# Report On

# Assessment Of The Trade Marketing Approach And Competitor's Analysis Of Transcom Beverages LTD For Bangladesh Beverage Market

By

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

Brac Business School
Brac University
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## Declaration

It is hereby declared that

1. The apprenticeship report that was turned in is the original work by me, which was completed during my time at Brac University.

2. The paper does not include material that has been previously released or composed by an outside party, unless it is properly cited through comprehensive and accurate citation.

3. The paper does not include any material that has been accepted or provided for any other diploma or degree from another university or another educational institution.

4. All primary sources of assistance have been acknowledged by me.

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

Adipto Hafiz Rafid
20104075

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

Afsana Akhtar
Assistant Professor
Brac Business School
Brac University

## Letter of Transmittal

Afsana Akhtar

Assistant Professor

Brac Business School

Brac University

Subject: Internship Report Submission

I am honored to have provided my internship paper, " Assessment of the Trade Marketing approach and competitor's analysis of Transcom Beverages LTD for Bangladesh beverage market," in accordance with the regulations. I have endeavored to integrate all pertinent information and recommendations, and I have completed the paper in the most precise, comprehensive, and useful manner possible. I sincerely hope and trust that this report will meet all of your requirements and expectations.

Sincerely yours,

_________________________

## Non-Disclosure Agreement

This agreement was executed and agreed upon by and between Transcom Beverages Limited and Adipto Hafiz Rafid, an undergraduate student at Brac University, in order to rigorously adhere to the firm's prohibition on disclosing confidential data.

| Supervisor's Full Name & Signature: | Intern's Full Name & Signature: |
|---|---|
| Omar Asifur Rahman | Adipto Hafiz Rafid |
| ______________________________ | ______________________________ |
| Omar Asifur Rahman | Adipto Hafiz Rafid |
| Manager | Intern |
| Trade Marketing | Trade Marketing |
| Transcom Beverages Limited | Transcom Beverages Limited |

## Acknowledgement

I would want to express my gratitude to the people and organization who have provided me with substantial support and guidance during the process of writing this report. I would like to express my gratitude to my Academic Supervisor Afsana Akhtar and Co-supervisor Tanzin Khan, whose kind direction and instruction have been very helpful in ensuring that this report has been successfully completed. It would not have been possible to complete such a challenging task without their guidance and supervision.

I am thankful to Mr. Omar Asifur Rahman, my on-site supervisor at Transcom Beverages Limited, for giving me the opportunity to work under his direction in the organizations Trade Marketing department. Also, I would also like to convey my gratitude to all the respective individuals in the Trade Marketing Department, employees of other departments, and fellow interns for generously sharing their expertise and guiding me with my office duties and responsibilities. Lastly, I want to express my gratitude to my family, faculty members, colleagues, supporters, and friends for the confidence they have placed in my abilities and the aid they have provided at every stage of my life.

## Executive Summary

This paper contains the brief overview of the Transcom Beverages Limited, student's internship experience, and a detailed research study on TBL's trade marketing strategies and competitive positioning within the Bangladeshi beverage market. The research aimed to analyze how TBL's marketing strategies contribute to its market position and assess the competitive dynamics impacting its success. The study revealed that TBL's effective trade promotions and strategic market positioning have successfully elevated PepsiCo brands within the market. However, challenges such as trade promotion management and limited local branding efforts were identified. The research employed a combination of surveys and competitive analysis to evaluate TBL's performance. The findings indicate that TBL is effectively leveraging trade marketing strategies to enhance its market share and brand visibility. Despite facing competitive pressures, TBL's approach has positioned it favorably in the market. Recommendations for improvement include optimizing trade promotion management, enhancing local branding, and utilizing consumer insights to sustain and grow market presence.
**Keywords:** Transcom Beverages Limited (TBL); Trade Marketing; Beverage Market; Market Strategy; Competitive Positioning.

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## List of Acronyms

| | |
|---|---|
| TBL | Transcom Beverages Ltd |
| OL | Outlet |
| SGA | Sales Generated Asset |
| SE | Sales Executive |
| PSR | Indian Premier League |
| ASM | Area Sales Manager |
| TMM | Trade Marketing Manager |
| RSM | Regional Sales Manager |
| AG | Asset Guardians |
| SKU | Stock Keeping Unit |
| SP | Sales Promoter |
| SRN | Sub Route Name |
| DB | Distributor |

# Glossary

| | |
|---|---|
| Trade Promotion | Trade promotion is a marketing strategy that leverages exclusive prices, showcase fixtures, presentations, value-added incentives, no-obligation giveaways, and other means to enhance the demand for items at retail outlets. Trade promotions may provide several advantages to enterprises. |
| Market Share | Market share refers to the proportion of overall revenues within an industry that is produced by a certain firm. The calculation of market share involves dividing all of the revenue generated by a business over a certain timeframe by the total revenue of the sector during that same timeframe. |
| Consumer Segmentation | Customer segmentation refers to the systematic process of categorizing a company's consumers into distinct groups based on the similarities among customers within each category. |

# Chapter 1: Overview of Internship

## 1.1 Student Information

Name: Adipto Hafiz Rafid

Student ID: 20104075

Program: Bachelor of Business Administration (BBA)

Major: Marketing

Institution: Brac University

## 1.2 Internship Information

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

Company: Transcom Beverages Limited

Department: Trade Marketing

Period: July 02, 2024 to October 02, 2024

Address: Gulshan Tower (9th Floor # Plot # 31, Road, 53 Gulshan North Ave, Dhaka 1212.

### 1.2.2 Internship Company Supervisor's Information

Supervisor's Name: Omar Asifur Rahman

Position: Manager, Trade Marketing, Transcom Beverages Limited

Email: omar.asifur@tbl.transcombd.com

### 1.2.3 Job Scope – Job Description/Duties/Responsibilities

The marketing department of Transcom Beverages Ltd. (TBL) is primarily responsible for creating and implementing strategic marketing activities that increase brand recognition, boost sales, and cultivate consumer loyalty. This entails the execution of market research, development of advertisements and promotional strategies, administration of digital and conventional media, and cooperation with sales and products departments to guarantee the uniform positioning of TBL's drink brands. The objective of the department is to enhance TBL's market position by synchronising its activities with customer demands and market trends.

### 1.3 Internship Outcomes

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

Within Transcrom Bevrages Limited, my primary responsibility was to assess the market conditions of PepsiCo goods. Transcom Beverages Limited manufactures a multitude of coolers for sale in the market, which are specifically designed to be filled only with Pepsi goods like 7up, Montain Dew, Mirinda, Pepsi, and Aquafina. However, on occasion the shopkeeper or retail seller may choose to carry different brands, though this is totally prohibited. Therefore, the duty was to verify the daily updated images to see whether or not the coolers were stocked with the appropriate supplies. The appropriate PSR should be contacted, and if necessary, the ASM should be contacted to address any issues. My role was to identify the faulty coolers, document them in Excel spreadsheets, and then forward them to the direct administrative group via WhatsApp. As a marketing intern, the duty was to ensure the quality and accessibility of the goods in the marketplace, as well as determine the optimal selling strategies. Finally, on a monthly basis, there was a report from the marketing department that greatly facilitated the writing of this specific report. The significant tasks that I had done are mentioned exclusively as follows,

**Field Visits:**

I personally visited the distributorship to directly watch their activities. I had meetings with the Presales Representative (PSR) and Sales Executive (SE) in order to get insight into their respective duties and obligations. I performed trial visits to retail establishments in order to evaluate the efficacy of sales programs. To learn more about how they operate, I investigated and examined the marketing and sales method. I gained insights into the present market conditions and obstacles from firsthand experience in the field.

*Picture 1: Field Visits*

**Durbin Project:**

During my internship, I had limited chances to make meaningful contributions to the organization. I have been assigned to assist on the Durbin project, which provides staff with comprehensive access to marketplace performance. The availability of my own Durbin account has provided me with real-time information on marketplace conditions and the activities of field personnel. Based on my observations and my job responsibilities, which I presented as evidence, the corporation and my supervisors would promptly take measures at the retail location and successfully fix any issues.

