retailers and consumers in the beverage market of Bangladesh is not only restricted to the sales outcomes produced, thus, it is valuable for strategizing for market positioning and ensuring growth in the long term. Seeking out these relationships, Transcom Beverages Ltd-PepsiCo is able to revise what they do in trade marketing with respect to the prevailing conditions in the market. This entails seeking out the cultural patterns which are distinct among the people, and this is crucial for the form of marketing of products to be effective. Such compartmentalization does not only enhance the brand but also fuelling consumer advocacy which is quite necessary when competition does not spare non - brand loyalists; where brand switching is increasingly hinged on emotions versus rational factors.

For instance, understanding how these factors affect the sales of a specific item in the [Insert Statement] formulation phase helps address issues in marketing campaigns and related activities that promote their sales. These are strategies in trade marketing that ensure stock is not just presented in the correct places within the environment but is also displayed in an attractive

fashion to increase its chances of being bought. This holds true in the context of Bangladesh, where the vast majority of Consumers rely on traditional retailing, in which, products and promotional in store displays have a major influencing power on the consumers purchase decision. In addition, distribution retailer partnerships can also lead to improved supply chain structure and reduce the cost related to the overhead hence boosting the profits.

These benefits bring forth a sense of incompleteness, in that they do not only focus on economic resources but also the socio-cultural elements of Bangladeshi market too are equally significant. For a more concise range, the aspects that are perceived from this analysis can also assist in development of policies and in ensuring regulatory adherence and compliance. The companies are able to avoid potential legal issues and help cultivate an enabling environment for business development through understanding the incorporation of trade marketing approaches into local legislative and cultural frameworks such as the rule of law within the country of Bangladesh. This adherence not only serves to insulate the company from risk, it also creates a positive image of the organization as a responsible company, thereby enhancing its market position in the eyes of customers and other interest groups. Therefore, it can be highlighted how effective trade marketing strategies can be leveraged when it comes to creating a powerful brand presence and hence the implications are broader than business strategies such as strategic business planning and implementation and legal compliance and reputation management.

3.2 Methodology

This research uses both primary and secondary techniques in order to build on the existing knowledge with regard to trade marketing for Transcom Beverages in Bangladesh. In total these two means of data collection will be used as they will provide an in-depth look into how the brand is placed in the market and how it interacts with its target audience.

3.2.1 Data Collection

Primary Research: Such structured interviews has done with Mr. Omar Asifur Rahman who is the manager of trade marketing and Sharfuddin Bhuiyan Shamol Head of marketing department in Transcom Beverages. These interviews seek to explore both their views about the presence of usable trade marketing methods and problems and results of particular marketing projects implemented by them. This descriptive method provides an opportunity to look closely at the inner dimension of market practice with regard to strategy evaluation and its success. Moreover, some field visits to several retailers are going to be made to directly observe the visibility and implementation of promotional activities related to Transcom Beverages. This will lend context to the data and allow for assessment of the implementation of strategies as well as the reception by the intended audience of such strategies at the point of purchase.

Secondary Research: In the secondary research part, qualitative data such as industry reports, trade journals, and directed literature is mined with an aim of finding out the prevailing patterns and successful trade marketing strategies applicable in the Bangladeshi market and outside of it. Such a critical review provides the context previously established on the prevailing industry around Transcom Beverages and also outlines some of the lessons on timing and execution that could be leveraged by the industry. Numbers do not just look good on paper, they have significance and value in practice as well, thus, statistical data like market performance, sales data segments, social and marketing statistics will be analyzed and compiled within this research. This information will assist in providing a measuring tool to trade marketing practices by determining the baseline for any improvements and enhancing the decision-making process.

3.2.2 Data Analysis

In this research, the author will analyze the interview data focusing on themes, opinions and strategic insights that emerge in the interviews. This is a qualitative synthesis of views and conceptions of strategic stakeholders of Transcom Beverages, indicating areas of convergence and divergence in strategy conceptualization and strategizing effectiveness. Such an analysis helps to put in context the intrinsic details of trade marketing strategies as understood by the creators and executors of those strategies.

Field data collected through observations from retail locations will be used to provide baseline information which will include elements such as the overall marketing of the brand and customer interaction in the context of the marketing effort. In particular, which aspects such as location, visibility and activity of different promotional and explanatory material and product displays influence both a potential consumer and also sales and in what manner. This part of the analysis seeks to reconcile the aspirations depicted in a strategy with the arability of the strategy in execution and provides practical recommendations that can be used in future promotions to increase their effectiveness.

By combining these approaches, a comprehensive picture emerges as to how trade marketing activities of Transcom Beverages in the context of Bangladesh could be improved in order to create further brand power and customer loyalty to the brand within the stiff marketplace competition.

