

Report on

Analyzing the impact of distribution and sales strategies for sustainable brand growth & market penetration: Insights from Transcom Beverages Limited.

Submitted by:

Ishita Islam

ID: 20104024

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

November, 2024

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Declaration

I hereby declare that

1. The internship report submitted is my own original work while completing my undergraduate degree in Brac University.
2. The report contains information which was previously published with proper references and citation when needed.
3. The report contains primary data that are given with consent and maintaining confidentiality.
4. The report does not contain information that is acknowledged, submitted or accepted for any other degree to any universities or institution to the best of my knowledge.
5. I have acknowledged all main sources of information.

Student's Full Name & Signature:

Ishita Islam

20104024

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 Bir Uttam Rafiqul Islam Ave, Dhaka 1212

Subject: Submission of an Internship Report on Analyzing the impact of distribution and sales strategies for sustainable brand growth & market penetration: Insights from Transcom Beverages Limited.

Dear respected faculty,

With due respect, I feel truly privileged to get the opportunity to work under your guidance & proctoring to complete my internship report on Analyzing the impact of distribution and sales strategies for sustainable brand growth & market penetration with special reference to Transcom Beverages Limited.

I feel very honored to have you as my Supervisor as you supported me in this internship journey with your valuable direction & provide the required space & information to complete this report. I have made an effort to include all the relevant data & demonstrated ideas to finish the report in the most meaningful way. This report reflects both my theoretical knowledge from university learnings & practical skills of sales strategy gained from the company.

I believe, this report will meet the expectations.

Sincerely yours,

Ishita Islam

20104024

Non- disclosure Agreement

During this internship period, I was exposed to various sensitive & confidential data for accomplishing my task at Transcom Beverages Limited. I therefore committed to main the confidentiality of those information & shall not disclose those to any third party without the company's approval.

Student's Full Name & Signature:

Ishita Islam

20104024

Supervisor's Full Name & Signature:

Mr. Nazir Ahmed Zihad

Manager- Shopper's Insight

Transcom Beverages limited

Acknowledgement

In this three-month internship at Transcom Beverages Limited, I learned with true enthusiasm & dedication. I would firstly like to thank the entire Human Resource team & the Marketing team who found me worthy enough for providing this working opportunity with them. Under the Marketing team, my special thanks go to the sales strategy team who constantly helped to learn new skills & apply them practically. I am really grateful to the manager- Shopper's Insight Md. Nazir Ahmed Zihad under whose supervision I have completed my internship program. I am really delighted to have the learning experience from him as he is motivated to bring the best out of me. Finally, my guardians, siblings & friends helped to get motivated to manage my first internship job in the corporate world. Lastly, I want to express my heartfelt appreciation to the staff of respective departments who helped me to complete this internship journey with a delighted experience.

Executive summary

The main purpose of this report is the accomplishment of my under-graduation degree. As my major in the university is Marketing & I am also doing the internship with the sales strategy team of the Marketing Department of TBL, it would be really useful for me to demonstrate the impact of sales strategy & distribution & Its impact on brand growth in my report. Hence, reflection of both my academic & professional learnings will be included in this report.

There are mainly three chapters in this report. The first chapter consists of information regarding me & the journey of my internship. Second chapter includes the required organizational information & insights & lastly in the third chapter, it portrays the project part of the report which is mainly the marketing analysis of the company.

The first chapter of the report demonstrates the information regarding internship. My internship organization was Transcom Beverages Limited where I have accomplished multiple tasks in the last 3 months. All of my assigned tasks along with the limitations & recommendations are listed in chapter 1.

Chapter 2 consists of all the required organizational information. After the company overview, the duties of respective departments like Human Resources, Marketing, Finance, Accounting & IT along with their practices are given there. Their core tasks were critically analyzed for evaluating their performances in the company's overall performance. Also, how TBL is coping up with the rapid changes of this industry & still managing to be the market leader are analyzed in this chapter. Lastly, recommendations on required improvements are also provided in this chapter.

Finally, the last chapter which is chapter 3 includes the project part of the report. In this part, the analysis of sales strategies along with the distribution were portrayed. As the company offers a total 37SKUs in 4 different types of beverages, the analysis of which SKUs are performing well & which among them need more improvements in different areas are significant to tailoring sales & distribution strategies. The analysis was done for 22 different areas of the country but due to the confidentiality policy, analysis of 2 areas were portrayed in this part. Lastly, limitations of

the company's performances followed by the recommendations are provided in the last.

Through this internship opportunity, I got the golden chance to implement my academic knowledge in the real-life corporate world & finally have a clear vision or roadmap towards my upcoming professional journey.

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List of Acronyms

TBL	Transcom Beverages Limited
SE	Senior Executive
SGA	Sales Generating Asset
PSR	Pre-Sales representative
SSS	Small Single Serve
LSS	Large Single Serve
SMS	Small Multi Serve
LMS	Large Multi Serve
ND	Numeric Distribution
RSM	Regional Sales Manager
ASM	Area Sales Manager
SKU	Stock keeping Unit
KPI	Key Performance Indicator
ED	Executive Director
DP	Distribution Point

Chapter 01: Overview of The Internship

1.1 Student Information

Name: Ishita Islam

ID: 20104024

Program: Bachelor of Business Administration.

Major: Marketing

Minor: Finance

1.2. Internship Information:

1.2.1. Intern Information:

Period: 3 Months.

Company Name: Transcom Beverages Limited

Department: Sales Strategy

Address: Gulshan Tower, Level – 8, Plot #31, Road Block-53, Dhaka-1212, +880258810561,
+880258814602

1.2.2. Internship Company Supervisor's Information:

Name: Nazir Ahmed Zihad

Position: Manager- Shopper's Insights

1.2.3. Job Scope:

As previously mentioned, I was an intern of the sales strategy of the marketing department. There I have associated myself mostly with data analysis & insight generating activities. With the proper guidance of my supervisor, I have done all the activities smoothly. This job responsibility includes

Data mining & Report building: I had to prepare a database for all the SKU schemes for two

years & built a proper report. The purpose of it was to find out the Buyer Outlet percentage for all the SKUs of TBL nationally from Jan 2023-dec 2024. Then I had to build a report for analyzing Raw performance & 80oz performance for a total 8regions & 22 areas. For building the reports, I had to download raw data from the internal platform of TBL called Durbin. This particular task of mine was highly confidential in nature; hence, I was assigned a laptop with restricted access.

Market Visit: During the first half of my internship, I had to go to the market visit for twice in Mugda, Dhaka. There I have observed the performance of PSR like how successfully he is taking orders, organizing SGA of the outlets & handling unwanted situations as well. Along with that, preference of the wholesalers in those areas was also observed. I had to take multiple pictures from the market visit. Lastly, I had to make a report for all those findings & submit it to my supervisor.



Fig 01: Market Visit

Analyzing product performance: I was also assigned to analyze the product performance of TBL in different regions across the country. There I had to find out the most demanded SKUs of different areas through volume analysis. Not only that, in how many outlets those products were distributed was also included in my report. Besides, products that have potential but aren't being distributed adequately were also in my report.

Building strategies: Top 7/8 SKUs were selected based on their demand among the total 37 SKUs of the company for different areas. From that finding, those SKUs were categorized in different segments. For each segment, different strategies were built like which SKUs performance needed to be maintained & Which of them needed improvements in different areas. Finally, a complete file was submitted along with the recommended strategies for each top contributing product.

1.3 Internship Outcomes:

1.3.1 Student's Contribution to The Company:

Through this internship, I got my first opportunity to associate myself with any Organization. Despite being an intern, I tried to work as a full-time employee. I was present in maximum working days & if needed I worked overtime as well. Besides, I tried my level best to give my full dedication to the work that was assigned to me & finish those in a timely manner. I was fully enthusiastic in learning the unlearned & doing the undone. That is the reason, my supervisor didn't hesitate to share such confidential data of the sales performance of the company with me. Also, I have given feedback on the upcoming marketing campaigns of the company where I tried to portray my learning from academic knowledge. Hence, I have successfully accomplished my internship duties with full honesty & dedication in a timely manner.