*Picture 2: Observing Coolers*

My efforts enabled the firm to identify industry gaps and challenges, therefore facilitating the expansion and refinement of our line of goods. I used to meticulously record my daily tasks in an Excel spreadsheet, which was subsequently reviewed by my line manager and higher-ups in a follow-up process, after which they adopted the necessary steps. It is my responsibility to ensure that appropriate measures are implemented for the staff operating in the field.


*Picture 3: Durbin Dashboard*

**"WE" project:**

The objective of We project is to foster collaboration. It is strongly suggested that participants report any issues with Visicoolers through contacting a designated hotline. Given the extensive workforce of the organization nationwide, it was appropriately dubbed 'WE' to represent the collaborative effort of the entire team. During my tenure as a member of the WE project, my responsibility was to gather complaints from individuals who called the hotline across various locations and classify them based on the regions. This would enable PCSRs to address these issues the following day. I also made a comprehensive list of contact information and addresses of 2,000 workers was compiled to enable them to receive SMS notifications from TBL on the WE project.

### 1.3.2 Benefits of this Internship

- Acquired relevant information and skills for professional progression.
- Engaged with an open, collaborative, and supportive team. Benefitted from autonomy and professional adaptability.
- Acquired knowledge of the business work culture via collaborative efforts alongside the marketing team.
- Acquired detailed understanding of advertisement, trade marketing, sales, and pricing procedures.
- Acquired knowledge of field visits and process safety and quality assurance activities.
- Acquired extensive knowledge of the business environment via engaging with employees of the organization.

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

One of the challenges that I faced was when I was first assigned the duty of determining if an SGA had been charged correctly, I initially struggled to comprehend how the cooler's charge is calculated. Furthermore, I was unable to comprehend the matter of thermal purity within a cooler. A cooler is intended to be filled only with PepsiCo goods. Finally, I was assigned to examine the images to determine their authenticity or counterfeit nature. Undertaking this work was rather challenging since any misinterpretation from me of the image may result in negative outcomes.

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

It will be more convenient if the on-site supervisors and line managers conduct a brief session at the beginning of the internship to discuss the tasks that interns are permitted to perform and those that they are not. In addition, it would be advantageous to notify other employees of this matter to prevent interns from experiencing the uncertainty of handling significant tasks.

# Chapter 2: Organization Part

## 2.1 Introduction

Latifur Rahman established Transcom Group in 1973 after the Rahman family's main source of income, W Rahman Jute Plants, became a public company in 1972. This varied venture house has holdings in several sectors in Bangladesh, including electronic and other industries (Hussain, 2020). Transcom is the neighboring operator of worldwide trademarks such as Pizza Hovel, KFC, Pepsi, and Philips, among others. Driving Danish affront manufacturer Novo Nordisk has also picked Transcom's pharmaceuticals chief Eskayef as the exclusive producer of its products throughout Asia, after India and China (Islam T. , 2016). Some of the outside manufacturers monitored by the group include: Pepsi, Eat Less Pepsi, 7Up, Mountain Dew, Mirinda, 7up Light, Aquafina, KFC, Evervess, Pizza Cottage, and Frito-Lay (Global Leader in Convenient Foods and Beverages, 2024). TBL began its journey by establishing tea farms in 1885, and Transcom has since grown to become one of the nation's leading and fastest expanding diverse commerce firms, employing over 10,000 people (Transcom, 2024). The family company began with tea and eventually expanded to include jute. There is only a relatively small total group turnover. In recent years, Transcom has emerged as the largest media company. And, from the beginning of tea plantations, Transcom beverage has expanded to become among Transcom's primary franchisee operations in 2000, under a special deal with PepsiCo Inc of the United States (Transcom Beverages Ltd, 2024).

## 2.2 Overview of the Company

Transcom Beverage Ltd (TBL) is the sole PepsiCo franchisee in Bangladesh, bottling popular brands like Mirinda, Cut, Pepsi, 7UP, Pepsi Count Calories, Mountain Dew, 7UP Light, and Tropicana (Transcom Beverages, 2024). The corporation aims to promote economic growth in Bangladesh and become a leading drinks company by meeting the daily beverage needs of Bangladeshis and associates, and delivering successful execution by means of capable individuals. In 2009, Transcom Beverages Limited achieved significant success as PepsiCo's unique bottling partner in Bangladesh (Mirdha, 2022). TBL has received several national and international accolades, including the ASIA BEST EMPLOYER BRANDS AWARD 2015 at an awards ceremony held at the Pan Pacific Hotel in Singapore (Star Business Report, 2015). Transcom Beverages Limited's Gazipur facility was awarded top place by the Europe Audit Team for producing Pepsi Cola with the best overall efficiency. The factory scored 900 on the scale of 1000 points, surpassing all other Pepsi Cola manufacturing plants globally. There aren't many industrial organizations in Bangladesh with a history of continual development and advanced economic interests spanning 125 years (Transcom, 2024).

Mission of Transcom Beverage Ltd: "As largest CSD Beverages company of the country, our mission is to provide consumers delicious, healthy, affordable and convenient beverages by keeping highest market share in the segment." (Transcom, 2024)

Transcom offers inexpensive, nutritious, flavorful, and high-quality drinks. The company invests in its employees, companies, and neighborhood to ensure long-term success. We motivate personnel by offering financial incentives to traders and giving opportunities for development and refinement for employees, partners, and the community. We prioritize integrity, fairness, and honesty in all aspects of our work.

Vision of Transcom Beverage Ltd: "To deliver sustainable growth in Bangladesh and be the dominant Beverages Company; delighting and nourishing every Bangladeshi, by best meeting their everyday beverages needs and delivering performance with purpose." (Transcom, 2024) Our goal is to expand sustainably in the market and contribute positively to the globe and communities. Transcom has achieved significant development since its founding in 1965, laying the groundwork for a prosperous future. To achieve our objective, we have established new goals to improve our speed, strength, and overall performance.

### 2.2.1 Products

Transcom Beverages Limited supplies the PepsiCo, Inc.'s brands. CSD, water, club soda, and fruit beverages are now manufactured in Bangladesh through Transcom Beverages Limited. CSD includes four different types: cola (Pepsi & Diet Pepsi), lemons (7up & 7up lite), lime (Mountain Dew), and orange (Mirinda). PepsiCo produces exclusively Aquafina mineral water and 'Evervess' club soda. Since August of 2023, Slice, a mango juice, has been exclusively sold in Bangladesh. PET Bottles, GRBs, and CANs of Pepsi, 7up (not 7up light), Mountain Dew, Mirinda are sold in stores. Bottled beverages include Evervess soda, Slice, and Aquafina (Transcom Beverages Ltd, 2024).

**Pepsi**

PepsiCo produces the carbonated beverage named Pepsi. In 1893 it was produced and popularized Brad's Drink, that later became Pepsi. It was changed to PepsiCola at 1898, and Pepsi became the condensed form of the trademark in 1961. Transcom Beverages Ltd. in

Bangladesh produces and packets Pepsi under direct oversight from PepsiCo, Inc. from the United States.

**7Up**

7Up is lime-lemon-flavored soft drink. As a PepsiCo franchisee in Bangladesh, TBL produces bottles from its production factory.

**Mirinda**

Founded in 1959, Mirinda has become a globally recognized orange-flavored soft drink. Mirinda, owned by PepsiCo from 1970, has competed with local flavor brands and Bangladeshi brands since its inception outside the US.

**Mountain Dew**

PepsiCo manufactures Mountain Dew, known as Mtn Dew in the US. The only flavor of Mountain Dew found in Bangladesh is citrus, sold by Transcom Beverages Ltd and certified by PepsiCo.