3.3.3 Strategy Development

The insights gained through the analysis of interview data as well as the observations indicate that there is need for some precise changes to be made in order to improve the trade marketing of Transcom Beverages. The majority of these issues may help in time management, as focused communication and cooperation across divisions internally, will include eliminating duplicity. A variety of meetings, especially workshops and training programs, need to be arranged for every marketing and sales team in order to have a clear understanding of the marketing objectives and the need to have a synchronized approach in execution of all marketing efforts. This is intended to bring about cohesion and harness the effectiveness of the promotional efforts.

On the other hand, the way the products are displayed and their overall visibility at the retail stores is another essential area that should be improved on. It is often advisable to change the configuration of the exhibits as well as the position of the merchandising materials to make consumers notice the products easily. Sales promotion techniques such as effective visual commercials and product demonstrations at the point of purchase can also be used to enhance customer contact. These interventions are however not one-off engagements but should be followed by observations to determine the level of success achieved or changes undertaken.

Last but not least, feedback from the customers will help develop and improve some marketing tactics over time. Both azimuths worked too slowly, while the established deficiency ratio, contributing to the effectiveness of sales, permanently restrained their marketing advance. This method enables improvement areas to be determined and reassures the effectiveness of the newly adopted marketing techniques.

3.4 Marketing Strategy

Transcom Beverages Ltd. (TBL), the sole franchisee of PepsiCo in Bangladesh, adopts numerous strategies to market and strengthen the brand especially in the highly competitive beverage market. The company's marketing can be categorized into a few main areas:-

1. Trade Marketing Initiatives

TBL is highly committed towards developing good customer relations with the distributors and the retailers. By making sure that products such as Pepsi, 7Up, and Mirinda are available in stores, and advertised, TBL makes sure that those beverages will be in the consumers' sight. One of their "Project Durbin", where they surveil how PepsiCo products are displayed in stores to check if displays are followed. This promotion, together with these trading terms and special conditions of sales latch onto consumer goods manufacturers like PepsiCo agenda for extending the outfit's reach in Competitive requirements for company market opening and the creation of customer loyalty to brand.

2. Branding and Communication Mix

TBL also employs an Above-the-Line (ATL) Marketing strategy as well as a Digital Marketing strategy. Digital marketing strategies have been beneficial to TBL as they have targeted the youth who are more likely to use the internet and advertising through social media. Core products have not been neglected, and media avenues such as television & billboard advertisements remain important in making TBL's advertising. (The Daily Star, 2016) Making such marketing for TBL is that as the consumers purchase the goods, they are assured of the quality, enjoyments and trust that goes along with the brand, and it reinforces such inclinations.

3. Consumer Engagement

In its promotional efforts, TBL utilizes the goodwill of the PepsiCo brand. Other marketing components such as product sampling, special offers, and sponsorship of events help to promote and attract attention to a brand. Such activities in TBL foster a personal connectivity with the consumers which promotes brand loyalty.

4. Competitive Pricing and Availability

TBL follows competitive pricing policies as well as having its products in many places within the country. This is important in creating a reliable brand for consumers. The TBL approach to pricing keeps changing in response to predictable market conditions without this practice affecting the price, bearing in mind that the dearer in Bangladesh franchise is price driven. (The Daily Star, 2017)

3.4.1 How These Strategies Strengthen Transcom Beverages' Brand

1. **Widespread Market Penetration:** Due to maintaining good ties with the distributors and vendors, TBL manages to have the PepsiCo products in stock at all times, which helps to keep them in the mind of consumers.

2. **Enhanced Brand Image:** Traditional and digital marketing are wisely interconnected; therefore, TBL's target audience is within the vast scope of the young digital people and those who still use traditional media. Such a diversified approach aids in developing a coherent brand image.
3. **Increased Consumer Loyalty:** TBL has been encouraged to develop strategies for managing the PepsiCo brand and its products due to TBL's promotion of consistent trade marketing activities and engagement of consumers with the brand.

3.4.2 Comments on Marketing Strategy

In order to create and cement their place within one of the most competitive beverage industries in Bangladesh, Transcom Beverages Ltd. (TBL) has taken up a strategic, multi-dimensional approach. For instance, with initiatives like "Project Durbin" focusing on trade marketing initiatives, there is enough visibility and proper stocking within the stores reinforcing the brand's push for penetration in the market. Making use of both conventional branding techniques (like ATL) and digital marketing enables TBL to reach all consumers from the young incorporating technology in their life to the fathers glued to the old media & the nets more effectively building a coherent brand. Coupled with the large distribution of their products and the affordable prices of their products, the organization has been able to ensure that their products remain relevant at all times in most price-wary markets such as Bangladesh.