1.3.2 Benefits to The Student

During this internship period, I got to learn multiple skills including technical, people & other as well. Given that my work was primarily creating databases on Excel, my work was hugely associated with Excel. Due to this, my skills in Excel have improved tremendously. While I had learned Excel previously in my university, there was a lack of practical application. However, as I worked on excel almost every day, my skills on this improved enormously where I got faster, learnt more keyboard shortcuts, usage of VLOOKUP, pivot tables etc. As TBL is a FMCG company, there are numerous amounts of human interaction occurring on a daily basis. During my market visit, I had to interact with the SE & so with the wholesalers to collect information & clearing confusions. In some cases, I had to suggest the PSR to tackle situations effectively. All

these interactions helped me to improve my communication skills. Moreover, it helped me to get rid of social anxiety that I had been dealing with for a while. This entire experience made me more familiar with the corporate culture where professionalism can be prioritized while maintaining a friendly approach.

1.3.3 Difficulties faced during the internship period

Despite the fact that the organization possesses a good working environment, I have faced few difficulties while doing the internship. The main problem that I faced was I was expected to know or learn the internal data processing quickly. As I had no previous corporate experience, it was a little bit challenging for me to learn these things quickly. Another problem includes no workload balance. There were days when I had no work for the entire day & there were also days when I had to do overtime. This created an imbalanced workload for me. There was also a lack of proper allocated time for specific works which I got to deal with during this internship period.

1.3.4 Recommendation

As I was an intern in the company for a very small period of time, there is a little that I can recommend. The first recommendation would include reducing the working hours. Besides, giving a proper framework for the given tasks along with the timeframe would be appreciated by the future interns as it will give them a clear vision of their tasks & help in maintaining punctuality as well.

Chapter 2: Organization Part

2.1 Introduction

2.1.1 Objective

The main objective of this chapter is to evaluate the overall practice & performance of Transcom Beverages Limited in Bangladesh. With the main focus directed towards:

1. Analyzing the company's strategic implementation & initiatives across the various departments at TBL with an emphasis on understanding the team's adaptation towards rapidly changing consumer behaviors. This mainly includes reviewing the company's Marketing & HR practices which facilitate their competitive advantage.

2. Assessing the financial performance analysis that eventually reflects TBL's year-over-year performance & a comparative assessment with the other players of beverage industry

- Evaluating the rapidly growing industry & TBL's implemented strategies to meet the market demands. This particular section will emphasize the team's analytical metrics to evaluate their responses & maintain their overall market position.

2.1.2- Scope

Scope of this report contains the overall summary of procedures maintained departmentally as published in TBL's annual reports and their official website along with the respective team member's perspectives. Moreover, some more general insights from the FMCG sector & related fields were used for analyzing the performance of TBL using information from TBL's official website.

2.1.3. Methodology

Both primary & secondary data were collected for this part of the report as methodology. Firstly, information that is relevant for this part will be collected from previously published annual reports of TBL, company's official website etc. Secondly, employees of the respective departments will be asked questions for collecting the organizational & departmental information. Time to time Interviews will be conducted for gathering the primary information. Employees like senior manager, department head will be considered as the interview candidates primarily. Finally, all the gathered information will be further organized & interpreted to come up with meaningful findings.

2.1.4 Limitations

Despite the fact that the report reflects valuable practices of TBL, it still comes up with Its own limitations. The non- disclosure agreement between the company & the employee is the first limitation of the report. Detailed information of departmental practices cannot be disclosed outside the Organization. Alongside, all the general information was added under the limited report required. Hence, the situation of PepsiCo Bangladesh here does not reflect the global scenario of the company.

2.1.5 Significance

Elastration of MNC as well as FMCG practices are the main significant factor of this part. It

highlights all the necessary practices of PepsiCo Bangladesh. Apart from this, it showcases the strategic positioning of Transcom Beverages Limited in Bangladeshi beverage market. This eventually contribute in adapting the market demand & diverse consumer preferences. Additionally, how their strategic decisions help in adapting diverse market trend & how to effectively deal with those sceneries are showcased here. Lastly, analysis of the financial performance of TBL's will help to understand how effectively they are using assets, investing in smart ideas & integrate market penetration.

2.2 Overview of the company

Transcom group

Transcom group is one of the most prominent conglomerates of Bangladeshi business that has diversified a group of industries operating within the country. The renowned group began their journey with the launch of a tea plantation in the year 1880 by the revolutionary Rahman family. Starting from one single origin to excelling in multiple industries, the group has become a business giant of Bangladesh. Late Latifur Rahman founded Transcom group in the year 1985 after the famous Rahman jute Mills which was nationalized after the Liberation War in 1972 which was the main source of earning for the family. Throughout these years, it has showcased their excellence in business, richness in tradition & responsibleness in social welfare. Hence, the journey of Transcom group elegantly reflects a proper blend of tradition & modernity, where both legacy & proper presentation of business strategies are emphasized. Over the years the business winged Its operation over several industries. Some of them are discussed below

Pharmaceuticals

Transcom has entered the pharmaceutical industry with Eskayef pharmaceuticals limited which is one of the market leaders in this particular industry of Bangladesh. The company started Its journey in 1990. The brand is spreading its footprint internationally as well with the commitment of quality assurance. They are now exporting their products to a total 67 countries across 6 continents around the globe.

Consumer Products

Transcom Consumer Product Limited (TCPL) is the first franchise of snacks of PepsiCo Bangladesh. It has facilitated plants for manufacturing the products in Bogra. It successfully

distributes the international standard delicious snacks like Kurkure, throughout the country. Not only chips, the brand also packages world famous Quaker Oats.

Electronics

Transcom Electronics was established in 1993 when the group managed to buy over the operation of PHILIPS in Bangladesh. The company has become a prominent player of the electronic industry of Bangladesh with Its systematic approach including production, distribution etc. World renowned brands like Samsung, Hitachi, Whirlpool are their strategic partners. They have a vast distribution network of 400+ dealers all around the country

Media

The group has leveraged their footprint in the media & printing industry through Media star limited. The company operates with the biggest news media company (Bengali) named Prothom alo in the world. Around 5 million people are active readers of the newspaper every day. Not only that, it has over 15 million online visitors from more than 200 countries accessing their online portal. It also has a famous magazine for youngsters named Kishor Alo.

2.2.1 Transcom Beverages Limited (TBL)

It is the official partner of world-famous giant PepsiCo in Bangladesh. TBL has become the number one market leader of the beverage sector in Bangladesh. The company owns their manufacturing facilities in Dhaka, Chittagong & Kona Bari. The strategic partnership enhances TBL to manufacture & distribute some of the very globally renowned beverages within the country. They have a total of 4 categories of products. In Carbonated Soft Drinks (CSD), they have products like Pepsi, 7up, Mirinda orange & lastly Mountain dew. In the category of energy drinks, they have Sting. For juices they have drinks like Slice & Tropicana & finally for bottled water, they have Aquafina. With constant innovation & strategic distribution, the company has successfully become the largest beverage company within the country. Some of the core details of their products are given below

Pepsi

Pepsi holds Its place among the iconic cola beverages in the World. It is well known for Its bold,

refreshing & unique taste. Customers especially the youth enjoy this CSD because of Its resemblance with thrill, energy & excitement. The brand started its journey in 1961 in Bangladesh. TBL manufactures this product under the direct supervision of Pepsi.



Fig 02: Pepsi

7UP

7Up is another popular CSD of Bangladesh with the flavor of lemon-lime. In 1929, the founder Grigg developed the formula for lemon-lime flavored soft drinks. This particular drink is enjoyed by Bangladeshi consumers especially in the summer season due to its hydrating qualities. The brand is evolving with the help of innovative marketing campaigns like creative TVC, interactive campaigns etc.



Fig 03: 7UP

Mirinda Orange

Mirinda oranges provide a fresh orange flavor with tangy & vibrant bursts. The flavor was originally developed in Spain in the year 1959 & then sold out all over the world. The word Mirinda reflects the meaning admirable in Esperanto. PepsiCo has held the ownership of it since 1970.



Fig 04: Mirinda orange

Mountain Dew

The only available flavor of it is citrus that is manufactured & distributed in Bangladesh & approved by PepsiCo. The original formula was created in 1940 in the US. It is one such drink that resonates thrills & adventure. It associates itself with adventure & encourages youth to embrace challenges with grace.



Fig 05: Mountain dew

Sting

It is a carbonated energy drink of TBL that has caffeine, taurine & other essential vitamins. The taste of it is quite refreshing as well as fruity. The brand promotion of it is quite dynamic.