**Diet Pepsi**

Produced by PepsiCo, Diet Pepsi is a carbonated soft drink with no calories that was first offered in 1964 as a sugar-free version of Pepsi-Cola. Diet Pepsi was the first product to have a "freshness date" listed on it, back in 1994.

**Pepsi Zero**

Pepsi Zero, created in 1993, is a no-sugar and zero-calorie substitute to the regular Pepsi. The beverage was first sold as Pepsi Max in multiple nations, including the US. In the latter part of 2010s, it became Pepsi Zero.

**7Up Lite**

PepsiCo also supplies the diet version of 7Up, known as 7Up Light, that generally markets outside of the United States.

**Slice**

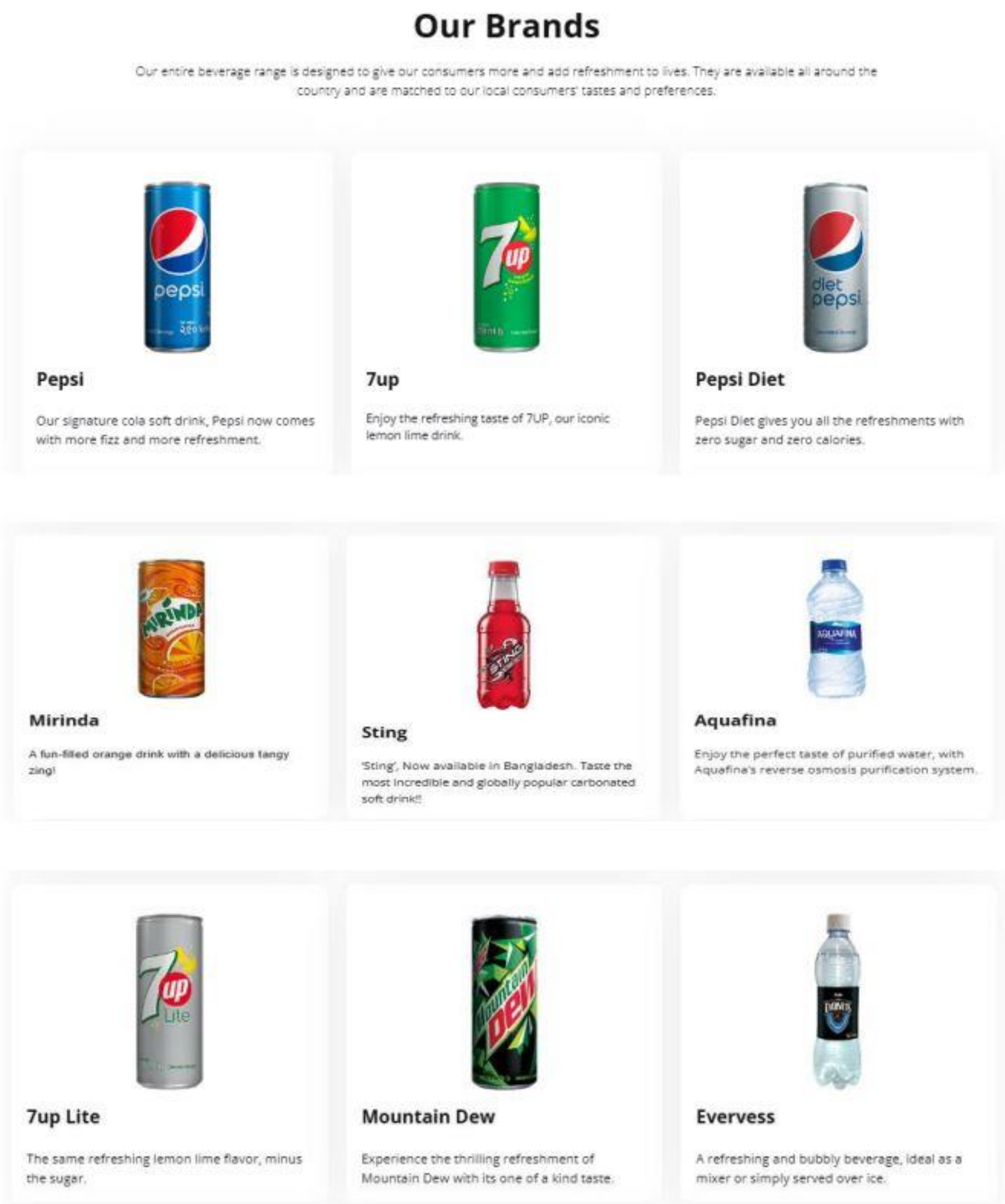
In 1984, PepsiCo introduced the Slice line of fruit-flavored beverages, which TBL distributes across Bangladesh.

**Aquafina**

On 2014, PepsiCo and Transcom Beverages Ltd. introduced Aquafina to Bangladesh. Nowadays accessible worldwide, PepsiCo's Aquafina has become a prominent mineral water brand.

**Evervess**

In Bangladesh, the popular club soda called Evervess is distributed solely by Transcom Beverages Ltd in 500 ml PET bottles.




*Picture 4: TBL Brands*

### 2.2.2 Trend & Growth of TBL

Transcom Beverages Limited, in partnership alongside PepsiCo Bangladesh, is confident that it can adapt its product line to satisfy the varied needs of its customers and achieve its long-term goal of 4% to 6% sustainable sales growth. Transcom emphasizes the importance of long-term development in motivating and tracking success (Hasan, 2021). PepsiCo honored TBL "International Bottler of the Year" in 2009. The firm has received five consecutive awards for the best facility in the area, as well as "Best Bottler of the Year" in India (Business Desk, 2017). 7UP was awarded "best beverage brand" seven times. As a consequence, TBL has achieved significant success along its journey.

Winning these prestigious awards as a major rival to Coca-Cola is challenging due to the presence of other strong brands in the industry. 7up has been recognized as the "best beverage brand" for seven consecutive years (Star Business Report, 2016). Setting realistic standard targets is crucial for a company's success and may propel it to the top. TBL is up-to-date with market developments and generational preferences. TBL maintains the most updated agendas and plans. PepsiCo uses fame and promotion to promote its products, as they bring new ideas to the table. Mountain Dew is another popular PepsiCo brand. Mountain Dew remains the lone beverage brand and a formidable rival, since no product has yet replaced it. Mountain Dew is popular among young people because to its unique taste, color, and advertising style. Mountain Dew's "Bhoyer Porei Joy" marketing campaign appeals to teenagers, leading to increased sales.

Mountain Dew's appeal among students at colleges, universities, and institutions drives the brand's growth. 7up's seven-year reign as "best beverage brand" isn't coincidental (Star Business Report, 2016). To ensure a company's continued development, it is necessary to set reasonable standard targets. These objectives may propel a company to its highest level of achievement. TBL offers the most current trends and approaches. TBL adapts to changing market trends and generational preferences. PepsiCo leverages celebrity marketing for its goods because of their ability to affect current trends. Mountain Dew is another excellent PepsiCo brand. Mountain Dew is presently the only beverage brand capable of competing. There are presently no substitutes for mountain dew. Mountain Dew's unique marketing, taste, and color appeal to a younger audience. The word "Bhoyer Pore Joy" triggers teens, leading to increased Mountain Dew sales. Mountain Dew's popularity among college, university and high school students drives the company's overall growth.

#### 2.2.2.1 Customer mix

According to PepsiCo, TBL prioritizes customer service, consumers, and the environment. PepsiCo's first priority is always its consumer base. Their beverage selection appeals to a diverse spectrum of customers. It considers the motives, preferences, and commitment of consumers. Many customers choose versatile things from a single brand. PepsiCo prioritizes client longevity, which includes not just product sales but also retention of consumers and future purchasing opportunities. The customer mix model identifies target consumers and allows retailers to consider more than why they want an item, but also how the customer experience influences purchasing intentions and satisfaction timeframes.

