



Inspiring Excellence

**Internship Report on**

**“Brand Development process of Akij  
Food and Beverage”**



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## **Internship Report on**

# **“Brand Development process of Akij Food and Beverage”**

### **Summated To:**

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## Letter of Transmittal

May 6, 2017

G.M. Shafayet Ullah

Senior Lecturer

BRAC Business School

BRAC University

**Subject: Submission of the Internship Report on “Brand Development process of Akij food & Beverage Ltd”**

Dear Sir,

It is my great pleasure to submit you my internship report on **“Brand Development process of Akij food & Beverage Ltd”**. I have completed my internship program in Akij Food & Beverage from 30<sup>th</sup> January 2017 to 30<sup>th</sup> April 2017 as a part of my MBA Program. I have tried myself to explain my learning and experience what I have gathered from my internship program briefly in this report.

I realize that this approach really contributes in giving my course learning a lasting shape in me. The whole report is based on my practical and field experience within this company. I have putted my best effort in completing the report with all the information that I have collected during my stay in Akij Food & Beverage.

I have great hope that the report will meet your expectation and my academic requirement and aid you in getting a clear idea about the subject.

Sincerely,

.....

**MD. Md. Boni Amin**

ID: 14364063

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# Acknowledgement

The theoretical knowledge that is gathered from the educational institution is not sufficient to be aware the subject matter rather the practical knowledge. In order to resolve the dichotomy Between these two areas, I was assigned as an intern in **Akij Food & Beverage**.

At the exceedingly beginning, I would like to convey my cordial gratitude to almighty Allah for giving me the strength and the self-possession to terminate the assigned job within the schedule time. I would like to reimburse my profound respect to my supervisor G. M. Shafayet Ullah, senior Lecturer, BRAC Business School, BRAC University, due to his generous and gracious guidance. I am also grateful to him for helping me to understand some miniature issues as well as those issues, which I have failed to understand during the preparation of the report. At the same time, I also pay my heartily gratitude to Mr. Emdadul Haque (Honorable Manager Training and development Department), Mr. Emadul Islam (Brand Manager), Mrs. Turin Afroz (Brand manager) of Akij Food & Beverage who's were extended their helping hands by showing the right and effected path to mean by motivating me to implement my theoretical knowledge of Brand management at Akij Food & Beverage.

Finally, I humbly appreciated the endurance & assistance of the entire work force of Akij Food & Beverage, for their time in making me able to complete my Internship Report. I have tried to prepare this report accurately. However, there might be some errors or mistakes. So, I seek your kind consideration as I am in the process of learning.

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## Executive Summary:

It was more than fifty years ago, Akij Group emerged into the market. Founder and life time Chairman Late Mr. Sheikh Akij Uddin initiated the business in 1950s with a single product of cigarette naming Akij Biri. This brand is one of the biggest and well known unit of Akij Group. Akij Food & Beverage started its journey in 2006. Today AKIJ GROUP has over 18 business units in different sectors including tobacco, jute mills, cement, particle board, housing, textile, ceramics, zarda, and match. The report is prepared on "An Analysis on Akij Food & Beverage". Akij Food & Beverage has a large products line like mineral, energy drinks, different types of juices, chips, various types of cold drinks and their latest addition is milk. To maintain this large product line, Akij built a strong network in all over this country. Moreover, Akij has specialized and skilled HR to run different strategies to capture large number of share. Akij Food & Beverage organize different and exciting promotional activities to maintain their current market share and capture other's share. In this case, Akij Food & Beverage got extra facilities because it is performed under the shadow of Akij Group which is one of the biggest groups of Bangladesh. The entire report is strategically divided in to three parts, first part involves relevant and accurate information of the company Akij Food & Beverage Ltd (AFBL). Overviews of the parent company AKIJ GROUP, its business units, functional and operational units are also discussed. In the second part, I analyzed the AFBL's overview followed by SWOT analysis, Competitive analysis. The third part involves the in-depth analysis of my research work formatted as per research Speed & its Branding Strategy (Speed Track Master Racing), hypothesis, and data presentation and analysis, hypothesis testing, research findings summary etc. The derived recommendation part of my research is also being compiled on this segment

## Chapter 1

# Introduction

Akij Food & Beverage Ltd. (AFBL) a unit of Akij Group Started its operation in the year 2006. AFBL manufactures a wide range of Snacks and Beverage of both National & International Market alike. AFBL is a Project worth \$70 million & is founded by the Parental Company Akij Group.

AFBL started its production at 400 bph in the carbonated soft drinks line and 300 bph in the juice line. In a span of one and a half years we have increased our capacity to 1800 bph. At present our capacity one is at the ground breaking rate of 1900 bph. So in approximately three years time our capacity has increased three folds, during this same period most of our brands became either number one or are almost on the verge of becoming number on in their respective categories. Most of our machineries have been imported from world famous brands as Crones, Tetra Pak, Alfa Laval, Spa, and Risky to achieve best quality.

## Background of the study

AFBL is one of the well equipped and country leading local manufacturers of soft drinks in FMCG sector. In the arena of globalization and free trade, it is very tough to compete in this Energy drinks and the competition style of this sector changing day by day. The AFBL is continuously upgrading itself with this changing environment of competition. My research report initially provides a nominal idea of the beverage industry in our country. Then the overview of AKIJ Group and also Akij Food & Beverage Ltd (AFBL),

This is a unit of Akij group, is presented. After the company descriptive part, analysis segment is incorporated. Starting with Competitive analysis of AFBL, SWOT analysis, AFBL principles and Branding strategies. Different National and MNCs organizations are now on the field to fulfill the overall demand. AFBL requires expert Marketing and Branding which is remarkably different from the manufacturing and other service sector companies. Because all companies of this industry need to upgrade them constantly to stay in the competition. Every day the customers' Demands and taste are changing and the competitors are also offering customized products, which is the nature of this industry. So, the success in this industry depends largely on the continuous upgrade of Branding Activities. I have learned how to develop products and increasing demand through different kind of

events. AFBL has strong presence of Digital marketing. I have gathered conceptual knowledge as well as practical knowledge.