Fig 06: Sting

Slice

Slice is a mango fruit-flavored soft drink of PepsiCo launched in 1984. Slice targeted the customers who cherish the natural sweetness of fresh fruits like mangoes. Countries like Bangladesh where mango is loved by all, this product became very popular among the consumers.



Fig 07: Slice

Tropicana

It's a premium fruit juice for those who demand both nutrition & refreshing beverages. It has a variety of flavors which are made out of orange & mixed fruits as well. They are well known for their commitment to quality & purity.



Fig 08: Tropicana

Aquafina

It is the official packaged drinking water of TBL. It is processed under proper required purification & maintained quality assurance. This product is well consumed in both urban & rural areas by a vast number of consumers to meet their thrust for hydration. sophisticated design & distinctive branding made it quite popular among the Bangladeshi consumers.



Fig 09: Aquafina

2.2.2 Vision

The revolutionary vision of the company is to be the most trusted & desired beverage company in Bangladesh. The ultimate goal is to enhance world-class innovation, quality & sustainability through delivering remarkable traditional excellence & creating distinctive values for the customers, employees & shareholders.

Mission

- To provide top-class beverages satisfying the diversified taste & need of all segments of Bangladesh
- To enforce production standards that are world-class while maintaining safety & quality of the products
- To encourage innovation through new flavor introduction, high- end packaging & tailored marketing strategies for rapidly changing consumer preferences.
- To uphold environmental sustainability practices through waste reduction & participation in social welfare.
- To facilitate powerful collaboration with multiple distributors & retailers to enhance the broader market reach of the products
- To ensure quality work environment to the employees for better work experience
- To leverage the Worldwide capacities of PepsiCo as well as ensuring locally tailored taste for Bangladeshi consumers.

2.2.3 Cultural values

Their values consist of multiple concerns focusing on the long-lasting values for consumers, employees & the society as well. They focus on maintaining transparency & accountability for all the business practices of them. On top of that, they prioritize their consumer preference in every choice of business. Moreover, they encourage creativity for maintaining their competitive edge in the market. Lastly, through ensuring sustainable practices & leveraging excellence, they try to be beneficial for the society, environment & people.

2.3. Management Practices

2.3.1 Leadership and Organogram

Transcom Beverages Limited maintains a structural leadership hierarchy. Powerful combination of visionary goals & streamlined operations enhances the process even more. Chairman & board of directors are responsible for providing strategic direction for the company. They take major policy making decisions through corporate governance for maintaining operational efficiency. They are mainly the long-term goal setter for the company. Then comes the role of Executive

Director who is responsible for taking strategic initiatives & fostering day to day operations. He ensures the maintenance of the global standard of PepsiCo. Next comes the head of sales who takes the effective strategic decisions regarding sales. He reports to the ED. Under him, Regional Sales managers operate. They oversee the operation over the main region which is divided based on geographic mapping for distribution. The RSM manages the overall team for one particular region. Then comes Area Sales Managers (ASM) who oversee the activities of sales executives. Then finally the Sales Executive monitors the PSR & ensures that they cover all retailers within their designated routes. The PSRs are responsible for collecting orders from the retailers & wholesalers.

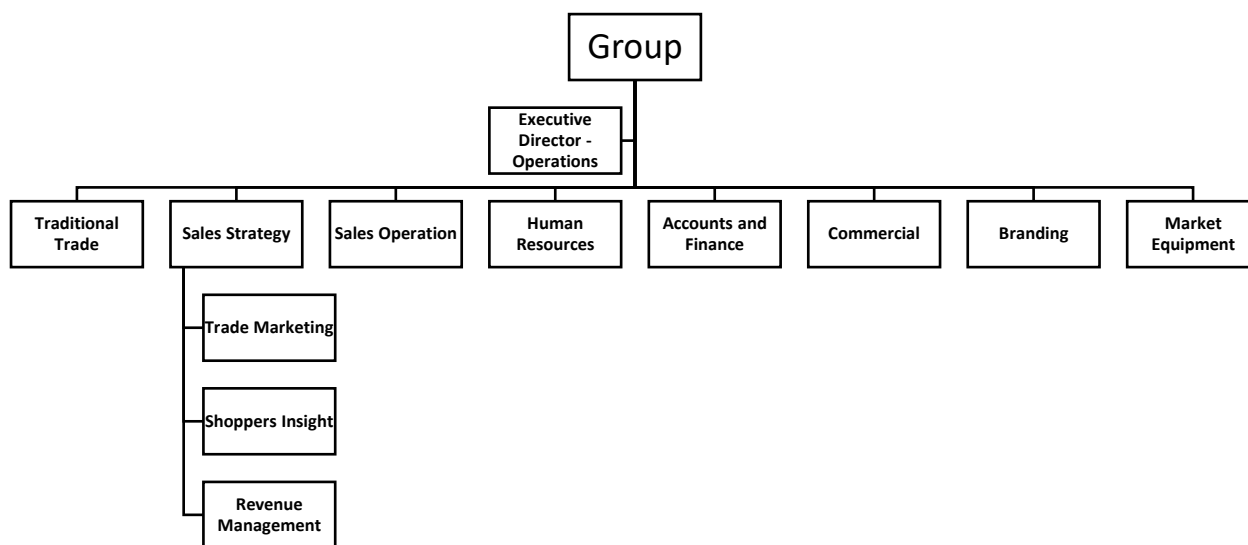


Fig 10: Hierarchy of departments in TBL

2.3.2 HR practices

The role of the Human Resource Department is very crucial due to branding employees & fostering compensation processes. The respective employees & officials show their dedication in screening out the best fit employees for different roles & posts of the company. They also ensure training & development sessions for the employees to uphold the company ethos. Ensuring proper compensations & benefits of the employees are also a major part of their job. They are the gateways of passing company information to the new employees. Lastly, they ensure a safe & seamless environment for the employees. Prioritizing employees' needs & well-being are their

main focus. Those practices are scrutinized below

Recruitment & selection process

Many steps are followed for recruiting new employees in TBL. Among them the first one is to inform the jobseekers or candidates for the offered roles. TBL usually informs through their LinkedIn or official Facebook page. They sometimes post in the vacancy announcing Facebook groups as well. After that, they tend to screen out the qualified candidates that best fit for the role. After screening out them, they call for in person interviews & eventually select the best ones for that particular post.



Fig 11: Transcom Beverage's job circular

Training & Development

Both online & offline training are provided for the development of the employees. As most of the work is technology driven, hence, educating & giving proper training to the employees is a mandatory task for them. Along with that, a departmental training program is launched enforcing digital learning, leadership development & cross-functional learning as well.

Employee Appraisal

Transcom beverages approve the appraisal of the Employees through maintaining a structured manner. They mainly prioritize individual performance of the employees & select one employee of the month based on their excellent contribution facilitating the company. Appraisals are provided Through proper maintenance of performance metrics that are further regulated by

manager's evaluation & peer reviews. Additionally, sales teams are rewarded based on their satisfactory sales performance that perfectly align with the strategic objectives of TBL.

2.4.1 Marketing practices

Marketing team of TBL has always focused on ensuring the product's availability to the doorstep of their customers. Whenever people are craving for their preferred beverages or juices, they can instantly find it in their nearby shops including general stores, eatery, bakery, Tong etc. Any consumer can easily access their desired products from their nearby places. This is being possible due to the mass distribution capability of the company. Overall branding planning & marketing campaigns are designed by the respective department of marketing in TBL. Generally, the marketing activities include the determination of overall brand operations, fixing the selling price of the products as well as seasonal discounts of each of the brand's products. Moreover, the budget of the marketing activities is also determined by them. Some of their effective marketing practices are consists of:

- Ensuring integrated marketing practices by fostering different sectors that combine both Traditional advertising & digital marketing.
- Enabling Strategic placement of SGAs & posters in the outlets for making the products more visible & appealing to the customers
- Focusing on Numeric Distribution(ND) as well as trade promotions which ensure the mass availability & discounted offers for both customers & the retailers
- Running exclusive marketing campaigns digitally during the major festivals of the country like Eid, Pohela Boishakh & others.
- Fostering innovative extensions of the product lines through the introduction of new flavors.

2.4.2 Marketing strategies

TBL mainly focuses on the proper utilization of their 4Ps for tailoring their marketing strategies. The marketing mix includes product, price, place & promotion. Proper blend of these enables TBL to reach out their targeted consumers more effectively with diversified products in the most competitive pricing.