**Who**

When analyzing the customer mix, it is possible to take into consideration the consumers that are targets. PepsiCo targets consumers aged 13 to 35. Our coverage includes retailers, supermarkets, grocery stores, member shops, independent bottlers, catering suppliers, schools, restaurants, stadiums, and resorts. PepsiCo's diverse product offerings attract athletic and overweight individuals (Start.io , 2022).

**Why**

Why would a consumer desire a certain product? Every PepsiCo product has a unique fan following. Pepsi is popular among African heritage population beverage drinkers, 7up is popular among lemon-flavored drinkers, and Mountain Dew is the most prevalent within younger generations. Pepsi diet, 7up lite, and Pepsi black are popular among concerned about their health or overweight individuals because to their maximum flavor and low calorie content. Customers like Slice for mango juice, Tropicana for orange juice, and Aquafina for organic juice. Aquafina has built a strong niche in the market (Start.io , 2022).

**What**

A corporation's perception of its target consumers' buying preferences goes beyond the item themselves. Customers prioritize purchase value, convenience, and personalized offers. Every PepsiCo product has its own specialty and client base. Customers may choose from three distinct Pepsi tastes, two 7up flavors, and two Mountain Dew flavors. Mountain Dew is popular among the younger generation because of its unusual taste package. For mango and orange fans, Slice and Miinda offer different tastes. As a result, each client group has their preferred beverage (Start.io , 2022).

### Where

Where considers all stages of the customer experience, including research and purchase, in addition to fulfillment. PepsiCo's extensive distribution network makes it easy to purchase their products. Examples of such venues include grocery shops, convenience stores, hypermarkets, restaurants, shopping malls, movie theaters, stadiums, and tiny food booths (Brodowicz, 2024).

### When

It shows the value of ease in the customer experience. When it comes to customer demand, punctuality may be acceptable. PepsiCo has a widespread distribution network, making it convenient for people to purchase their preferred beverage. Most items are easily accessible, even in remote areas (Brodowicz, 2024).

### What Happens Next?

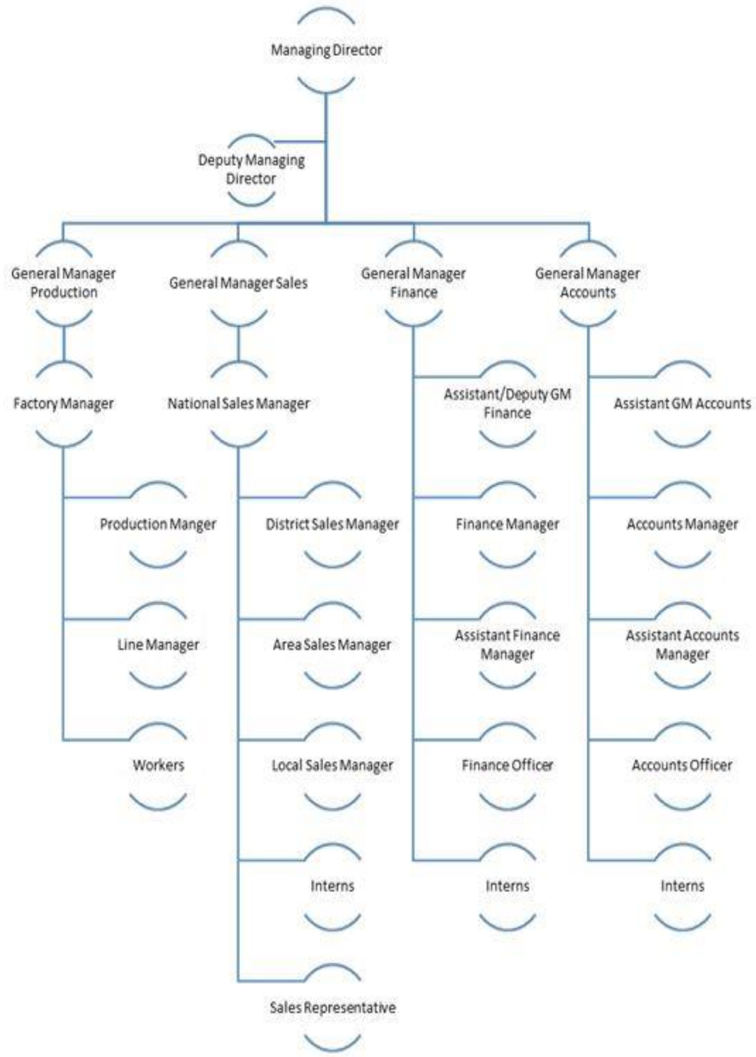
This part of the customer mix states that in contemporary retail, client loyalty is seldom gained in a single purchase. Undoubtedly, PepsiCo maintains millions of devoted customers in Bangladesh. 7up, Pepsi, Slice, Mountain Dew, and Tropicana all remain popular, even in remote areas. PepsiCo has a dedicated customer base, which has helped them earn a substantial market share. PepsiCo has a 35% market share in the business and they will keep holding the market share.

## 2.3 Management Practices

The organization's human resources department oversees recruiting, training, retention, and vacations policy. They are looking for people with the requisite abilities to serve in the field they desire. The corporation usually looks at their academic past. Along with abilities and references, this includes investigating their criminal background. They continue with the processes described above in order to decrease the likelihood of future neglect. If the personnel they recruited make reckless mistakes, it may cost companies a fortune in the long run. Furthermore, the government may demand a high price for this. Employees who are competent and follow Transcom's philosophy or ethos are kept. The company's workers select which tasks are vital and prioritise them, or they pick the best plan of action to fulfill the company's principal purpose. This is accomplished to prevent third-party commitments from affecting the company's performance.

### 2.3.1 Leadership Style

TBL takes a democratic method of leadership. TBL affiliate leaders worked closely with the employees to establish effective tactics. Effective listening is essential for leaders to consider all perspectives and make informed decisions. With the team's support, leadership was able to build the firm while keeping workers involved in decision-making. It boosts efficacy and legitimacy, allowing for the achievement of seemingly impossible objectives. The organizational hierarchy of TBL is shown below:




*Picture 5: Managerial Hierarchy*

### 2.3.2. Selection Process

Every business has a distinct hiring method. The success of a business is largely dependent on its staff. A knowledgeable workforce is a valuable asset for any organization. Transcom Company selects its personnel utilizing a number of methods. The HR department oversees the employment process. Employers often locate candidates via adverts in BD Jobs, media outlets, or career fairs at various colleges. Graduates are prioritized in employment for certain departments. When hiring for the marketing division, a graduate student with a marketing major is often selected. After selection, the next step is to identify qualified personnel. Transcom employs new staff in stages. They are as follows.

- They initially review each applicant's résumé.
- Following which, a written test is administered.
- The following stage is an interview.
- The recruiters then check the references of the candidates.
- Following that, new recruits are made.

### 2.3.3 Training and Development

Human resource department focuses on development and training to improve performance for individuals and teams within the company. Efforts are made to improve an employee's efficiency via learning, including altering their thinking and strengthening their talents. Transcom Beverage Limited (TBL) instructs its staff in a unique manner. After the recruitment process, new employees get a training session. On that day, newly hired employees may meet with personnel of their assigned departments. They also receive an overview of their employment duties. HR reports that Transcom Beverage Limited uses both on-the-job and off the-job training methods. Here's some details:

- **On-the-Job Training:** The most common kind of instruction is training given on the job. It involves enabling employees to learn on their place of employment. On-the-job training is provided to all employees, regardless of their position at the company, from salesperson to CEO. New employees always get assigned to a supervisor to learn regarding the work requirements. Observational learning may lead to practical application in the workplace.
- **Off-the-Job Training:** Another training method is off-the-job training. Each year, a day is

designated for all workers to get training outside of the organization. Employees may get training overseas, such as in India or China. Engineers and other experts in technology are often sent overseas for training.

## 2.4 Marketing Trends

### 2.4.1 Marketing Strategies

After interviewing TBL employees about marketing strategies, I found out that the marketing strategy of TBL consists of creation of a marketing plan and schedule of events.