## Objectives of the Study:

### Main objective

- The main objective of the study is to find out the branding strategy of *Speed*

### Specific Objective

- To determine the product attributes influencing purchase decision of energy drink brands.
- To find out the preferred branding strategy.
- To know what compels to consume energy drinks.
- To know the preferred price for energy drinks
- To find out how much people spend on energy drinks in a week.
- To find out the consumer perception towards newly developed energy drinks
- 

## Scope of the Study:

The scope of the report was basically the existing products, Branding Strategy of Speed energy drinks, current performance of “Akij Food and Beverage Limited” (AFBL), a department of Akij Group. The data comparison was based on internal report and some additional study was performed to get in-depth information, as it was the part of the objective of the report.

- AFBL provides a vast scope of assembly knowledge and work experience by taking part in the training and development process. Some of those are discussed below.
- Considerate the Branding and development process of AFBL is the main focus of this report.
- Here I can gather the knowledge and experience about how an organization identify their training requirements and conduct those effectively.
- It is now an obvious thing for me that, training & development is needed for long term sustainable growth.
- I can also understand why and how training plays a great role for employee’s development.
- The report also gives me the chance to find out the drawbacks or required.
- Improvement in the training process. AFBL provides a vast scope of assembly knowledge and work experience by taking
- Part in the training and development process. Some of those are discussed below.



- Here I can gather the knowledge and experience about how an organization identify their training requirements and conduct those effectively.
- It is now an obvious thing for me that, training & development is needed for long term sustainable growth.
- I can also understand why and how training plays a great role for employee's development.
- The report also gives me the chance to find out the drawbacks or required improvement in the training process.

## **Limitation of Study**

I tried my level best to include all necessary information about Akij Food and Beverage Ltd and the brand Speed provided by the brand manager, sales manager, employees and social media marketing; but due to the exhaustive nature of this study most secret and strategic ethics could not be brought in this report. To complete the study I have faced some problems, which can be termed as the limitation/ constraints of the study. The problems were as follows:

- 01.** Not having an accurate customer database in CP (Consumer Product) division that caused waste of time.
- 02.** Not enough response could be obtained from samples. Some respondents did not feel any interest to give necessary information.
- 03.** The respondents at times complaint against the length of the questionnaire but as this study touched so many issues; there was no way to shorten it up. However, the complaint was managed efficiently.
- 04.** There was time limitation for this research project. That made difficult to get all information.
- 05.** Getting some relevant papers and documents were strictly prohibited

## Chapter 2

### Business Philosophy:

Akij Group diversified their business in Food & Beverage industry because in Bangladesh we have 17 corers people. It is large market size to serve and food is required continually for the population. Akij food & beverage want to serve quality food for their target market.

In soft drink industry, there are many local & foreign companies. Akij want to be local unique soft drinks producer with the same quality of foreign company. For this purpose AFBL produces CSD for young target group who like to live stylist life. Main tag line of AFBL is *“Brings Quality in Life”*. AFBL is an international company. At this moment AFBL distribute their products at 30+ countries.



AFBL has its own marketing & sales department in Akij House. The functions of this department are very wide and dynamic. Main functions performed by this department are:

- Product development
- Branding Department
- Raw material sourcing
- Find out or create market for its product
- Price set up
- Packaging development
- Developing communication strategy
- Preparing sales forecast
- Maintain sales management in the field
- Keeping record of sales and stock
- Collection & analysis of competitors information

Beside these, it performs a number of activities to conduct their day-to-day business. Under marketing & sales department, a Brand team performs the key role of real marketing.

**AFBL: Mission, Vision, Goal & objective:**

**Vision:**

To be the leading food & Beverage brands excelling in product quality, social, technical & marketing creativity; and service to our customers through the skills and cordial commitment of our employees.

**Mission:**

To be the market leader in quality food & beverage sector discovering & satisfying the desire & need of the community working in harmony with our customers, employees and business partners.

**Goal:**

To achieve market leadership, profitability, good corporate citizenship and a sustainable growth.

## Objectives:

The main objective of the company is to increase the market share in related diversified Products in Bangladesh and to assure the potential customers of the quality and durability of the products.

- Believing in quality and excellence in service
- Believing open communication, personal responsibilities, integrity, and active participation
- Supporting the creative diversity and share of ideas
- Building culture of learning based on leadership, teamwork, accountability, and co-operation.

## Principles of AFBL:

<b>Customers</b>	AFBL strengthens its Customers-to keep them competitive FBL success depends on the success of its customers. It provides its customers quality products & services so it can achieve its objectives fast and effectively.
<b>Innovation</b>	AFBL pushes innovation - to shape the future. Innovation is its lifeblood, around the globe and around the clock. It turns its people's imagination and best practices into successful technologies and products.
<b>Value</b>	AFBL enhances company value - to open up new opportunities. It generates profitable growth to ensure sustainable success. It leverages our balanced business portfolio, its business excellence and synergies across all segments and regions .
<b>People</b>	AFBL empower its people - to achieve world-class performance. Its employees are the key to its success. It works together by sharing their knowledge and learning. Its corporate culture is defined by diversity, by open dialogue and mutual respect, and by clear goals and decisive leadership.
<b>Responsibility</b>	AFBL embraces corporate responsibility - to advance society. Its ideas, technologies and activities help create a better world. It is committed to universal values, good corporate citizenship and a healthy environment. Integrity guides its conduct toward its employees, business partners and shareholders.