Product: TBL offers a vast amount of product range to cater every diversified need of their targeted audience. For meeting the need of CSDs, they offer Pepsi, 7up, Mountain dew & Mirinda orange each offering a different flavor. For meeting the hydration needs of their consumers, they offer bottled water named Aquafina that goes under a proper purification process. For energy drinks, they have Sting which comes with essential nutrients & lastly, as juice drinks, they offer slice & tropicana catering the need of juice-flavored drinks as well as maintaining premium quality.

Product Line

The following is the product line of Transcom Beverages Ltd.

Pepsi	• 250ml • 400ml, 600ml • 1000ml • 2250ml • Glass Bottle (GRB) • Can
7Up	• 250ml • 600ml • 1250ml • 2250ml • Glass Bottle (GRB) • Can
Mountain Dew	• 250ml • 400ml, 600ml • 1000ml • Glass Bottle (GRB)

	• Can
Mirinda Orange	• 250ml • 600ml • 1000ml • Glass Bottle (GRB) • Can
Aquafina	• 500ml • 1000ml • 1500ml
Slice Mango Juice	• 200ml
Diet Pepsi	• 500ml • Can
7Up Light	• 250ml • 600ml
Evervess Soda Water	• 600ml

Place: TBL prioritizes mass distribution of their products to ensure easier accessibility to the consumers. They are constantly focusing on making their products available in almost every corner of the country. May it be a fine dine restaurant in an urban area or be it a very local tong in a rural area, they try to display their products in all of that. Through this, customers find it very easy & convenient to find all their preferred beverages almost everywhere in the country.

Price: The pricing strategy plays a crucial role in forming TBL's market positioning along with profitability. The company uses a competitive pricing approach due to the intense competition in the beverage industry. Because the brands which operate in this industry generally try to ensure brand affordability to maintain a strong market position. TBL mainly follows a cost plus pricing

model. This model focuses on production cost, distribution expenses & market condition for determining the price of the products. The company also adopts pricing flexibility through promotional discounts & bundle strategies for catering the diversified needs of the consumers. Additionally, the company sometimes utilizes price to reflect the perceived value specially for their premium products. This allows TBL to maintain a balance between brand positioning & affordability of their products.

Promotion: As TBL is a FMCG company, they try to be available in almost all of the media or promotional channels. People can find their promotional advertisements in the form of TVC, print media, posters, social media, digital websites catering all the sectors of promotion. By collaborating with celebrities like Katrina Kaif as the brand ambassador of Slice, it became a market hit. In only 20 taka, people can enjoy the flavor of ultimate ripeness of a mango. Apart from that, mountain dew emphasizes taglines like "ভয়ের পরেই জয়" for their marketing campaign which reflects the energy of youth. Also, TVC of 7up reflects connectedness with local beverage preferences of Bangladeshi consumers. Through all these innovative campaigns they try to associate their products with their target audience.



Fig 12: Advertisement of 7UP & Promotional offer

2.4.3 Segmenting, Targeting & positioning of TBL

Transcom Beverages Limited successfully segmented their products in different categories to meet the diversified needs of their consumers. For carbonated soft drinks lovers, they have Pepsi, 7up, mountain dew. People who are a little bit health conscious but also want to consume soft drinks, they can have their Pepsi zero, Pepsi diet or 7up lite. For fruit juice lovers they have

Slice. For people who want mixed flavors, they can have tropicana & last not the least, people can have a healthy bottled water which is Aquafina. For all the available product lines they target different needs of the consumer & try to fulfill them effectively.

After successfully segmentation & targeting, TBL focuses on proper & clear positioning of their products. They try to make the vision clear for their customers like which product will come to their mind when they are craving beverages. Through ensuring proper visualizations of their products using every promotional tool, they fit a clear vision & position of their products in their consumer's mind. They utilize lifestyle branding for better positioning. For instance, they associate 7up as the go-to beverage choice of friends or families whenever they are celebrating togetherness. This visualizes the connectivity of the product with the consumers' lifestyles. Additionally, they try to relate the Bengali culture with their products for ensuring better connectivity. Apart from that, focusing on accessibility & affordability of their products, they try to appeal to differently segmented customers. They also use emotional appeal for advertising their products. For instance, mountain dew's campaign for "victory lies after fear". connecting excitement & celebrating togetherness are some of their emotional appeals that they try to portray with their products.

2.4.4 Digital marketing & branding activities of TBL

TBL utilizes various digital marketing & branding strategies for dominating the Bangladeshi beverage market. In this modern era where social media has become a part of everyone's life, utilizing this platform for marketing is the smartest decision. TBL has also leveraged the benefits of social media marketing. They are active in almost every well-known social media platform like Facebook, Twitter, YouTube & Instagram to get connected with their target audience digitally. They also collaborate with famous celebrities or influencers for promoting their products. Running seasonal campaigns during the major festivals of the country like Eid, Pohela Boishakh in digital media to portray the cultural relevance of their products. For instance, promoting hashtags for spreading moments of upliftment with 7Up during iftar or Eid with the close ones. Also, products like mountain dew are being associated with games like world of watercraft & diablo 4 to ensure exciting experience & engage the youth users.

2.4.5 SEO setting Optimization of TBL

TBL successfully optimized SEO for better traffic control which again helps in better visualization of the website. They use relevant keywords for optimizing their website & make the brands more visible to the consumers. Affiliation with e-commerce platforms led the company to boost their rankings in famous search engines. Moreover, they use a design that is mobile-friendly & ensure faster loading of their pages & website. All these SEO optimization techniques contribute to reach TBL's marketing campaign effectively to a broader audience.

2.4.6 Marketing gap & solution

One of the main marketing gaps that was quite evident in TBL's marketing strategies is that they mostly use international stars or collaborate with celebrities who are mostly from outside the country. As Bangladeshi consumers, people will resonate & connect more with the local stars from the same country or locality. For example, to advertise Slice, the Indian ad catering Katrina kaif is dubbed in Bangla as the TVC of slice in Bangladesh. This may hamper the local connectivity with consumers. Another drawback was the inadequacy of taking customer feedback. As they offer FMCG products & the need or preference of the consumers are rapidly changing, they should prioritize the consumer feedback for better customization of their products. This will also contribute to customer satisfaction further enhancing sustainable growth of the company.



Fig 13: Advertisement of Slice

2.5.1 Financial performance & Accounting practices of TBL

Transcom Beverages Limited maintain a very significant role for the maintenance of their finance department as all the financial budgets & decisions are finalized through this department. Chief financial officer overall manages the financial operations & strategic compliance. After him the financial planning & Analysis team play the role of forecasting, budgeting & financial modeling. Then the accounting department do the bookkeeping & financial reporting. Management of cash flows are overseen by the treasury department who also handles investment as well as debt management. Internal Audit Team are responsible for conducting audit internally & maintain the required regulatory. Along with them, the cost control unit monitors the cost of production & revenue management team track down the sales & revenue metrics for analyzing the financial performance of different products in different regions.

2.5.2 Ratio Analysis

Financial leverage ratio: Firstly, a significant growth has been noticed in the company's leverage's analysis that has risen to 4.3 percent in the year of 2023 where it was 3.5 in 2022. It mainly represents the company's ability to meet the debt obligations before paying taxes, depreciation & amortization with the net cash earning of the company. This indicates the debt of the company has increased in the comparison of their net cash flow.

Earnings ratio: This ratio is utilized to determine the company's ability to earn profit. The EBITDA margin of TBL for the year 2023 is decreasing in comparison to the previous year. But the company's compression is comparatively less severe with the margin of EBITDA. The margin has significantly reduced to 9.3% in 2023 which was 11.4% in the year 2022.

2.5.3 Comments on ratio analysis of TBL

A rising tendency can be observed in the leverage ratio of TBL from 3.5% to 4.3%. The increased percentage indicates the need for more funds from debt for the company. This may be

due to want the potential earning of TBL. Growing tendency of house debt can also be noticed as it indicates increased financial leverage. This indicates the company is depending more on the debt to meet the operational expenditure rather than utilizing it from their earnings. The sign cannot be measured as good for the upcoming future of the company as it may increase the risk of defaulting the debt obligations. Moreover, measuring the EBITDA margin of the company can also generate stress. This ratio shows the efficiency of the company for income generation before other related expenses like taxes & interest. Hence, it can be noticed that the company is losing its efficiency in earnings compared to the previous years. This may occur due to the increasing operational cost of the company. Additionally, the boycott campaigns against the company due to its association with Israel. As Bangladeshi people are religiously sentimental, it's quite evident for them to boycott products from countries like Israel who are constantly declaring war against a Muslim country like Palestine. However, through maintaining efficiency in operation & revising their pricing strategies, the company may improve its financial performances in the near future.