- Organizing campaigns and creating marketing budgets.
- Monitoring and handling social media accounts.
- Collaborating with marketing agencies on media strategy, contact center/helpline administration, managing client relationships, and creative design.
- Introducing marketing and advertising materials.
- Analyzing rivals' activity.
- Analyzing rivals' market share.
- Collect both statistical and qualitative marketing data.
- Analyze the marketplace and examine rivals.
- Prepare advertising campaigns and presentations.
- Scheduling marketing-related programs.
- Launching consumer marketing programs.
- Researching marketplaces to develop new items.

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

TBL considers numerous segmentations depending on its products. Management may choose one or more target market segments. Everyone carries a inherent desire to satisfy one's thirst and drink anything. Prospective customers are classified into two or more groups. Pepsi has classified its target demographic into five market sections: students, teenagers, young adults, families, and couples, and senior citizens. PepsiCo Limited doesn't use any special segmentation methods for marketing in Bangladesh. However, its marketing strategy is mostly aimed at the 15 to 35 year old group (Start.io , 2022). The primary argument behind the authority's strategy is that customers in this age range purchase a variety of beverages throughout the year. So, concentrating on them is beneficial to the company. PepsiCo has launched "Diet Pepsi," a new beverage aimed at older and more people who care about their health. PepsiCo promotes to a broad range of client categories at the same time, thanks to its multi-segment positioning method. Pepsi Cola, for example, is advertised to be a soft drink with a fantastic flavor and a refreshing effect. Because of its high level of sugar, Pepsi-Cola is not promoted to consumers who are concerned about the health consequences of drinking carbonated beverages on a regular basis. To satisfy the demands of such a market, PepsiCo produces Diet Pepsi, a low-sugar version of their popular soft drink. PepsiCo employed the following targeting, segmentation, & positioning:

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

*Picture 6: Segmentation*

### 2.4.3 Promotional Strategies

**• Consumer Promotion: Celebrity Endorsement**

Transcom Beverages Limited frequently endorses celebrities to be a brand ambassador for their products. Recently, customers who purchased 7UP PET bottle got the opportunity to compete and win an interaction with Shakib Al Hasan (Transcom Beverages Limited, 2024). The smart TV commercial featureed a loyal Shakib Al Hasan supporter, and the company's mascot Fido Dido® reinforces the concept of "Think Fresh." Shakib Al Hasan, 7UP brand ambassador, was providing Bangladeshi customers a once-in-a-lifetime chance to interact with him via an entirely novel marketing initiative that 7UP has developed (Transcom Beverages Limited, 2024). The campaign was promoted with an entertaining television ad starring Shakib Al Hasan and an on-pack promotion. Customers could take part in the promotion by purchasing any 7UP® PET container and messaging the distinctive code located under the cap to 26969 from anywhere in the country to win a supper for two alongside the company's ambassador.


*Picture 7: Consumer Promotion: Celebrity Endorsement*

**• Below-The-Line Promotion: Event Sponsorship And Brand Engagement**

Below-the-line promotion alludes to direct, impactful advertising activities aimed at certain customer segments. Pepsi sponsored "Band Music Fest 2022," a big rock performance celebrating three of the most iconic bands, including Ayub Bacchu, Azam Khan, & Lucky Akhand (Shams, 2022). The task at hand was to develop all of the promotional materials in the span of two days due to Pepsico acts as the event's beverages partner and sponsor. Bands that performed included Souls, Renaissance, Miles, Warfaze, Nagar Baul, Shironamhin, Artcell, Obscure, Aurthohin, Maqsood O' Dhaka, Feedback, Dalchhut, Cryptic Fate, Viking, Pentagon, and Powersurge. These are prominent bands among Bangladeshi young, and Pepsi took pleasure in the opportunity to develop a strong relationship with them by making their presence recognized.

### 2.4.4 Business Model

During my internship I observed and interviewed employees regarding company's business model. The Carbonated Soft Drinks (CSD) is manufactured and packed at the factory, and then transported to the commercial depots, which function as a warehouse for the goods. Bulk bottles are transported from the warehouses to the Distributing Branch. The Distributing Branch serves as a central point out of which CSD containers are sent to merchants nationwide, where consumers, who are the final stage of the chain, may purchase carbonated beverages. TBL employs all three models to build its sales organization. Bangladesh is geographically partitioned into eight zones. The districts included are Chattogram, Mymensingh, Bogura, Khulna, Dhaka Central, Dhaka South, Dhaka North, & Dhaka Outer region. They employ a different number of dealers across each of these regions based on the prevailing demand. At major urban centers like as Chittagong and Khulna, they employ more than 100 distributors. Distribution of TBL goods is not uniform across all distributors due to varying demand for items in different areas. Evervess, a carbonated beverage, is often retailed in large supermarkets or bars.


*Picture 8: Business Model*

TBL distributes the 600 ml bottle of Pepsi and Mountain Dew solely in Dhaka, and the 400 ml version universally. TBL divides its market into two distinct segments. The vertical and horizontal markets are two distinct areas within the business-to-business (B2B) sector. In order to distribute products to ordinary people, TBL collaborates with wholesalers and prominent retailers such as Agora. Furthermore, TBL manages the distribution of its products to the vertical market, including event planners, charitable organizations, and dining establishments, via the Key Accounts Division. A comprehensive market coverage strategy is used by TBL.

The core principles of marketing at PepsiCo, n.d. At a single site, they engage several distributors. The objective is to ensure universal availability of the product within a certain geographical area.

### 2.4.5 Marketing Mix (4P)

**Product**

As the only partner of PepsiCo, Inc. in Bangladesh, Transcom Beverages Limited works with PepsiCo's brands. In Bangladesh, they now make CSD, water, club soda, and fruit beverages. Pepsi, Pepsi Light, Pepsi Black, 7up and 7up lite, Mountain Dew, Mirinda are the beverages that can be bought through CSD. "Evervess" is the slub soda, while TBL only makes Aquafina, which is their only mineral water name. Tropicana Ftrutz is a fruit drink that doesn't have carbonation. It comes in orange, mango, and apple tastes right now. Slice is a mango drink that was just released in Bangladesh in August 2020. Mountain Dew, 7up (not 7up light), and Mirinda can all be bought in shops in GRBs, containers, and plastic bottles (Transcom Beverages Ltd, 2024).


*Picture 9: Products*

**Place**

Place is another significant aspect in the marketing mix. This includes all the different things the company does in order to make product accessible and simple for customers to get. Different types of transportation, ways of distributing the goods, covering areas, and other factors all affect where it is placed.  A solid delivery network is used by Transcom Bangladesh Limited to get Pepsi and other drinks to people. Because they have skilled wholesalers, the drinks are easy for people all over the world to access. They have very safe ways of managing their service area, extra buildings, and delivery networks. There are also high-tech companies owned and run by TBL in Chittagong, Dhaka, and Bogra that bottle the beverages. In Bangladesh, Transcom Beverage Limited brings all Pepsi goods to the country (Hasan, 2021).

**Price**

A very important part of selling is the price, or how much people pay to buy things. There are additionally discounts, grants, credit terms, and a payment schedule. Transcom Bangladesh Limited seeks to keep their prices for their goods stable. It also cares about the savings at stores and restaurants, the benefits, the credit terms, and a payment plan. They also come up with bundle-free deals for restaurants and shops to make it easier for them to compete on price.

**Promotion**

Promotional activities, considered as the fourth element of the marketing mix, consist of all of the things the business does to reach and talk to its target market. Some examples of promotional tactics are advertising, sales force, PR, direct marketing, and sales promotions. The media are often used by Transcom Limited to sell its goods. Several ads for its goods with different themes, like "Pepsi khao game change kore Dao" (change the game), can be viewed every single day in papers and on TV (Transcom Beverages Limited, 2024). Besides that, they sell their things on social networks. To get people to buy its products, Pepsi also puts on events including the Pepsi Quiz. A lot of the time, PepsiCo uses bright signs to get people to buy their products. Direct marketing, brand awareness, promotion, and sales force are what Pepsi does best.