## Employee's of AFBL

In AFBL Marketing and Sales department a number of employees work under G.M (Marketing & sales). Numbers of employees are working in different positions in the Akij House. Here I found:

- General Manager
- Head of Marketing
- National Sales Manager
- Brand Manager
- Purchase executive
- Research executive
- Brand executives
- Brand officers
- Event management officers.

Beside these employees, AFBL has a Sales team working all over the country. Four Regional Sales Managers control these sales forces. An Area Sales Manager & an Area Sales Officer is engaged to conduct regular sales management for each sales Area. They work at the retail outlet with the authorized distributors. The actual marketing activities of AFBL are performed by the Brand office under Marketing and Sales department.

### Internal Situation Analysis:

#### **Factory & Machinery:**

Factory of Akij Food & beverage Ltd was established in a beautiful site at Krishnapur, Dhamrai and in Dhaka. It is one of the best food & beverage industry in Bangladesh. All the machineries are being imported from two international well reputed companies in Germany naming The Krones Group, headquartered in Neutraubling, Germany & Ningbo Sipa Safety Equipment Company Ltd. All the machineries are fully automatic and digitally controlled. Such high-tech production plants that is sensible to reject products itself that fails to meet standard level that has been set. In total there are only six companies in the sub-continent using such sophisticated machineries to manufacture CSD products, and among those companies AFBL is one of them. This factor reflects the quality of the factory and the machineries which in turn reflects the quality standard of the products of AFBL.

For any technical breakdown highly experienced and trained engineers are there to serve round the clock.

## Financial:

AFBL has a strong financial background as because 100% of its financial back up is being provided by the parent company Akij Group. All the initial investments regarding the establishment of the company, its products and even for the marketing purpose, the parent company provided full support. No financial out-sourcing such as debt or bank loan was being made by AFBL. Because of such strong financial back up, huge marketing activities, promotional campaigns were been possible for its products to strongly compete with its competitors. And now after four years of operation the company is solvent enough to finance its promotional activities by itself but if furthermore huge investments are required then Akij Group is always there to provide full flagged support.

## Human resource:

AFBL believes that their teamwork is their greatest asset. Useful contributions made by each individual bring them much closer to their goals. AFBL made up of a group of passionate individuals, uniquely qualified from diverse disciplines but working towards their vision. AFBL ensures that their employees are provided with:

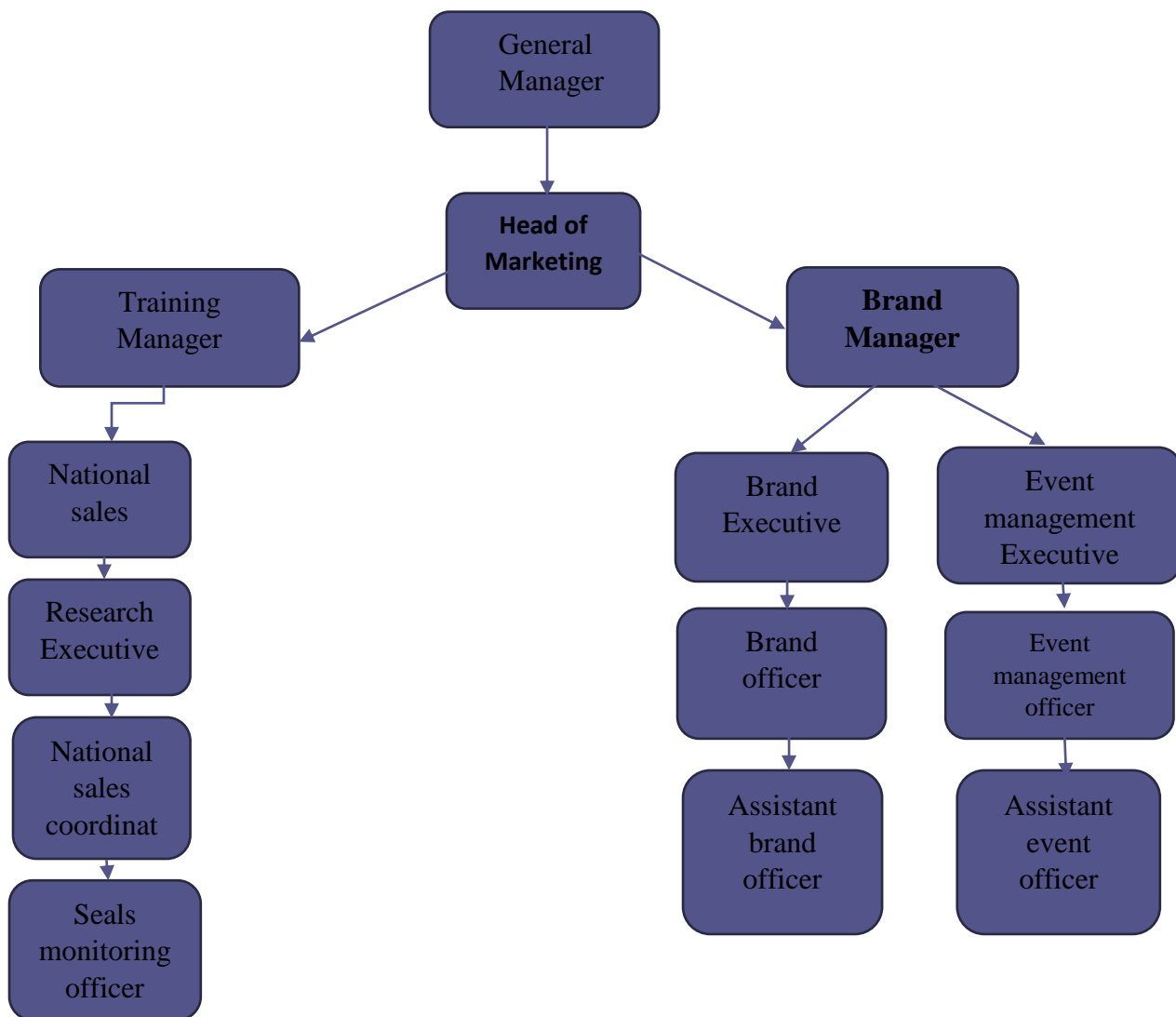
## Functional Departments:

From the production till the selling of the AFBL's products, several departments work interconnected and they are outlined below:

- **Production Department:** This department handles the entire production process of AFBL's products
- **Marketing Department:** This department is divided into four categories
  - 1) **Brand Department:** Develops the marketing and promotional strategies for AFBL's products and executes them.
  - 2) **Sales Department:** Forecast, Pursue, Co-ordinate & Monitor the entire nation wide sales of AFBL's products.

- 3) **Training & Development Department:** Trains, pursues to work, motivates & observe the sales force working in the field for AFBL.
- 4) **Distribution Department:** Distributes accordingly the final products from the factory to the entire country's individual distribution points from where products of AFBL are being sold to the retail outlets.

**Organogram of AFBL is provided in the following chart**



## SWOT Analysis AFBL




<p><b>Strength:</b></p> <ul style="list-style-type: none"> <li>➤ Quick establishment of brands like Mojo, Speed, Frutika.</li> <li>➤ Quality of the products.</li> <li>➤ Availability of products strong distribution all over the country.</li> <li>➤ High quality machineries and manufacturing system of AFBL.</li> <li>➤ Unique promotional activities.</li> <li>➤ Full automatic Packaging in terms of color combination and design.</li> <li>➤ Potable in terms of 150ml and 250ml bottle and can.</li> <li>➤ Wider product range and strong local presence</li> <li>➤ All raw materials are imported from China, Thailand and &amp;Malaysia.</li> <li>➤ Using high-tech technology</li> </ul>	<p><b>Weakness:</b></p> <ul style="list-style-type: none"> <li>➤ Less experience in the beverage market in terms of understanding in timely proper customer need.</li> <li>➤ Some improper promotional activities.</li> <li>➤ Being new in the market AFBL considers a weakness in the entire supply-chain-management.</li> <li>➤ Lack of brand awareness.</li> <li>➤ Lack of consistency in promotional activities.</li> <li>➤ Competitive price; competitor sourcing product at cheaper price.</li> </ul>
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<p><b>Opportunity:</b></p> <ul style="list-style-type: none"> <li>➤ Huge profitability scope in beverage market of Bangladesh because a sustainable growth of 6% prevails in the market.</li> <li>➤ There is a scope for the local companies to attaining maximum market share for the refreshing flavored CSD drink.</li> <li>➤ Opportunity for AFBL products to be exported in the overseas Asian market.</li> </ul>	<p><b>Threat:</b></p> <ul style="list-style-type: none"> <li>➤ Unethical practice of the competitors, for example tax violation, to reduce the price of the product.</li> <li>➤ Companies like Coca-Cola, Pran and Pepsi to be operated as MNCs like Unleveled rather than the licensing owned by the local Bangladeshi company.</li> <li>➤ Any new company introducing unique flavored refreshing drinks and having huge financial capabilities.</li> <li>➤ More competitors in FMCG sector.</li> </ul>
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## Products of AFBL:

The recent launching of the Akij Groups beverage line has been gaining popularity among all carbonated water and energy drinks lovers. It gained popularity particularly among teenage people and children. The favorite brand name Speed gained popularity within a short period. Presently the company able to introduce new types of product which increase the depth of the category of AFBL Akij food & Beverage limited. The products which are offering now by the company are given bellow:

Product Category	Brand Name	SKU(Stock Keeping Unit)	Out Look& Tag Line
Cola	Mojo	250ml pet and can, 500ml pet, 1 liter pet and 2 liter pet.	
Diet Cola	Mojo Light	250 ml Pet and Can	
Cloudy Lemon	Lemu	250ml pet and can, 500ml pet, 1 liter pet and 2 liter pet.	

Orang Drink	Twing	250ml, 500 ml, 1 liter	
Clear Lemon	Clemon	250ml pet and can 500ml pet, 1 liter pet and 2 liter pet.	
Energy Drink	Speed	250ml pet and Can	
Juice	Frutika	250ml pet and 1 liter.	
Milk	Farm Fresh UHT milk	200ml, 500ml and 1 liter pack.	