2.5.4 Accounting practices of TBL

As Transcom beverages limited is associated with global giants like PepsiCo, they must maintain global standard accounting practices for their businesses to ensure its compliance with legal orders from PepsiCo. For ensuring transparency, the company maintains the rules of International Financial Reporting Standards (IFRS). Besides, the company mainly follows Accrual based accounting which means they record their earnings or expenditure when they incurred not when the cash is exchanged between the two parties. They also focus on implementing accounting techniques that control costs. For example, monitoring the manufacturing expenses of bottling plants. Apart from that, the company is constantly engaged in conducting internal audits to ensure compliance. Through this, they can also detect discrepancies, take action on that & eventually enhance financial integrity. Lastly, they follow advanced inventory management systems to track down the inventory level as well as ensuring waste reduction.

2.6 Operation Management & Information System practices of TBL

The company operates in the following manner:

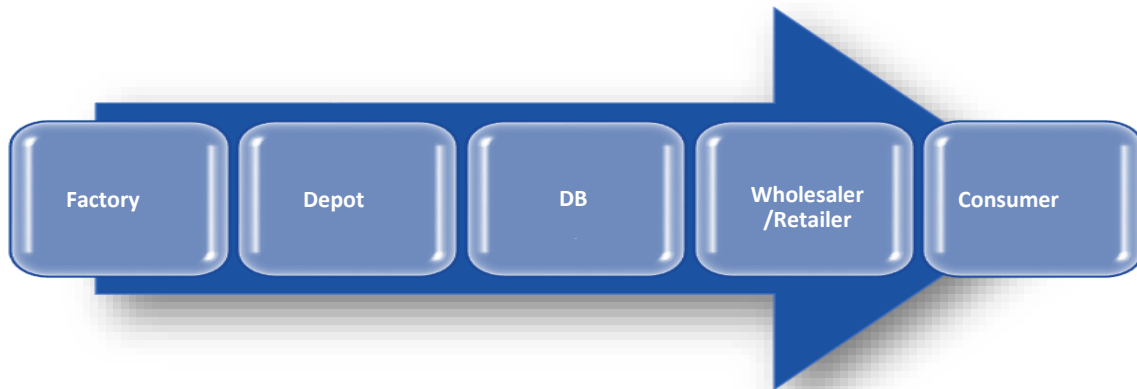


Fig 14: Operational Process of TBL

The CSD (Carbonated Soft Drinks) of TBL is manufactured and bottled in the factory. From there, it travels to the company depots which are basically the warehouses. Those are the places where the products are stored. Bottles are transferred to the Distribution Branch from the depots. The Distribution Branch are hubs from where the CSD cases are spread out to wholesaler/retailers across the country, from which the consumers, the end of the chain, buy the soda drinks. Approximately 2500 people work in the company. The following diagram highlights the two main hierarchy commands that are within this company.



Fig 15: Hierarchy of Marketing Team of TBL

In the above the diagram shows the two main hierarchies of command in this company. At the top of the hierarchy, there is the executive director who is housed in the corporate headquarters. He decides at last on behalf of the company. Next comes the corporate office's chief of sales who sits here in the corporate office. He makes very important tactical decisions that influence sales throughout the country. He answers to the Executive Director. Then the Head of Sales calls the Regional Sales Managers for further updates. Their management of activities spans the several geographically separated distribution zones. There are a total 22 geographical mapping in which the company distributes its products. The Regional Manager oversees the entire team in one particular Region. Undercovering all the powers within a designated area, the Area Sales Managers are responsible to provide updates to the Regional Manager. He supervises the activities of the sales executives. The sales boss monitors the PSR's performance. They finally

ensure that the PSR passes every store on their designated paths for taking orders & organizing SGAs which is mainly the fridge given to the retailers by the company. They also visit markets to assess any aroused issues. The PSR (Product Sales Representative) arranges cases of the beverage for stores.

TBL leverages advanced Information systems for enhancing better decision making & fostering efficiency of the Organization. For gathering information related to capturing, processing & storing, such systems play a vital role. This also enhances data related to production & several distribution performances or activities for different regions. The system allows the company to manage all the categorized needed data related to sales, performance & customer satisfaction. Additionally, the IT infrastructure of the company is also quite impressive as it facilitates several intelligence functions to foster the operational activities of the business. Hence, a seamless experience can be gathered in information flowing within the organization.

2.7 Industry & competitive Analysis

Porter's five forces Analysis of TBL

As being the exclusive franchise of PepsiCo, operating in Bangladesh, TBL dominates the beverage market of Bangladesh which is highly competitive. In such rapidly transforming sectors maintaining a competitiveness is quite challenging. However, with the help of Porter's five forces analysis, the dynamic competitiveness of the industry can be measured & strategies can be tailored effectively for running a sustainable business. This particular framework allows the businesses to examine the power of buyer & supplier as well as threats of substitutes. Not only that, it also allows the organization to measure barriers to enter the market. This theoretical framework helps TBL to analyze the market condition & provide tailored insights to maintain their competitive market position. Below a detailed analysis is given for TBL using porter's five forces model

Forces	Industry Overview
1. Threats of new entrants	The threat of new entrants in this industry is low. As a FMCG, Beverage industry requires a vast investment to ensure economies of scale & invention of multiple product lines to cater the diversified needs. As Transcom beverages limited is the sole franchise of PepsiCo, it possesses an extra benefit to distribute the products around the country as a dominant player. As TBL owns multiple production houses catering all the advanced manufacturing machinery in different regions of the country, it positioned itself as a prominent player within the country.
2. Threats of substitute products	The threat of substitutes for the beverage industry is high due to the massive availability of other alternatives. Those include water, tea, coffee & other healthier options of juices & soft drinks. Consumers may prefer local options for the product. Alongside, the need for health-conscious beverages is rapidly increasing, hence, the threat of substitute products is quite high. However, TBL showcased excellent strategies to minimize these risks by introducing healthier options of their drinks like Pepsi zero, diet Pepsi & 7up lite.
3. Bargaining power of buyers	The bargaining power of buyers for the beverage industry is moderate to high. Consumers have multiple options available to choose for meeting their beverage needs. But in some cases, buyers may lose their bargaining power due to specific preference of brands. TBL has leveraged smart techniques to make their customers connected with them through effective positioning. This is how the buyers feel loyal to this brand & tend to consume their products whenever they wish for.

4. Bargaining powers of supplier	The bargaining power of suppliers for this industry can be assumed as moderate to high for ensuring the quality of the product as well as proper packaging of the products. As TBL sources the raw materials directly from PepsiCo, it reduces the dependency from another local supplier. But the organization needs to pay the asked price of PepsiCo which makes it solely dependent on them. Hence, the power can be illustrated as moderate to high for this sector.
5. Industry competitiveness	The risk of industry rivalry for this is quite high. TBL directly competes with Coca-Cola which is a big rival of theirs. Locally preferred CSD Mojo is also in the list of competition. Both of them are giant & equally capable of meeting the diversified needs of different consumer bases. However, TBL still managed to maintain its competitive market position through strategic movement, relevant & effective marketing campaigns & ensuring mass distribution of their products.

2.8 Summary & conclusion

To conclude, Transcom Beverages Limited being a MNC & operating in the FMCG sector has portrayed their success & sustainable growth over the years despite the industry being exposed to rapid changes. The way they managed to maintain their number one market position is totally praiseworthy. They leveraged all the traditional tools with excellence & blended it with modern requirements to maintain their business legacy. Consistent innovation of their products catering all the diversified needs of differently segmented customers has made them a true market leader. Despite having fierce competition from business rivals like Coca-Cola & Mojo, the company managed their competitive position through ensuring high quality & mass distribution of their products. They tried to make their products easily accessible for most of the people of Bangladesh may it be urban or rural areas. They are truly leaving a legacy behind showing how constant innovation, strategic placement of the products & proper engagement with the

consumers can be utilized properly. Despite having lows due to the boycott campaigns, the company managed to tailor their strategies, make time-befitting moves to dominate the beverage market of Bangladesh. Some of their strengths & weaknesses are listed below:

Findings of the HR department

The HR department of TBL is very professional in terms of fulfilling their duties. They ensure the timely performance of them that perfectly align with the corporate culture. If I talk about my own experience, they were quite friendly with me. Starting from the interview sessions to recruiting me as an intern, they showed praiseworthy behavior with me. I got every required help from them in a timely manner. They maintained the same professionalism with the other interns as well. Talking about the weaknesses, the HR team is comparatively small from the other departments. Also, all the recruitment process of the company is done within the headquarter which is located in Gulshan, Dhaka. If the team is being expanded or placed in the right proportion & right places, they would have a more seamless experience.