Besides, TBL's contact with the end-user during the product promotion phase and the sponsorship of events helps to build the relationship with the brand and to personalize the brand, which is crucial. The extensive and strong brand market penetration, strong consumer engagement and sufficient market communication support further assists Transcom Beverages retain its hard earned position such that TBL beverages remain associated with enjoyment and trust in the beverage market.

This strategic fit explains why TBL is willing and able to go with the market and the trend as well as the loyalty of consumers it is more or less how you are taking all the best and the most tailored ways of completion for your web design project in which many approaches are combined such as progressive technologies and reasonable price.

3.5 Opportunities and Challenges for Transcom Beverages Ltd. (TBL)

3.5.1 Opportunities for Transcom Beverages Ltd. (TBL):

1. **Rising Health Consciousness:** As consumers continue to adopt healthy lifestyles, TBL, has the possibility of widening its portfolio to include the introduction of low-calorie, sugar free and health benefiting drinks. These could include drinks such as flavored water and vitamin infused drinks so as to cater for the more health aware consumers.
2. **Digital Marketing & E-Com:** Set in Bangladesh, TBL has been quite restricted in its ability to reach out to consumers via online and e-store due to the late emergence of the digital era in the economy. Positioning the products through social media and recruiting influencers are strategies relevant for brand promotion and building relationships with young people who are highly dependent on technology.
3. **Expanding Product Portfolio:** Currently the focus of TBL is on the carbonated beverages manufactured by PepsiCo but with the rise in popularity of fruit juices, energy drinks and bottled water prepares the stage for diversification of the core product. New product segments like energy drinks or functional beverages may be brought to the market thanks to the development of new segments.
4. **Expanded Access to Rural Markets:** Bangladesh's rural economy is developing allowing for deeper market penetration. TBL can increase its distribution in the countryside by reaching the large yet unexploited market opportunity available.

5. **International Market Access and Sustainable Development Activities:** Within PepsiCo, TBL benefits from the global innovations that include social innovations since domestic business is core. The company might take advantage of this by using sustainable packaging and therefore reducing the carbon footprint of PepsiCo and targeting green consumers at the same time(The Daily Star, 2016)
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3.5.2 Challenges for Transcom Beverages Ltd.:

1. **Fierce Market Competition:** Beverage is one of the highly contested markets in Bangladesh with the likes of Coca-Cola and the local brands competing within this market. This competition has made it necessary for TBL to embrace change and spend on marketing to keep afloat.
2. **Evolving Consumer Behavior:** Today's people are more concerned about what they are taking and the health ramifications that come with fizzy beverages. Among TBL's key product line includes sugary soft drinks which are likely to have demand challenges due to shifts in preferences unless the company diversifies to health-friendly items
3. **Economic Instability:** Despite the growth of the Bangladesh economy, the country experiences various constraints some of which are inflation and volatility in foreign exchange rates, which affects the purchasing capacity of consumers and also increases the cost of doing business. This instability may lead to problems when it comes to setting prices and keeping profit margins.
4. **Regulatory Challenges:** In health, environment and other areas, the beverage industry, specifically food and beverage industries, face a lot of rules and regulations, some of which restrict marketing. Internal changes regarding taxation as well as external changes, such as with government policies regarding sugar and beverage marketing could have a bearing on TBL's operations.

5. **High Operational Costs:** Apart from the aforementioned factors, operational costs are compounded by the geographical dispersion of commodity distribution and trade marketing operations such as regular assessment of markets in projects like where “Project Durbin” is involved. It is a never ending dilemma as to how to contain these costs and still remain competitive in the market.

3.5.3 Comments on Opportunities and Challenges for Transcom Beverages Ltd. (TBL)

Operating under Transcom Beverages Ltd. (TBL) PepsiCo’s franchise in Bangladesh brings some strategic advantages and notable challenges. Besides that, PBL has a swift access to worldwide PepsiCola brands and ready-made distribution channels as its core strengths for remaining competitive in the market. However, it also faces challenges, such as intense rivalry, changes in trends towards healthy/lower calorie products and other economic issues. With respect to promoting this brand, TBL needs to utilize the prospects of development of Thirsty brands of Healthy Health products and Growth of Digital marketing to weather the storms.

3.6 Findings and Analysis

The primary objectives and the outcomes of the study are in harmony, highlighting the value of such trade marketing activities towards the beverage sector branding in Bangladesh. Adequate analysis of the data collected will make it possible to argue that ever strong relations between distributors and retailers will make trade marketing operations more effective. The case study extends to Transcom Beverages Ltd (TBL) where consistent market monitoring as in ‘Project Durbin’ ensures constant product availability in the market without deviating from the stipulated brand codes of conduct. This approach brings out the necessity of the real-time responses of the salesperson and the area managers rendering a smooth chain of communication that has immediate impacts on product availability and consequently the sales.