### 2.5 Financial Performance and Accounting Practices

#### 2.5.1 Financial Performance

As Transcom Beverage Limited is private company, the financial statements are not disclosed in public. For this reason, I was denied access to the financial data that was necessary for me to analyse the financial performance of the company. Therefore, it is not possible for me to give any kind of financial performance analysis as of now.

#### 2.5.2 Accounting Practises

After interviewing the employees of the accounting department of the Transcom Beverage Limited, I got to know that the TBL follows the similar accounting standards as the Transcom Holding AB (publ). The combined financial accounts of Transcom Holding AB (publ) are made in line with the IFRS Interpretations Committee's (IFRIC) and the International Accounting Standards (IASB) formulations, which are approved by the European Union (EU). The following changed and updated IFRS standards haven't had much of an effect on the corporation:

1) IFRS 17: Insurance agreements

2) Guidelines for accounting rules (IAS 1)

3) The description of estimates (IAS 8)

4) Deferred tax payments on assets and debts from an individual transaction (IAS 12)

5) Income taxes caused by the International Tax Reform

6) Pillar Two Model Regulations (IAS 12)

It is necessary to use some key accounting assumptions when making financial records that follow IFRS. It also calls for managers to use their own opinion when putting the Group's financial rules into action. Here are some of the areas that require more judgment or are more complicated, or where assumptions and guesses are important to the combined financial accounts (Transcom Group, 2022).

**Appraisal of a business purchase**

When control is transferred, or "acquired," each identified object is valued at its fair value on the date of purchase. Taking into account the acquiree's true value, the payment transferred includes assets that the Group gave away and debts that the Group owed to the acquiree's previous owners in exchange for control of the acquiree. Whether the fair value changes later is taken into account when figuring out profit or loss. Changing the assumptions and figures that were used could have a big impact on the revenue statement and the statement of financial situation. Temporal information was gathered in July 2023. As of December 31, 2023, the total extra value has been broadly assigned to goodwill (Transcom Group, 2023).

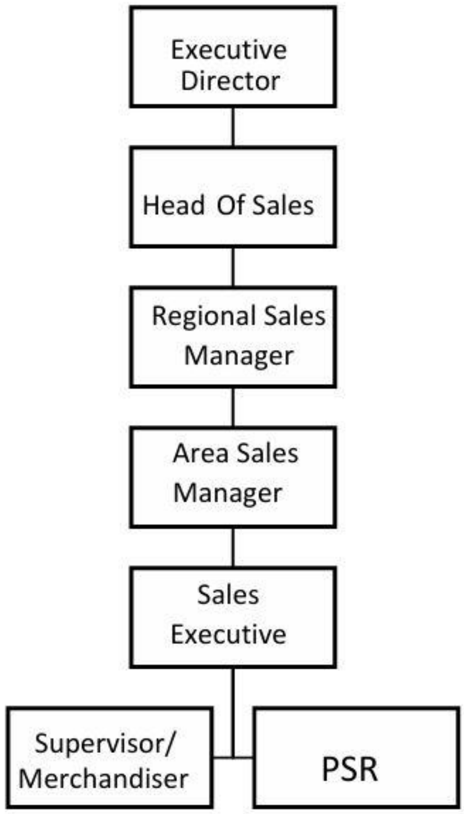
**Breakdown Of Intangible Property And Goodwill**

Group checks the goodwill's carrying value every year for possible decline by comparing expected discounted cash flows (using a proper discount rate) to the asset's carrying value. A disability test is also done when things happen or situations shift in a way that could mean impairment is needed. An impairment loss is recorded when the asset's expected future discounted cash flow is less than its carrying amount. According to the definition, an impairment loss is the difference between the asset's holding value and its recovered amount. Since September 2023, the Group has done its yearly test of goodwill impairment. Changing the assumptions and figures that were used could have a big impact on the revenue statement and the statement of financial situation. For more information, including a sensitivity study of some of the assumptions made (Transcom Group, 2023).

**Arrangements**

The Group recognizes a provision when there is a current duty arising from a past event, there is a good chance that economic gains will be transferred, and it is possible to accurately predict the transaction costs. For the purpose of deciding whether or not to include provisions and disclosures in its financial accounts, the Group looks over all of its open court cases. While deciding on provisions, things like the type of disputes, claim, or evaluation, the judicial procedure and possible level of harms in the region where the dispute, claim, or evaluation was brought, the development of the case (including development made after the date of the financial statements but preceding the statements are handed down), the views or opinions provided by legal consultants, and the company's decisions on how it shall react to the arbitration or claim are all things that are taken into account (Transcom Group, 2023).

## 2.6 Operations Management and Information Systems Practices




*Picture 10: Operations Management*

• The executive director, whom works at the company's main office, is at the very top of the structure. The person makes the most important management choice for the company.

• Next is the head of sales, who is positioned in the main office. He decides on important strategies that have an impact on sales. He works for the Executive Director and answers to them.

• Regional Sales Managers operate under the Head of Sales and report to him or her. They are in charge of actions in the main delivery zones, which are separated by geography. In a particular field, the RSM is in charge of the whole team.

• The Area Sales Managers are in charge of all the regions in a certain area and report directly to the RSM. He is in charge of what the Sales Executives do.

• The sales manager keeps an eye on the PSRs and makes sure they visit all of the stores on their planned trips. They also go to markets to figure out what's going on.

• The Personal Sales Representative (PSR) brings cases of the drink to stores. (Transcom Beverages Limited, 2024)

TBLs organization's actions are guided by its operation strategy, which includes things like product, method, quality, cost, and so on. What it does is focus on certain production skills that give it an edge over other businesses in the market. TBL follows a certain plan. When TBL's drink product hits the "mature" stage, like Pepsi and 7-Up, they try to change the way the package looks to go against other brands. TBL has a staff in charge of quality control. Making sure that they test for quality at every stage of the production procedure. The price is low because there aren't many differences, so TBL can make more units in less time and make the best use of their resources. In the end, the cost per unit goes down, which means the price is low. TBL sets up and runs their production process in a way that is good for the earth. They have a good plant for getting rid of trash, and that is the lean manufacturing method. As part of every step of the production process, Transcom Beverage Limited has its own set of standards for adding value. In the same way, their Haski department starts with the resin (a type of plastic crystal) and makes the sample. The next step is for the blow molding department to blow the whole bottle into shape. After this step, the same unit works in different parts to fill, dry, and heat the food. Then, after the marking and data coding steps, the shrink-wrapping machine builds the whole box. This gives the product more value.

### 2.7 Analysis of the Industry and Competition

Porter’s Five Forces Model and SWOT analysis will be done to analyse the industry and competition of Transcom Beverages Limited.

#### 2.7.1 The Porter's Five Forces Model

**Threat of New Entrants (Moderate)**

- Significant competitors are already present in the industry.
- The drinking business needs a lot of money and networks for distributing products.
- It makes it hard for new companies to get into this market.
- Very restricted accessibility to store area and means of marketing.

**Threat of Alternatives (High)**

- Alter the beverages to other types, like shakes, coffee, water, soups, and other drinks for a refresher.
- Lots of people have different preferences and can quickly switch between numerous goods based on cost, taste, medical issues, or availability.

**Bargaining Power of Buyers (High to Moderate)**

- In the market, buyers, like stores and individuals, can pick from many different options and types of drinks.
- The organization can put demands on things like quality, price, and advertising.
- Purchase patterns can also be changed by growing health worries and changing customer tastes for healthy choices.

**Bargaining Power of Suppliers (Moderate to Low)**

- Transcom Beverages Ltd gets its raw materials, and packing from a number of different vendors.
- The size of the company and the length of time it has been working with suppliers can affect how prices and terms are negotiated.
- Price changes caused by Bangladesh's price inflation and unstable exchange rates may be a reason.