Findings of marketing & sales Department

The Marketing & sales team of TBL are very active & innovative in their work. They work really hard to maintain a strong brand portfolio & increase the sales of their products. They tend to attend multiple meetings with all the team members to enhance a smooth workflow. Managers are also seen to maintain a friendly approach with their team members. Moreover, they foster constant innovation for reaching out their products to every doorstep of their target audience to ensure convenient accessibility. Alongside, they are quite fast to make situation friendly decisions to maintain proper positioning of their products. They also ensure proper usage of consumer data to make effective strategies. For example, if certain products are being preferred highly in a specific area but the numeric distribution of that product is comparatively low, they will decide to increase the ND of that product. Related guidelines will be given to respective employees like RSM of that specific area. This process allows the team to constantly be connected with the market & monitor the performances of their products.

Findings of the finance & accounting department

Through assessing the financial performance of TBL in recent years, the performance of the finance & accounting team is not very satisfactory. The financial growth of the company is declining. Although a major reason for this decline could be the boycott campaigns against the company's products. However, cutting down the operational costs & forecasting the market trends would help them to tailor appropriate financial strategies for their products. Otherwise, the company may see more losses in the upcoming futures according to the analysis of the financial ratios of the company.

Findings of the IT Department

The performance of the Information & Technology Department of TBL is quite satisfactory. They work as an operational team themselves to foster the proper collection, sorting & processing of the data. Advanced software & systems are tracked down by them to manage the necessary information of all the respective departments of the company. Their strength relies on their cope up practices with globally standard systems which ensures proper utilization of the data. As important information like product performance, numeric distribution, total order placement etc. are crucial for making strategic decisions and are handled & managed by them for ensuring the accessibility of these data to others, their role is very significant within the organization.

Recommendations

I have enjoyed working with TBL during these three months internship program. Although It's a very small period of time, I still have some suggestions for them. For example, we all are familiar with the brands like Pepsi, 7up, slice, Aquafina as they are very famous within the country. But only a few know that these brands operate under Transcom beverages limited. So, on this note, my suggestion to them would be to maximize the awareness of the company Transcom beverages limited. Marketing campaign of them should highlight more about the

company along with the brands. It will help them to cater to a broader customer range. Allocating some more resources in their marketing campaign should help in this case. Additionally, sponsoring case competitions, supporting business idea generation & running marketing campaigns in universities will help them in engaging the youth more with their products. Not only that, it will also contribute to shaping their corporate image. They can also launch automated purchasing experiences for the students of universities through an automated fridge. It will significantly help in better reaching their target audience more effectively & effortlessly. Apart from that, they can encourage the usage of SQL & Power BI based work systems instead of solely being dependent on Excel which will make them updated with the constantly transforming environment.

Chapter 3

3.1 Introduction

A remarkable growth of the beverage industry in the Bangladesh market can be seen in recent years driven by the influencing factors like rapid urbanization population, rising disposable incomes & changing consumer preferences. This rise is demonstrated in the increasing demand for variety of beverage products ranging from carbonated soft drinks to comparatively healthier options like bottled water & fruit juices. Due to the continuous evaluation of this industry, proper execution of efficient distribution networks & sales strategies are very crucial for organization's for expanding their market reach & foster brand visibility (Islam & Hossain, 2021). Transcom Beverages Limited, a subunit of Transcom group is one of the prominent players of Bangladeshi beverage market. TBL started its operation in 1989 in the country & is mostly known for its partnership with PepsiCo. Products like Pepsi, 7up, Mirinda, Slice, Sting, Mountain dew, Aquafina are distributed by the company with a tailored Bangladeshi taste throughout the country. To cope up with this rising competitive market, TBL has targeted on improvising its distribution network to maximize product availability around the country for ensuring market expansion (Rahman, 2020). Product availability & customer accessibility have a direct impact in defining the brand success. Hence, effective distribution is very significant in the FMCG sector especially in the beverage industry (Hossain & Rahman, 2022). The company utilizes hybrid distribution model indicating direct distribution channels like wholesalers & retailers along with

indirect sales channels like affiliation with large supermarkets, general stores & nowadays in digital e-commerce platforms. By utilizing this multi-channel strategies, the company is being able to deliver their products to a wide range of customers covering both affluent urban people & price- sensitive rural consumers. (Molla & Gazi, 2021). This research will help to examine how effective strategies have impacted in boosting TBL's brand growth, enhance market expansion & maintain sustainable competitive advantage. Moreover, it will provide valuable insights into the company's approach in assessing the obstacles like intense market competition, diverse regional preferences & increasing demand for healthier beverage options.

3.1.1 Project Objectives:

The report has both broader and specific objectives to work towards data collection and analysis.

Broader report objective: The purpose of this research is to analyze the impact of effective & well-structured distribution and sales strategies for expanding market reach, fostering brand growth, and enforcing long-term competitiveness, with insights derived from Transcom Beverages Limited.

Specific Report Objectives:

1. To analyze the impact of sales & distribution strategies for brand visibility of Transcom Beverages Limited.
2. To assess the effectiveness of the organization's sales strategies for expanding market reach across diverse regional markets.
3. To examine the influence of digital and omnichannel sales strategies for gaining competitive advantage and sustainable brand growth for TBL.
4. To study the role of supplier and retail strategic partnerships for strengthening Transcom Beverages Limited's market stability and competitive market placement.

3.1.2 Significance of the report work

The significance of this research paper has many aspects as it will explore the crucial role of effective distribution & sales channel strategies that have a long-term impact on boosting brand

growth & enhancing market penetration. By analyzing the company's strategic approach, the paper will provide useful insights on how leading beverage companies in Bangladesh can achieve sustainable growth. Moreover, it will contribute in understanding the direct connection between robust distribution channels & easier customer accessibility while highlighting the significance of long-term branding techniques. The research will be useful for not only the academic purposes but also for the active practitioners as it will serve as a benchmark for companies that are striving for competitive market growth.

3.2 Methodology

The methodology of this research focuses on both primary & secondary data. Required data was collected from the employees of the respective departments. Time to time interviews with the senior employees from TBL's marketing, sales & distribution departments were conducted for acquiring the primary data alongside surveys of PSR (Pre-Sales Representative) who regularly emphasizes strategies for pushing the product to the retailers from different regions of the country. Sampling methods include convenience sampling for the survey respondents where convenient time was given priorities.

Besides, secondary data was collected from the respective company websites, related journals as well as annual reports. Previous academic reports from the authorized sources like Google scholar, Scopus & Emerald were given priorities for acquiring the data specially for the project part of the report. The author mainly followed Scopus related papers & journals for the evaluation. For analyzing, PepsiCo's market penetration strategies & organizational growth-related data from the time frame of 2020 to 2023 was taken. Additionally, analytical data from local business Websites like the business standard, Dhaka Tribune was followed.

3.3 Findings & Analysis

3.3.1 Overview of structuring raw data

During the internship period, the task of processing & structuring raw sales data spanning the past 4 years (2021-2024) were given by the respective company supervisor. Required data were collected from Durbin (Organization's internal secondary sales system). Those data were

categorized by areas & regions to make it appropriate for in-depth analysis. With the help of excel, the extracted data were organized into structured format on a monthly basis to facilitate year-over-year analysis. The purpose behind organizing these raw data is to streamline the analysis process while ensuring accuracy. As the sales data of several years were organized into structured format furthermore, categorized into multiple areas & regions, it becomes substantially easier & quicker to access as well as analyze the relevant information. This particular process reduces the need of downloading multiple files to obtain specific criteria or fields of data. Without the proper categorization, it would have been a very time consuming & lengthy process. Now it becomes much easier as all the required data for analyzing the previous & current information of distribution are compiled & sorted in a single excel sheet. Additionally, monthly sorted data allows smooth year-to-year comparisons that finally contribute to efficient trend analysis & strategic planning. Hence, this organized approach is very significant for identifying the market trends, pattern & performance metrics facilitating tailored & insightful business decisions.