Malt Beverage	Wild Brew	250ml can.	
Chips	Cheese Puffs, O'poteto	15g and 30g Foil pack.	
Drinking Water	Spa	250 ml, 500ml, 1.5 liter, 2.25 liter, 5 liter	

### Competitors Portfolio:

A competitive environment prevails in the beverage industry of Bangladesh. Many giant local and multinational companies project rivalry in the market and perform rigorous operation to attain maximum market share. AFBL's competitor list as per the product

Product Category	AFBL: Brands	Competitors' Brands
Carbonated Soft Drink (CSD)-	MOJO	<ul style="list-style-type: none"> <li>• Coca-Cola</li> <li>• Pepsi</li> <li>• RC Cola</li> <li>• URO Cola</li> <li>• Maxx Cola</li> </ul>
Carbonated Soft Drink (CSD)	Mojo Light	<ul style="list-style-type: none"> <li>• Pepsi Diet</li> <li>• Coca-Cola Diet</li> </ul>
Carbonated Soft Drink (CSD)-CLOUDY LEMON	Lemu	<ul style="list-style-type: none"> <li>• RC Lemon</li> <li>• URO Lemon</li> <li>• PRAN Lemo</li> </ul>
Carbonated Soft Drink (CSD)- CLEAR LEMON	Clemon	<ul style="list-style-type: none"> <li>• 7UP</li> <li>• Sprite</li> <li>• Pran-up</li> <li>• Fizz-up</li> </ul>

		<ul style="list-style-type: none"> <li>• Chaser</li> <li>• Clear-up</li> </ul>
Carbonated Soft Drink (CSD)-Orange Drink	Twing	<ul style="list-style-type: none"> <li>•Merinda</li> <li>•Fanta</li> <li>•URO Orange</li> <li>•Pran Orange Drink</li> </ul>
Energy Drink	Speed	<ul style="list-style-type: none"> <li>• Tiger</li> <li>• Power</li> <li>• Shark</li> <li>• Black Horse</li> </ul>
Drinking water	Spa	<ul style="list-style-type: none"> <li>• Mum</li> <li>• Fresh</li> <li>• Acme</li> <li>• Jibon</li> <li>• Pran</li> <li>• Aquafina</li> </ul>
Non-Alcoholic-Malt Beverage	Wild Brew	<ul style="list-style-type: none"> <li>• Crown</li> <li>• Oscar</li> <li>• Braver</li> </ul>
Fruit Juice	• Frutika	<ul style="list-style-type: none"> <li>• Frooto</li> <li>• Pran Juice</li> <li>• Acme Juice</li> <li>• Shezan Juice</li> <li>• Others (Foreign Brands)</li> </ul>
Dairy products:	Farm Fresh	<ul style="list-style-type: none"> <li>• Milk-Vita</li> <li>• Arong Milk</li> <li>• PranUHT</li> <li>• Aftab UHT</li> </ul>
Chips	Cheese Puffs O'poteto	<ul style="list-style-type: none"> <li>•Potato Crackers</li> <li>•Mr. Twist</li> <li>•Pran Chips</li> <li>•Lays</li> <li>•Alus</li> </ul>



## Product Quality:

AFBL brings quality in life. Their products contain following qualities:

- **Performance.** Already shows good performance.
- **Features.** Good features.
- **The Name.** A name that contains quality
- **Reliability.** Each person use results in the same satisfaction.
- **Serviceability.** The service system is efficient, competent, and convenient.
- **Fit and Finish.** All products look and feel like a quality product.



## Chapter 3

### Job responsibility

Basically, I assist my supervisor to follow up the brand related activities and those activities are related to some certain brands which my Supervisor has been assigned to take over. I assist my supervisor to perform Speed, and other new brands activities which are upcoming in the market. I have involved product and sample testing to the customers. I have learned so many things since my first day of internship program. I have almost no idea about corporate culture and activities of different departments which are part of marketing. We have to develop strategy for developing a new brand, we have to develop pricing proposal and approval and level color collection for a new brand. We have different promotional tools which are traditional and social media also, TVC, RDC, Print, Digital, BTL activation are some of the tools which we conduct to recall our brand name in the mind of the consumer.

I have involved several activities in training and development department, Such as sorting Curriculum vita, checking Applicant required document, Short listed for oral test, Supporting Training process, informed who are short listed for written Examination. The quality and variety of the employee training provide is key for motivation. Reasons for employee training range from new-hire training about operation, to introducing a new concept to a work Group to bringing in a new computer system. Reason for conducting an employee training session, need to develop the employee training within the framework of a comprehensive, ongoing and consistent employee training program. This quality employee training program is essential to keep staff motivated about learning new concepts and department profitable. A training program begins with the creation of an employee training manual, in either notebook format or online. This manual acts as a building block of practical and technical skills needed to prepare the new individual for his or her position. While some people think of training objective as a waste of valuable time. The counterargument here is that resources are always limited and the training objectives actually lead the design of training. It provides the clear guidelines and develops the training program in less time because objectives focus specifically on needs. It helps in adhering to a plan.

I was visiting several markets with territory manager and collecting information about AFBL and rival company. Submitted report how could AFBL do better in competitive market. I

have also Assisted TNA Survey process. What kind of limitation they had faced and how to overcome this. AFBL Trained up their employees frequently and Expert trainer conducted the training session. AFBL have yearly training programme for their employees. They are meeting together and rising issue what they faced in recent time. Trainer gives them idea how to tackle this and motivated who are felling fear to achieve target. Training gives them extra energy to work properly and following month they have done tremendously good. I have frankly suggested little area, how to prepare effective exam question that could be build better image. I have also providing some relevant videos that appreciated my supervisor.

I have learned lot of practical and theoretical knowledge regarding the training, such as how to prepare training module, how to tackle question, what should be or not be include or disclose to the employees. Training Manager suggests to the MD for developing employees skills. How they can do better than previous. AFBL employees had taken Project management course from BIM. Its gives them clear idea how to be work on projects.

AFBL very often Arrange in house training for communication and skill development.

Scheduled Training on sales for DSR, SO and TSM. It gives them clear idea for doing better in the market sales as well as achieves the monthly target.