The second objective focuses on identifying the strategies that enhance the relationship between distributors and their associated retailers. Field findings indicate that regular market trips, provision of feedback, and simple feelings contributed to the strength of the distribution network. TBL's conventional methods of safeguarding products of high standards as well as cooler stock levels is even more visible Wholesalers displaying the product according to certain planograms. The monthly report system for progress of the project further provides checks and strategic controls.

As for the third aspect, the findings of the research emphasize the importance of customers' involvement in improving the brand presence of PepsiCo's products in the local market. The brand awareness of TBL is enhanced as it offers an optimal product range and comprises coolers having exclusively PepsiCo products. However, employing the marketing communication tools in combination with appropriate store branding in places like pharmacies and grocery shops is significant in ensuring that the brand image is uniform across the various consumer touch points. Sales staff, area managers and executive leaders all cooperate to the effect that effective trade marketing fosters more consumer contacts and enhances their loyalty.

Last but not least, TBL's management, which adopts a participative style, provides an leverage for employees to take part and make decisions. In relation to this, such a management approach promotes a healthy workplace culture, but also enhances the induction and development of interns and employees. Teamwork, constant feedback and leaders' participation in projects such as 'Durbin' enable a systematic and dynamic approach to implementing trade marketing plans without deviating from the objectives of the study.

3.7 Summary

This particular study investigates the market strategies for the development of successful beverage brands in Bangladesh with special reference to Transcom Beverages Ltd. (TBL) examines one aspect of the ways adopted by this company in discipline management and market expansion. As the sole franchisee of PepsiCo in Bangladesh, TBL finds itself in an industry that is characterized by stiff competition and continuous changes in consumer and environmental factors. The study identifies core aspects that drive the growth of the company including creation of strong relationships between the distributors and the retailers and courtship of consumers. Such initiatives as "Project Durbin" for example stress the significance of achieving desirable norms of basic retail marketing such as product availability, adherence to brand standards and brand integrity of the products sold at retail establishments.

Moreover, TBL believes in a combination of offline and online marketing in the process. Consumers are reached through social media, event participation, as well as product sampling. The responsiveness of the company's marketing mix to the various market segments is underscored as one of the best marketing strategies to adopt in order to create and sustain brand equity among the users. This study is also concerned with the prospects and barriers which TBL encounters due to healthcare awareness trends and tough competition and how the organization can utilize the internet and diversification of offerings to overcome those issues.

The results of the study are consistent with the goals, showing that branding increases most through the aspects of trade marketing strategies, distributor retailer relationship and consumer engagement. The focus of TBL on real-time feedback, working with direction and reconciling sales teams with top management, speaks volumes about TBL's efforts to penetrate the market and develop customer loyalty. The study also enumerates the democratic leadership style practiced by TBL, which encourages cooperation, decision making by everyone, and practical teaching, which aids in the successful implementation of trade marketing campaigns.

3.8 Conclusion

The study has revealed that trade marketing is very important for developing a beverage brand in Bangladesh and this is particularly true for the likes of Transcom Beverages Ltd. (TBL). The third hypothesis which states that strong partnerships between the distributor and the retailer increase the efficiency of trade marketing is corroborated. The research explains how TBL uses tools like 'Project Durbin' in order to keep its products in the market and within the branding requirements enabling the company to improve on its presence in the market and customer loyalty. Effective incorporation of input from the field sales force and area management into the strategy enables the company to be flexible to market demands which is critical in the competitive landscape.

Also, this hypothesis states that with the systematic engagement of consumers, the overall effectiveness of trade marketing can be enhanced. Strategic promotion, product placements and branding by TBL at the retail level helps in sustained contact of consumers by the TBL logo improving the consumers' loyalty towards the product. TBL has more business as it controls its distribution chain and stability in product delivery as windy facilitates and displays are properly branded. The company's marketing structure in relation to trade is also improved by the monthly reports and the teamwork of the sales and management.

Lastly, the research has indicated that TBL's democratic leadership style that permits involvement of the employees in making decisions is helpful, healthy and productive for the organization.

This leadership style fits into the company's trade marketing policies and helps incorporate all staff behind such initiatives as 'Project Durbin'. Ongoing work within teams accompanied by

feedback and watching the market supports the assumption that integrated trade marketing will enhance TBL's brand presence and customer loyalty, thus securing TBL a promising position amidst Bangladeshi beverage industry.

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