3.3.2 Evaluating Top-contributing SKUs using Numeric Distribution (ND) & Volume Data

Performance of key-contributing product SKUs (Stock-keeping Units) are accomplished through the maximum numbers of orders by using the volume data percentages & Numeric Distribution (ND) percentage. Volume data here demonstrate the percentage of sales of a particular SKU generated among all the available SKUs. while Nd denotes Numeric Distribution which indicates the percentage of stores from where orders were placed & distributed for these specific SKUs in the specific Areas. This analytical approach helps with meaningful insights into the total volume of each particular SKU. It helps to identify which products are in the most demand through volume analysis & showcasing the market reach & penetration of each product in several market regions. By assessing both Volume & ND, the company is able to identify which of their SKUs are contributing the most in their overall performance & are ordered most widely across multiple outlets. For example, if the volume of a particular SKU is high but the ND is low, the company may come out with the decision to focus on the ND more in those particular products & if the ND is high & Volume is low, it may suggest to focus on the volume more. Moreover, TBL is

now offering a total of 37 different SKUs for their beverages. Now, it is quite challenging to focus on all of the SKUs for an Area sales manager eventually PSR to push the products to the wholesaler. Hence, the company focuses more on the top-contributing products to successfully hold their competitive market share. Hence, these metrics were significant for examining the influence of distribution strategies for reaching out to a broader market reach & figuring out the opportunities to boost the sales performance. As the task was time-consuming & highly confidential, it demanded careful attention to details & strict adherence of confidentiality guidelines. This approach of turning raw data into meaningful & valuable insights facilitate the company to evaluate sales trends along with improved decision making for enhancing their sustainable brand growth.

3.3.3 Determining Regional Distribution Performance

To get the proper idea of a brand's distributional success, determining the regional distribution performance is crucial. This region-based performance analysis consists of broader market reach, product availability & customer satisfaction as well. Efficiency of the distribution system lies in making the product easily accessible for the target audience in the right location & right time. Hence, effective distribution directly impacts the product availability which consequently results in customer satisfaction. Moreover, regional distribution performance analysis plays a vital role in identifying the organization's strength in specific areas. This will help the company to focus more & maintain their competitive edge. Not only that, it also helps the company to find out the gaps like where they are lacking, what initiatives should be taken to improve those gaps & finally detect the opportunities where they can excel more in the future based on their performance. Additionally, analysis of the sales performance of the offered products can also be obtained which helps the company to identify the product preferences of consumers in diverse markets. It also ensures strategic resource allocation to maximize the results in high-potential areas & address the underperforming areas as well. Hence, the company may tailor their strategies keeping the regional dynamics in mind for achieving sustainable brand growth & enhance their market reach

3.3.4 Distribution & sales performance of TBL in Rajshahi, Bangladesh

For analyzing the regional distribution & sales performance, several areas were measured. For showcasing the outcomes of the analysis, data from Rajshahi, Bangladesh is considered for this part of the research. The chart for Rajshahi's most contributing products is given below along with their total volume percentage & ND trend. As previously mentioned, Volume denotes the percentage of total sales volume of particular SKUs among all the available products & ND denotes the percentage of the outlets in which those products were distributed.

SL No	Top SKU Name	Product Type	Container Type	Total Volume	(ND) Trend
1	Mirinda	SSS	250ML	More than 5%	Increasing
2	7up	SSS	250ML	More than 15%	Increasing
3	7up	LSS	500ML	More than 10%	Increasing
4	7up	SMS	1000ML	More than 10%	Increasing
5	7up	LMS	2000ML	More than 20%	Increasing

Table 01: Top SKUs: Volume Contribution & Trend Analysis of Rajshahi

This particular chart mainly highlights the name, performance & market trend of TBL's most contributing products in the Rajshahi area. A benchmark of 5% is considered here which means products that contribute with or more than 5% of the volume will be in the top list for this particular area. Now, it can be noticed that the product 7UP dominates all the other SKUs with the maximum number of volumes among the 37 available SKUs of the company. 7Up has six different types of servings. Among them, four product types are comparatively more famous in Rajshahi. These consist of SSS (Small Single Serve), LSS (Large Single Serve), SMS (Small Multi Serve), LMS (Large Multi Serve). Along with 7up, Mirinda also contributes in the top products lists in Rajshahi Area. Here, 7up SSS which is a 250ML bottle contributes more than 15% of the total sales in this particular area for the company where 7UP LSS which is 500ML

bottle contributes more than 10%. Besides, 7UP SMS that is 1000ML bottle serving with more than 10% & 7UP LMS that is 2000ML bottle is serving more than 20% of the volume. Lastly, Mirinda SSS which is a 250ML bottle contributes more than 5% of the volume. It is quite visible that the volumes of these products are quite impressive. Apart from that, the ND of these products are also in the increasing trend which is showcasing that these SKUs are being distributed in more outlets now. This eventually helps the organization with market penetration through increasing market reach.

SL No	SKU Name	Product Type	Total Volume	(ND) Trend
1	Mirinda	LSS	Nearly 3-4%	Increasing
2	Mountain Dew	SSS	Nearly 3-4%	Decreasing
3	AF	LSS	Nearly 3-4%	Increasing

Table 02: Potential SKUs: Volume Contribution & Trend Analysis of Rajshahi

Here is another chart containing the products that contribute nearly 3-4% of the volume. Mirinda LSS, Mountain Dew SSS & AF LSS are in the list. These are the products that have opportunities but need more focus to obtain desirable outcomes. The ND trends of these products are fluctuating. This data is the determiner to guide the company's next strategic moves to come out with the appropriate strategies for maintaining their leading market position.

3.3.5 Distribution & sales performance of TBL in Dhaka North, Bangladesh

Distribution performance evaluation of Dhaka north also has been considered for the overall analysis. The consumption pattern of beverages in Dhaka North Area is quite mixed. Due to the

increasing urbanization, the demand for beverages is also increasing. The chart showing the most contributing products of Dhaka north Area is given below

SL No	Top SKU Name	Product Type	Total Volume	(ND) Trend
1	7up	SSS	More than 5%	Decreasing
2	Dew	SSS	More than 5%	Decreasing
3	AF	LSS	More than 25%	Increasing
4	AF	SMS	More than 5%	Increasing
5	AF	LMS	More than 5%	Decreasing
6	Pepsi	SSS	Nearly 3-4%	Decreasing
7	Mirinda	SSS	Nearly 3-4%	Decreasing
8	7UP	LSS	Nearly 3-4%	Decreasing

Table 03: Top SKUs: Volume Contribution & Trend Analysis of Dhaka North

The chart represents that there are top 8 products which are contributing the most in the total order received. Here, both 7UP SSS & Mountain dew SSS contribute more than 5% of the volume each. Surprisingly, Aquafina are in the most demand in this particular area showcasing more than 40% of the volume. All the available SKUs of Aquafina such as 500ML, 1000ML & 1500ML are quite popular here. There are others products as well in the list that are contributing nearly 3-4% of the total volumes. Those are Pepsi SSS, Mirinda SSS, 7UP LSS. The ND trends of these SKUs are fluctuating. Some of them are increasing which guides the company to get stick with the current strategies for this product SKUs. Those which are decreasing are guiding the company to take necessary steps to overcome the obstacles & achieve desirable objectives.

SL No	SKU Name	Product Type	Total Volume	(ND) Trend
1	7UP	LMS	Nearly 2%	Decreasing
2	Mountain Dew	SSS	Nearly 2%	Increasing

Table 04: Potential SKUs: Volume Contribution & Trend Analysis of Dhaka North

In this given chart, there are two products that need a little bit more attention in this area. Those include 7UP LMS & Mountain Dew SSS. Both of them are contributing nearly 2% of the volume each. The ND trend of 7UP is increasing while for Mountain dew it is decreasing. This finding allows the company to focus on specific strategies for specific SKUs.

3.4 Implementing Insight generation & building strategies for brand growth & market penetration

Evaluation of both Volume & ND percentage of the products regionally plays a vital role in understanding or implementing strategies for enhancing brand growth & market penetration. This allows the company to gain meaningful & valuable insights for taking strategic actions. With the help of this, the organization is able to determine Its market position, identify opportunities for growth & finally pinpoint the areas that need detailed attention.