**Competitive Rivalry (High)**

- Transcom Beverages Ltd works in an extremely competitive marketplace with a lot of major competitors. Coca-Cola, Mojo, RC, Clemon, and other names from businesses in the United States and other countries.
- High level saturation (in terms of product creativity, price, delivery, brand recognition, etc.), but not much room for product difference.
- Huge efforts of advertisements and marketing to get a bigger part of the market.

In summary, Porter's Five Forces study reveals that Transcom Beverages Ltd derives advantages from some obstacles to entry and supply connections. However, it also encounters substantial competitive challenges from replacement goods, strong buyer bargaining power, and intense industry rivalry. In order to maintain competitiveness in the marketplace, the company must adapt to changing consumer preferences and develop effective strategies.

### 2.7.2 SWOT Analysis

SWOT Analysis refers to the process of evaluating the strengths, weaknesses, opportunities, and threats of a certain subject or entity.

**Strengths**

- Robust branding portfolio for gaining a competitive edge.
- Wide-ranging distribution channels for effective target market penetration.
- Achieving superior manufacturing standards and efficient cost management.
- Substantial market share attributed to strong brand recognition and client loyalty.
- Highly productive staff equipped with thorough industry expertise and abilities.

**Weaknesses**

- Lengthy decision making procedure.
- The product diversification is restricted.
- Exorbitant expenses for maintenance and manufacturing.
- Susceptibility to interruptions in the supply chain.
- Insufficient brand recognition and promotional efforts for items with the lowest sales.

**Opportunities**

- The growing global beverage industry offers prospects for expanding the market and discovery of new products.
- Due to the substandard quality of local rivals' goods, Coca-Cola has emerged as the market leader.
- Achieving revenue diversification by expanding into new geographical markets.
- Allocating resources to inventiveness and development of products may facilitate the introduction of new and original goods.

**Threats**

- Fierce rivalry from both domestic and international competitors.
- Adapting to evolving customer tastes such as healthier options or unique flavours.
- Obtain price information from the customer's viewpoint. Economic oscillations, foreign exchange rate volatility, or inflation affecting consumer expenditure and corporate revenue and profitability.

### 2.8 Summary and Conclusion

The beverage market is the dominating sector amongst all of the FMCGs in Bangladesh. For several years, Transcom Beverage Ltd. have been diligently striving to establish a dominant presence for PepsiCo's drinks in the Bangladeshi market, whereby PepsiCo faces competition from both local beverage manufacturers and the globally renowned brand, Coca-Cola. The multinational corporation PepsiCo dominated 35% of Bangladesh's marketplace share in 2014, with Coca-Cola securing 25%. Within a few years, PepsiCo drinks' market share surged to more than 45% because to TBL's aggressive advertising campaign (Fatema & Islam, 2014). As low profitability FMCG products, drinks need companies to prioritize sales volume intensely. Consequently, TBL highly prioritizes trade marketing endeavours, consistently revising and assessing their trade promotional offers and agreements to secure shelf space. Trade promotions constitute a substantial proportion of a company's advertising budget, especially for manufacturers. Trade advertising campaigns are too substantial to undertake without a strategic plan, even if they may represent an intelligent approach to enhance product demand and secure shelf space in retail stores. Thorough analysis and prediction of previous data are essential for generating optimal trading proposals. In the midst of fierce competition for retail space and assertive acquisition of market share, the organization must not neglect its objective of attaining sustainable and lucrative corporate growth.

## 2.9 Recommendation

- Ensure effective execution and monitoring of trade marketing strategies to avoid financial losses.
- Computing coupons manually is a time-consuming and prone to errors task.
- TBL should refrain from engaging in long-term agreements that could prove to be advantageous for the company.
- Data-driven techniques have the potential to enhance sales when properly comprehended.
- Modernising TBL's forecasting and trend evaluation systems.
- The frequency of regular promotions, aggressive discounts, and product price should be assessed.
- It is essential to prioritize brand advertising directed towards consumers.
- Managing a centralized database to provide effective monitoring of trade quotations.
- A continuously active presence on social networking sites is crucial for effective marketing.
- It is essential for TBL to include both business-to-business and consumer marketing.
- Establishing an online presence is essential for effective competition with other brands.
- Generational youth or the younger demographic should be taken into account during the development of new items.

# Chapter 3: Assessment Of The Trade Marketing Approach And Competitor's Analysis Of Transcom Beverages LTD For Bangladesh Beverage Market

## 3.1 Introduction

### 3.1.1 Background

Bangladesh's beverage sector has grown significantly, notably in the carbonated beverages market, since customer tastes have changed since the independence of the country. Beginning in the 1980s, the consuming habits of food and beverages underwent a transition towards mostly Western choices, driven by the phenomenon of globalization. Following the entry of foreign firms into the Bangladeshi marketplace, there was a rapid proliferation of beverage options such as carbonated beverages, soups, yogurt, and lacchi. Consequently, the rivalry between domestic and global carbonated beverage companies has escalated (Fatema & Islam, 2014).

The market leader Transcom Beverages Limited (TBL) works under a legal franchise arrangement with PepsiCo, wherein it engages in the production and distribution of well-known drinks like Pepsi, Pepsi Light, and several other flavours across Bangladesh (Transcom, 2024). The firm was founded with the objective of attaining sustained expansion in the regional beverage industry. Originally limited to Pepsi, TBL has diversified its range of products to meet the evolving needs of the Bangladeshi customer demographic (Transcom Beverages Ltd, 2024). At present, it manufactures and sells a variety of flavoured beverages and mineral water with five distinct brand names (Transcom Beverages Ltd, 2024). Managing the variety of goods placed on shelf space has become quite challenging and a complex task in this highly competitive industry. There is one crucial role in the organisation of TBL's marketing and commercial sales departments to persuade retailers to allocate more space for TBL's goods than competitors. This is done by offering attractive bilateral trade deals and smart advertising strategies.

A 20% yearly expansion rate contributed to the valuation of the Bangladesh's beverage sector at roughly Tk 1,500 crore in 2011 (Fatema & Islam, 2014). An analysis of the market mix shows that urban customers make up 79% of the overall consumption, whereas semi-urban regions make up 21%. The worldwide demand for carbonated beverages is significant, with clear beverages boasting the largest market share around 65% (Fatema & Islam, 2014). Significantly, the market is now dominated by customers under the age of 15, who make up

58% of the overall consumer base. They are followed by those aged from 15 to 25, 26 to 35, and people beyond 35 years (Start.io , 2022). This demographic composition emphasizes the vast business opportunity, especially in focusing on younger customers.

The purpose of this research is to examine Transcom Beverages Limited's (TBL) trade marketing strategy and its place in the Bangladeshi beverage industry. Adapting its trade marketing techniques would be crucial for TBL to sustain its market position in the face of intense rivalry from both international and local firms. The objective of this study is to assess the strengths and pinpoint areas for development of TBL in order to provide significant insights on how the company could enhance its market share and reinforce its competitive advantage.

### 3.1.2 Objectives

**1. Analyze the Contribution of Trade Marketing Strategies:** In order to examine how TBL's strategies in trade marketing have placed it at vantage point in the Bangladesh beverage market.

**2. Examine Competitive Dynamics:** In order to establish the level of competitive pressure that affects the success of the marketing strategies implemented by TBL.

**3. Provide Managerial Recommendations:** To provide recommendations of managerial significance having analyzed the TBL's trade marketing strategies in order to enhance the position of the company during the competition with rivals and to try to respond adequately to their activities.