- As Intern student I have learned and gather much practical knowledge such as below.
- Participate as member of a team of professional and dedicated employees and volunteers working for a high-profile Food and beverage organization.
- On-the-job training and experience working on actual marketing campaigns, sampling campaigns, special events and other program.
- Develop skills vitally important in today's fast-paced work environment including analytical skills, team based interaction, goal setting and strategic planning, the ability to work under pressure, listening and organizational skills, among others
- One-on-one coaching and mentoring sessions
- Establish new contacts in the media, advertising and marketing industry, as well as, the nonprofit sector

## Chapter 4

# Branding Process of SPEED

Speed is one of the most popular energy drinks by AFBL which is also the mother brand of AFBL. It's the most sold, one of the most popular and the number one energy drinks brand in Bangladesh.

### Background

Speed is the leading beverage brand in Bangladesh. Currently speed is holding 52% market share in energy drink category. Speed is has a strong brand image to the existing energy drink customers. There are numerous market competitors in the market those are. Competitors in the market currently are playing

- Tiger – Recharge Yourself -
- Power – Chumukei Action
- Black Horse – Sob Somvob
- Sting – Ullaser Shuru Ekhanei
- Braver – Onnorokom Feelings.

Energy drink category is one of the fastest growing categories in the FMCG industry. Speed is the market leader in the energy drink category in Bangladesh market from last four years. Tiger is the second market leader in the category having 3% percent of maker share. Tiger is facing intense competition and also losing their market share from speed. To grab the energy drink market they relaunched another energy drink brand in the market which is Black Horse with new communication and packaging. They are doing lot of BTL level activities in the market. Target group of Black horse is same as speed. There are some other leading group of companies are entering in the market as it is one of the faster growing industry in FMCG.

In last two years Speed was not that much present through communication into target group mind. Last in 2015 Speed was present only communicated its old communication. It's time to need some change into the consumer mind. From that insight speed launched a new thematic campaign “Mukh Khulle Khobor Ase” associate with Hebby Energy.

### Why “Mukh Khulle Khobor Ase” with Speed Hebby Energy

From the beginning of Speed it always shows extreme exaggerate energy through different communication. Visually Speed always represents itself in humorous way also with destructive cracking through bottle in wall, floor, and road and also in any object. This campaign almost runs 6 years which became monotonous into the consumer mind. On the other hand Speed always shows that it's Hebby Energetic, but now Speed wants to show that how Hebby Energy can be used for different purpose when some open up the bottle or can:



- Speed is holding a negative perception into the consumer mind which we don't out we change.
- We want to use the perception in socially acceptable way like “Mukh Kulle Khobor Ase” to stand against all odd.

### **Objective:**

- To establish hebbly energetic positioning with speed in different way as per our brand persona
- To connect with TG with through different activities as well as aligned with ATL & BTL activities through digital media
  - Facebook – First Priority
  - YouTube
  - Different Websites
  - Apps based promotion
  - Mobile based add

To establish “Mukh Khulle Khobor ASe” in extensive way Digital Activation

- Social Experiment
- Visual
- GIF
- Contest
- Any other creative way
- To generate sales indirectly

### **Target audience: who are we talking to?**

#### **Primary Target Group**

- Geographic: Urban, Semi urban & Rural
- Demographic: Age: 18-35, Male & Female, Family Income: 40000+
- Profession: Students, Executives, business
- Psychographic: Lifestyle: Business class, working class executives, students
- Personality: Ambitious, open to experience, extreme in coolest way, do something extra, extremist, Dare to Win, Love to hang out with friends, fashionable, tech savvy, active in

social media, bold

- Occasions: Regular, special
- Benefits: Quality & taste
- User status: Regular user
- Usage rate: Medium to high
- Loyalty status: Medium to high
- Attitude toward product: Enthusiastic, intrigued
- SEC: B and above (Middle class, Working class)

### **Secondary Target Group**

- Geographic: Urban, Semi Urban
- Demographic: Age: 18-35, Male & Female, Family Income: 60000+
- Profession: University Student
- Psychographic: Fun Lover, Love to hang out with friends, active in social media, bold

## **Current Brand Activates**

### **ATL**

- RDC
- TVC
- TVC Program Sponsorship
- Radio Program Sponsorship

### **BTL**

- Speed Track Master Racing – Go Kart Racing Competition
- Speed Stunt Master – Extreme Cycle Stunt Competition
- Speed – Carom Challenge –Club Based Carom Tournament

### **Digital**

- All BTL & ATL activities are aligned with digital activities

## **ATL Marketing**

'ATL Marketing' stands for 'Above the Line Marketing'. This kind of marketing is the kind of marketing that has a very broad reach and is largely untargeted. Speed thinks about a national TV campaign, where viewers across the nation see the same advertise aired across the various networks. Here the print media is also ATL section of the integration sector .It is very important for the Speed modern marketing communication. This kind of marketing is mostly used for building brand awareness and goodwill. Some popular RDC's of Speed are:

- Mosha Marte Kaman
- Boner Mohis

**Some popular TVC's are:**

- Chaya Dhora
- Cherom Challenge
- JholshanoRuti
- Mukh Khulle Khobor Ase

## **BTL MARKETING**

'BTL Marketing' stands for 'Below the Line Marketing'. This kind of marketing is the kind of marketing that targets specific groups of people with focus in the Speed. For example, a leaflet drop in a specific area, a You Tube campaign, bill board, arrange many kinds of event & activation, for targeting a certain group or a direct telemarketing campaign targeting specific businesses loyal customer of Speed. This kind of marketing is best for conversions and direct response.