TBL prioritizes both ND & Volume percentage for generating insights & building strategies for their sustainable growth. The company's considered metrics for building strategies is given below

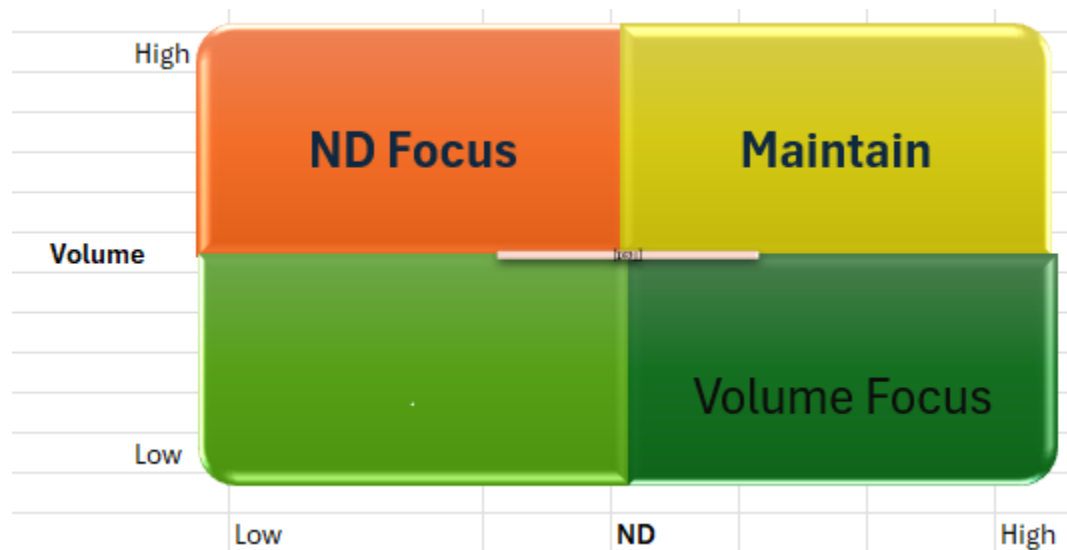


Fig 16: Segmentation of product placement in needed criteria

Two by two metric is given to analyze the product's performance & higher distribution reach for multiple areas. For better concentrated analysis, top 6/7 products are being considered which are contributing the most in the volume in those specific areas. If a particular SKU has both ND increasing & Volume high, the company will decide to maintain the status as it's the ultimate objective of the company to boost their growth. They will try to stick with it to maintain their competitive edge. Moreover, if the ND is increasing but the volume is low, the company will come up with the strategy to focus on the volume more of those Specific SKUs in those regions. Because, it shows that the product is being distributed in multiple outlets but in comparison to that the sales orders are not satisfactory. Hence, they will take necessary actions to increase the volume percentage. However, if the volume is high but the ND is decreasing, the company will decide to focus on the ND more. Because, the product is showing more demands but the distribution percentage is not in alignment with that. Lastly, if both the ND is decreasing & the volume is low, the company will first decide to focus on increasing the ND rather than the volume. By distributing the products in the maximum outlets, they will ensure the desired volumes from those stores.

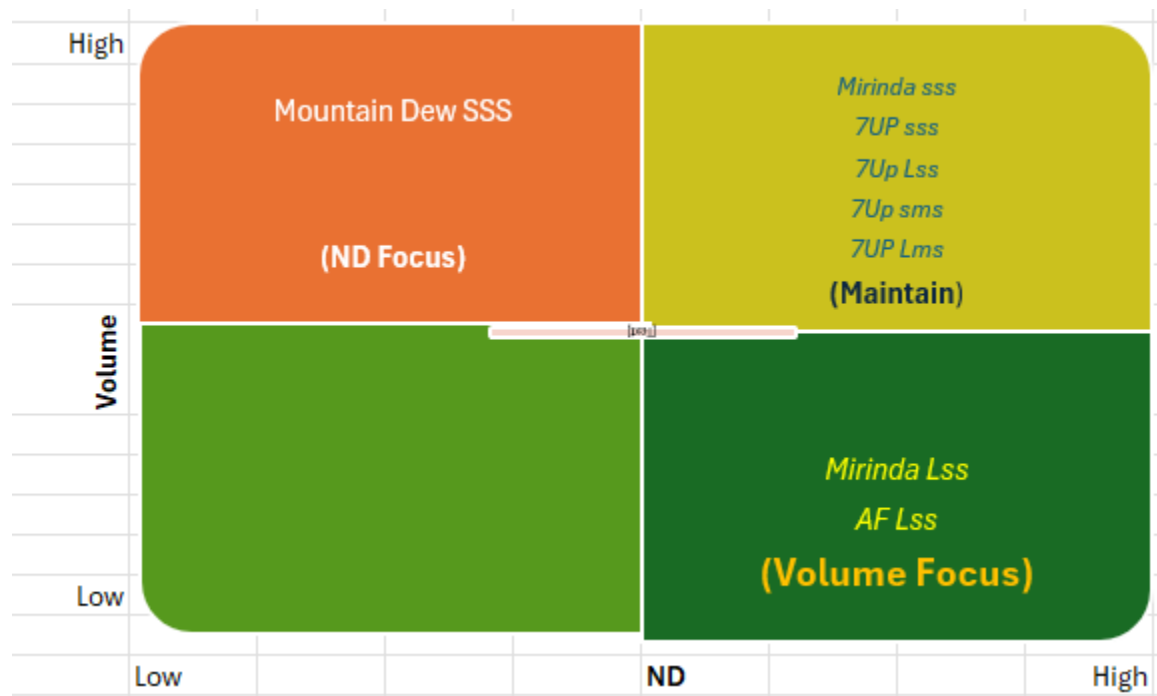


Fig 17: Segmentation of product placement in needed criteria for Rajshahi

The given chart shows that, Mirinda SSS, 7UP SSS, 7UP LSS, 7UP SMS & 7UP LMS have the highest number of volume & the ND of these products are also increasing. It indicates the company will try to maintain the status of these products in the Rajshahi Area. Additionally, for the product Mirinda LSS & AF LSS, the ND is increasing but the Volume is low. Therefore, the company will decide to focus on the volume more as the products are already being distributed in multiple outlets of Rajshahi Area. Finally, for the product Mountain Dew SSS, the volume is high but the ND is decreasing, hence, the company will decide to focus on increasing the ND. Since the product is showing bright volume but is not being distributed accordingly, the company will take strategic actions to make this product more easily accessible for the consumer of Rajshahi area.

3.5 Summary & Conclusion

To conclude, the overall performance of Transcom Beverages Limited is going well. The company has successfully managed to dominate the beverage industry of the country as a prominent player. Due to the ongoing boycott campaigns, the sales performance of the company is fluctuating which was following an increasing trend in the previous years. However, the company is very active in terms of tailoring their sales & distribution strategies according to the market condition.

The overall performance of some selected SKUs is quite satisfactory in different areas. For instance, 7up is doing great in the rural areas like Rajshahi, Bogra etc. compared to the other products. On the other hand, their purified bottled water Aquafina is preferred the most in different areas of Dhaka. These key findings help the company to focus on these specific SKUs in these regions instead of focusing on all the available SKUs. This process facilitates the organization to have more focused vision & strategies for top-performing SKUs for different regions of the country. Moreover, the company is involved in constant analysis of their sales performance through volume & ND performance. If any of them is decreasing, they follow up

quick & implementable strategies to make the product perform well. All the sales team members are interconnected to follow up the overall performance, raised issues & suggested solutions of their products in different regions. This seamless process allows the company to have a regular track on their product's performances & tailor the required strategies for a sustainable brand growth & market penetration.

3.6 Strategic Recommendations

Transcom Beverages Limited is currently the market leader in the Bangladeshi Beverages sector. Through their effective marketing campaign & distribution performances, they have successfully reached out both urban & rural areas indicating every corner of the country. Overall, the company is performing well but they may enhance their market positions through some more tailored strategic actions. Those recommendations include

- Implementing customer loyalty programs in different regions. If the Consumers gain some additional advantages like points, discounts or tailored exclusive offers on repeat purchases, they will be motivated to purchase more of the company's products.
- Enforcing sustainability practices. The company may try to adopt environment Friendly packaging for making a sustainable eco-conscious brand.
- Empowering relationship with the Retailers. If the company provides some additional benefits to the Retailers through introducing loyalty programs or promotional offers & deals. It will help the company to ensure an improved shelf-placement & consequently boosting sales.

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