### 3.1.3 Significance

The primary significance of this paper is that it assesses the trade marketing strategy of Transcom Beverages Limited (TBL) along with its competitive status in the Bangladesh soft drink segment. This research will give insight into the extent to which TBL has been able to establish itself to vie with such a stiff competition based on the stringer relations with the suppliers alongside management of distribution strategies. An examination of TBL's commercial marketing mix on retailers will identify the factors that affect choices thereby ensuring that TBL items are prioritized on store shelves. This is even more relevant to a market that is filled by many players – both domestic and global competitors. Additionally, the research will analyse how TBL adapts its strategic marketing techniques according to the clients' needs, with special attention paid to the youths, who are the major consumers of carbonated beverages. In addition, the results obtained will enhance understanding of competition analysis; directions that could be useful to TBL in enhancing the product placement and advertising strategy. Thus, this research will offer substantial recommendations for TBL to improve trade marketing strategies for bettering market position and to strengthen competition in the sector of drinks in Bangladesh.

### 3.2 Methodology

The research is done with both qualitative and quantitative research approaches.

**1. Interview (Qualitative):**

I arranged for a casual interview to take place with Sharfuddin Bhuiyan Shamol, who is the Head of the Marketing Division, and Omar Asifur Rahman, who is the Trade Marketing Manager of TBL. The purpose of this interview was to get an understanding of the strategy for trade marketing and the consequences that PepsiCo's desire to begin the process would have. Following discussions with business executives and employees of Transcom Beverages Ltd., I was able to get a more comprehensive understanding of the research.

**2. Secondary Information Method (Quantitative):**

For my study, I also investigated many internet resources for information and data. Some of the websites included in the sources are:

- Articles
- TBL Blogposts
- News Portals
- Journals
- Research Papers
- Competitor’s website

### 3.3 Findings and Analysis

#### 3.3.1 Trade Marketing Strategies of Transcom Beverages Limited (Objective 1)

A thorough investigation of Transcom Beverages Limited's (TBL) trade marketing methods uncovers several significant findings concerning how these techniques have strategically positioned the firm in a favorable position among the very competitive beverage industry in Bangladesh.

1. Trade Offers and Promotions: Transcom Beverages Limited regularly updates sale offers each four to five days, taking into account the success of each brand and SKU. The use of this dynamic strategy enables the organization to remain adaptable to market needs and improve sales. Nevertheless, the efficacy of these such offers is undermined by difficulties in handling conventional coupon computations and a dearth of detailed data on the success of trade promotions.

2. Bondhu Club Membership: Whilst the "Bondhu Club" advertisement has served as a key component of TBL's strategy, only a small portion of the intended retailers (24,000 out of nearly 200,000) have become members. This suggests a possibility for more involvement and stronger commercial partnerships. Nevertheless, TBL's trade deals and incentives have shown to be successful in maximising product exposure and sales, particularly for its top-tier items.

3. Consumer Promotions and Branding: Transcom Beverages Limited periodically conducts consumer advertisements, including its "Drink Mountain Dew, Win Bike" initiative, that coincide with the introduction of new products or the changes in brand identity. Notwithstanding this, the organization's allocation of resources towards local advertising and marketing is somewhat little, mostly depending on TVCs sourced from India. This might potentially affect the brand's local relevance and its ability to connect with customers.

4. Competitive Positioning: The results suggest that TBL's smart implementation of trade promotions and focused offerings has enabled it to sustain a robust market position. PepsiCo brands, including those under the management of TBL, dominate the marketplace in terms of customer demand and sales, evidence of the effectiveness of the company's marketing methods in a competitive environment controlled by both international and local competitors.

To summarise, Transcom Beverages Limited's trade marketing tactics, which include regular review of promotions and focused trade deals, have successfully established the firm as a prominent participant within the beverage sector of Bangladesh. However, there are still possibilities for improving trade offers managing and local advertising.

### 3.3.2 Competitive Environment of Beverage Industry in Bangladesh (Objective 2)

A thorough study regarding the competitive environment in the beverage industry of Bangladesh shows several crucial elements that impact the effectiveness of Transcom Beverages Limited's competitive positioning.

1. Market Position and Competition: The industry is characterized by a very dynamic competitive environment, where PepsiCo brands, among those under the management of Transcom Beverages Limited, have a dominant position. PepsiCo products have substantial markets share and are highly preferred by consumers. Among these brands, Pepsi and its variations are the leading sellers. Following Coca-Cola as a formidable rival, Akij Food & Beverage Ltd. secures the third position. Transcom Beverages Limited's competitive posture not only emphasises the efficacy of its methods but also exposes the fierce rivalry from other prominent competitors.

2. Retailer and Distributor Insights: From feedback received from vendors and suppliers, it is evident that PepsiCo products, particularly Mountain Dew, are much preferred. From visiting the local market and talking to local shops, I found out that Coca Cola and Mountain Dew are one of the highest-selling items. Furthermore, according to the wholsellers, 7UP and CocaCola are the most popular beverages. Therefore, it can be stated that the market positioning strategy is successfully attracting the consumers and holding the market share even though Coca-Cola remains one of the primary market share holders.

3. Market Segmentation and Customer Demands: From the market visits and online research I have collected, it is clear from the information I have gathered that all major beverage companies along with TBL, use similar strategies to target a specific demographic of customer. Among all the competitors, I have found that TBL has the most effective initiative executions as the company can reach several demographics, especially young demographic, through theirs campaigns.

4. Competitor Pressure and Industry Situation: After conducting the industry analysis through Porter's Five Forces model, I have found out that the industry has higher degree of competition, barrier for entry is very strong, and the bargaining power of consumers is significant. For example, Coca-Cola Bangladesh, Akij Food and Beverage Ltd, PepsiCo, Kazi Food Industries, Jamuna Group, Abdul Monem Ltd, Basundhara Group all are the prominent beverage makers in the Bangladesh.

### 3.4 Summary and Conclusion

The objective of the study was to assess the effectiveness of trade marketing strategy of Transcom Beverages Limited and to achieve insight into the competition structure of the beverage industry of Bangladesh. The outcome shows that through the new formulations in promotions and initiating the “Bondhu Club” program trade marketing has effectively helped Beverages Limited to strengthen the overall position in the market and establishing market dominance for the PepsiCo brands. However, there are still challenges like the practical functioning of the advertisement’s logistics, lack of sufficient money spending on local advertisements. From the perspective of competition, the market stands high levels of dynamics and increased rivalry with the key players. They did a good job in identifying customer preference and market share through the various strategic initiatives that TBL had embarked on. However, the firm faces fierce competitiveness and has the pressure of adapting to new consumer needs and competitors’ strategies more often. Therefore, it is clear that Beverages Limited’s trade marketing strategies are well placed to capitalize on market opportunities. However, these changes need to be made on a continual basis due to competing forces and enhancing the efficiency in the rapidly changing market place environment.

### 3.5 Recommendations / Limitations

### 3.5.1 Recommendations (Objective 3)

Based on my findings, the following recommendations can be utilized within the organization:

1. Trade Marketing Management Optimisation: Enhance the use of trade promotion monitoring and administration through integrating an advanced data analysis. Maximising productivity and reducing errors in coupon and offer handling.
2. Optimise Local Branding: Invest in specialised marketing campaigns and brand promotion to enhance the relationship between ITC and the Bangladeshi consumers. To avoid the establishment of TBL as similar to other firms, develop unique and culture-associated advertising techniques.
3. Utilise Customer Insights: Gather and analyse customer feedback frequently to modify products, propose, or change marketing strategies. Special offers must be personalised according to the shifts in preferences and needs of some specific consumer segment.
4. Strengthen Competitive Positioning: To improve competitive advantage, track competitor activity and adjust strategy proportional to the observed activity. Analyse where there is a need to possibly differentiate your product or come up with a unique offering to be able to maintain a competitive edge.

Such approaches may help TBL further strengthen its market shares, improve its business management and operation strategies, and deal with competitions efficiently.

### 3.5.2 Limitations

1. I could not conduct survey questionnaire as I was unable to get security clearance from the company, therefore I had to continue my work with the limited information got from interviews and secondary information.

2. I could not access the financial data to analyze the financial performance of the company as Transcom Beverages Limited is a private company.

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