### **Speed Track Master Racing- The Battle of University Racers**

Speed always encourages young generation to do something beyond their border with Heby Energy. As a leading brand in the industry Speed tries to closely connect with its target group through different communications, events and activations. Speed Track Master Racing is one of the activation which intends to connect with university students. This was almost one and half moth activation starting from 17<sup>th</sup> October 2016 till 23<sup>rd</sup> November 2016 at 15 leading universities. This year Speed arranges its fourth season of "Speed Track Master Racing - The Battle of University Racers". Speed Track Master Racing Team starts its first campaign at AIUB with Oculus VR Racing and Boxing Game for the utmost engagement. Top 36 racers from 15 universities were selected to

form their university racing team after an intra university competition. The whole activation was divided into three phases.

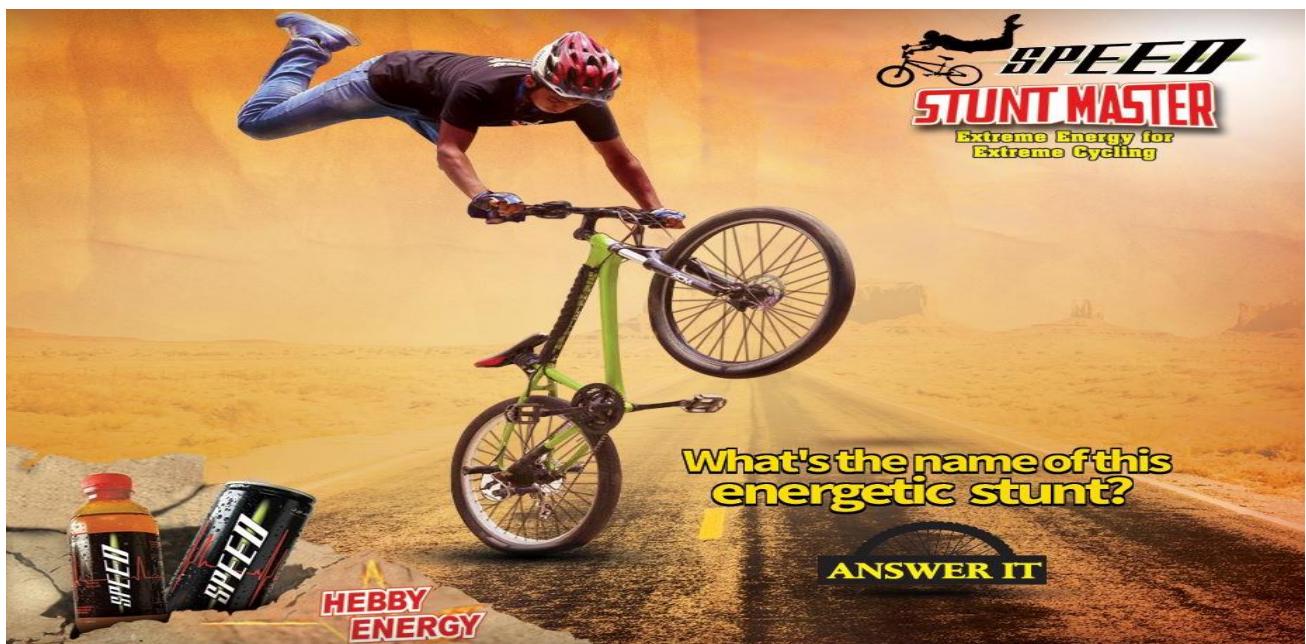


- **Pre-Registration** - Speed Track Master Racing Team went to 15 leading universities to register interested students.

- **University Selection Round** – Registered university students participated into Speed Track Master Racing Oculus Virtual Reality 4D racing games to get

selected as initial top 36 university racers within each university.

- **Final Round** – This round were divided into 02 segments.
- **Intra University Selection Round** – It was second phase selection round, where every day 04 universities participated to form their team with top 6 racers out of 36 racers. Selection was conducted based on lowest average lap time. Total 540 university racers from 15 universities participated in the Speed Track Master Racing Second Phase. This second phase selection round conducted for 04 days.
- **Inter University Competition Round** – 02 days activation to get the Speed Track Master Racing Champion University which took place in 03 December to 04 December 2016. 15 celebrities were associate with each university as a mentor to escort their university racers.





### **Speed Track Master Racing Moments**

Through a random lottery process each university fought with opposite university. The last 15<sup>th</sup> university racing team (ULAB) fought with best team (University of Dhaka) those who knocked out (07 university racing team) from second round in the third phase of this competition. That was a wild card entry. After qualifying in all the rounds University of Dhaka won the Speed Track Master Racing Championship-2016. The race between IUB and DU was one of the thrilling race seen in the whole event. The best three racers from the champion racing team (DU) got the exciting chance to visit Malaysia to watch F1 racing competition. Sakib became the best racer in the whole event from Independent University of Bangladesh by the lap at 26.341 second. On the other hand actor Sabbir Ahmed became the best mentor to escort University of Dhaka.



## Participated Universities

SI	University Name	SI	University Name
1	American International University of Bangladesh (AIUB)	9	State University of Bangladesh
2	Prime Asia University	10	Independent University of Bangladesh
3	International University of Business Agriculture and Technology (IUBAT)	11	University of Liberal Arts Bangladesh (ULAB)
4	ASA University of Bangladesh (ASAUB)	12	Eastern University
5	Stamford University	13	Asian University
6	United International University (UIU)	14	Manarat International University (MIU)
7	University Of Asia Pacific (UAP)	15	South Asia University (SAU)
8	Dhaka University (DU)		

## Scorecard of Speed Track Master Racing

Stage	University Name	Winner University
Quarter Final	Prime Asia University Vs Manarat International University	PAU Won by 0.4312 second
	University of Asia Pacific Vs IUBAT	IUBAT Won by 0.1888 second
	ASA University Vs Independent University, Bangladesh	IUB Won by 0.003 second
	University of Dhaka Vs American International University of Bangladesh	DU Won by 1.184 second
Semi Final	University of Dhaka Vs Prime Asia University	DU Won by 4.8535 second
	Independent University Bangladesh Vs IUBAT	IUB Won by 0.4323 second
Final	University of Dhaka Vs Independent University, Bangladesh	DU won by 0.07 second
Champion	University of Dhaka	



Champion University of Dhaka



## Chapter 5

### Findings

- In Speed Stunt Master Bicycle Racing most of the students of those institutions are not aware about this program and before the program day.
- Maximum activation done in the class room, sports club room, in front of campus road, beside of campus's car parking area, hostel building, and auditorium or seminar room that's why Speed Track Master Racing activation can't reach to the large number of students.
- Very few student know about this program. Because brand promoter didn't give them proper information.
- Event activation is not able to create enough buzz in customer mind. Almost everywhere activation occurred by brand promoters only. Official person is not present in the pre-activation program.
- In the training department of AFBL has skilled professional for trained up to the sales people, although they use latest technology but the training process should be upgraded with used latest technology as much first that they alive with competitive world.
- In the Business Unit Level when an employee could transfer to another department during that time that employee is needed at least they are meeting together for better result.
- Training evaluation process and form is to be more modernized
- AFBL provide Motivational training, then entry level employee will more motivate about achieve the goal.
- Branding and Sales Training an employee is expensive, especially when he or she leaves the firm for a better job. So, the nominators must nominate the employees carefully who are
- Motivated and have the mindset to serve the company for the long run.
- Irrelevant documentation should be avoided from the Branding and sampling process.
- Employee workshops should be administered in order to give them knowledge and professionalism in customer interactions. They should be taught about how to deal with problem customers and problematic situations.
- The company should concentrate more to the career development of the employees rather than skill development to retain them for the long run.
- AFBL also avoid implementation of countrywide sales target without Market research.



## Recommendation

Among the rapidly moving consumer goods company Akij Food & Beverage Ltd(AFBL) is one of the renowned local company of Bangladesh which has several products line and many products will come in future. Having analyzed the problems of the company and the opinions of the users and potential users of Energy drinks (Speed), we are able to come up with the following recommendation to recover the problems of unpopularity of the product among the consumers who are aware of and also those who are not aware of their product. Analysis from my report enabled me to improvise constructive recommendation regarding the marketing/communicational strategies and brand building of AFBL's products. In the period of investigation, I came across many explanatory issues that won't have been possible to attain without such thorough profound work. I have provided recommendation AFBL and Speed are outlined below:

- ❖ **AFBL** should try to persuade government to remove tax on imported raw materials so that as a local company they can get a competitive advantages (both in price & quality)to compete with the competitors.
- ❖ From the survey it is seen that most of the respondents know about the AFBL (Speed) brand but they are not aware of all the products such as Clemon, Lemu, Frutika, Wild Brew, and Cheese puff & So on.
- ❖ Sales force should be more trained up and proactive to capture the market of beverage.
- ❖ Product availability should be maintained by the company.
- ❖ They should emphasize on the event (sponsor) & social marketing to increase the brand awareness of AFBL's products.
- ❖ The concerned sales & marketing executive should occasionally visit the remote markets to encourage the customers.
- ❖ The company should be more careful about selecting the time of the events and activations.
- ❖ The event logistics should be kept in a more organized way.
- ❖ Should follow a strict procedure in choosing third parties for the events.

## **Conclusion:**

AFBL is conducting its business with good reputation. Its sale is increasing over time. Consumers as well as retailers are satisfied with AFBL in terms of price, quality and service. AFBL is successfully doing its business in Dhaka rather than other districts. This report and survey really helped me to know regarding products and financial condition of this company. It helped me better to correlate my theoretical knowledge with practical domain. The Brand department of AFBL makes intensive effort regarding the brand building of the products. The reflection of the efforts could be seen from the strategic marketing communicational theme and brands like MOJO, SPEED, FRUTIKA, CLEMON etc. All the ratios we took in consideration presents that the company is doing very well over the time. The pace at which AFBL is currently accelerating, will undoubtedly lead the company to the peak of success where majority of the market shares will be held by the brands of AFBL. And Speed is developing day by day as we see. It has become the most selling brand in the last few years. I will be concluding my research report by stating that, being able to work with a company which is in the growth stage of the organizational life cycle (OLC) enabled me to acquire a bundle of practical knowledge which will turn out to be a great support for my future strategy formulations and implementations achievements. It is a great concern that respondents take energy drinks giving most priority on the promotional matters instead of product quality, price and ingredients. Speed branding is one of the reasons behind the market leader. Speed always tries to connect with the customers. That's why day by day Speed demand incising day by day. People not careful to take energy drinks for releasing thirst and getting refreshment. As Manufacturers of energy drink shave wide distribution network across the country to make these drinks available; consumers can also find other fluids' manufacturer products available in the market, so they can take water or other fluids as substitute of energy drinks. Most consumers think that energy drinks will give them good stamina and calories. AFBL always try to influence over the customer mind by branding.

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## Personal Interviews with Employees

1. Emadul Haque
2. Emdadul Islam
3. Mr. Poresh
4. Ahsan habib
5. Sabekum Sadiya
6. Turin Afroz