

Report On
Challenges and Opportunities in Trade Marketing: Perspectives from Transcom beverage ltd
Executives.

By

Syed Muhaiminur Rahman
20104030

A report submitted to the BRAC Business School in partial fulfilment of the requirements for
the degree of
Bachelor in Business Administration

BRAC Business School

BRAC University

Declaration

It is hereby declared that

The internship report submitted is my/our own original work while completing degree at Brac University.

The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.

The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.

I/We have acknowledged all main sources of help.

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Letter of Transmittal

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Senior Lecturer

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Subject: Submission of internship report on “Challenges and Opportunities in Trade Marketing: Perspectives from Transcom beverage ltd Executives”

Dear Madam,

I am honored to have the opportunity to present my internship report which is the last and final part of my Undergraduate journey. I have finished my work at Transcom beverages ltd for three long months to finish this journey and I made this report as an marketing Intern.

I am sure enough that this report will fulfill all the requirements. I tried my best to gather all the necessary data to complete this report writing from trusted sources. I give you my heartfelt thank you for showing your guidance, support and kindness throughout the last three months.

Sincerely yours,

Syed Muhaiminur Rahman

20104030

BRAC Business School

BRAC University

Date: October , 2024

Non-Disclosure Agreement

This is to prove that the report done here under review doesn't include any kind of confidential information of the organization. The statement has been done between Transcom beverages ltd and the approved student of BRAC University, Syed Muhaiminur Rahman, BRAC Business school.

Acknowledgement

My heartfelt gratitude towards Transcom beverages ltd and their marketing team for the wonderful opportunity they offered me. I am genuinely thankful to my in site supervisor Omar Asifur Rahman, who works as a trade marketing manager, he had a crucial role during my internship helped me to learn many things and to gather knowledge about various stuffs. While writing this report his assistance was required all the time to do it swiftly. Then again I would like to thank my academic supervisor Tania Akter, She is an Senior Lecturer (MBA, MSC Manchester) serving in BRAC Business School. And my academic co supervisor Noshin Anjum Chaiti, who is also serving as a lecturer at Brac Business school. Just because of their countless support I was able to make this report. Lastly my limitless gratitude towards my friends and family for caring about me since I walked on my academic road.

Abstract

This report shows that the executives of Transcom Beverages Ltd who plays a significant role in beverage sector a PepsiCo affiliate, they put their potentials in trade marketing. By doing many analyses in-depth research the research on this report found out that many types of challenges such as Competitive market, logistic complexes, different customer preferences. As a result, this highlights major prospects for example using using data analytics for targeted marketing, making new strategic relationships and increasing online experiments more. The findings in this report reveals that Transcom beverage faces many types of challenges in strategic adaptation and fresh techniques in the trade marketing sector which can achieve competitive advantage and market expansion. The report will provide a good amount of insight information for industry leaders who is willing to evolve trade marketing side drastically.

Keywords: Trade marketing, SGA, Durbin, Transcom beverages ltd, Pepsico, PSR's.

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List of Acronyms

TBL	Transcom Beverages ltd
SGA	Sales Generated Asset
PSR	Indian Premier League
SE	Sales Executive
ASM	Area sales manager
RSM	Regional sales manager
TMM	Trade marketing manager
AG	Asset guardians
SP	Sales promoter
SKU	Stock keeping unit
DB	Distributor
OL	Outlet
SRN	Sub route name

Glossary

Thesis	An extended research paper that is part of the final exam process for a graduate degree. The document may also be classified as a project or collection of extended essays.
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Glossary	An alphabetical list of key terms This is an optional page and can be removed if not used. Use one table row for each item to allow sorting using Word's table tools. Apply the style 1_Para_NoSpace to table rows as shown here.
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Chapter 1: Overview of Internship

1.1 Student Information:

Name: Syed Muhaiminur Rahman

Student ID: 20104030

Program: Bachelor of Business Administration

Major: marketing

1.2 Internship Information:

1.2.1 Period, Company Name, Department, Address:

I did my Internship at Transcom beverages ltd, The biggest shareholder of beverage industry in our country. Transcom is the official distributor and maker of Pepsico products such as Mirina, 7up, Mountain dew, Pepsi. I worked there as a marketing intern. My internship program was for three long months and the timeline was July 2 – October 2 2024. My workplace was at the main head office located at Gulshan 2 and the building is named Gulshan tower. Almost all the floors have offices of Transcom group.

1.2.2 Internship supervisor's Information:

I must say I was the luckiest to have Omar Asifur Rahman (Trade marketing manager) as my supervisor/ line manager throughout my whole internship period. For 7 years he has been working in Transcom beverage ltd. He started his journey as a simple marketing intern here and now today he is here.

My boss was the most helpful and supportive person during my internship. He used to make sure if I am getting the proper knowledge about the things or not. He always helped me to get the hands on experience to know about my work in my field. He gave me a very important role which contributed to the company in many ways. He motivated, encouraged and gave me valuable feedbacks to go on. I will be thankful to him for the rest of my life for his guidance.

Lastly, I would like to add alongside being a line manager of mine he is a great human being too during all the prayer in office timings he always encouraged and called me to offer prayer which expresses my heartfelt gratitude and respect towards him.

1.2.3 Job Responsibilities:

In Transcom Beverages Ltd, My sole duty was to find out the market condition of the pepsico products. There are millions of Coolers provided by Transcom beverages ltd at the market and they are told to be filled up only by Pepsico products such as 7up, Mirinda, Dew, Aquafina and Pepsi. But sometimes the shopkeeper, store vendor keeps other brands which is strictly prohibited. So, my duty was to check each day's updated pictures whether our coolers are filled up with the proper products or not and Call the designated PSR, SE if needed I used to call the ASM to fix things. My work was directly provided to the ED of Transcom who is Deepinder and I used to figure out the problematic coolers mark them in excel sheets and send them to the direct administration group in Whatsapp. As a marketing Intern my job was to assure the quality and availability of the product in market and how they will be sold.

Lastly every month there was a report of the marketing department for every month, that helped me a lot to write this report

1.3 Internship outcome:

1.3.1 My contribution towards Transcom beverage limited:

Since I was an intern I had very few scope to contribute to the company. The guideline was set by the executive director himself for the interns. I was designated to work for the Durbin project where the employees get the full access to market condition. By having access to my personal Durbin account got to let me know the real time situation of the market and the work on field employees are doing.

Relying on my observation and my duty which I used to provide with proof the company and my superiors used to take action at the outlet and resolved everything. My workings helped the company to find out the loopholes and problem of the market which helped to increase and purify our products in number. I used to update my daily work to an excel file which was checked thoroughly by my supervisor and superiors by following then they took the action.

By my duty they could take necessary steps for the in field working employees.

1.3.2 Benefits as a student:

A countless number of benefits I had by doing my internship at Transcom beverages ltd. The things, the knowledge and the skills I gathered here will make a great impact for my career and it increased my personal knowledge too. All the people around me in the office was very frank, co-operative and helpful during my internship timeline. Alongside all these I had a some good freedom and work flexibility.

While working at Transcom I got to understand the corporate work culture here with the marketing team. The team along with my advisor helped me to understand the work culture and the diversity. The environment was created in such a friendly manner which helped me encouraged me to learn a lot.

Working with the marketing team got me to know many things about how marketing, trade marketing, selling, pricing happens. I got to know further about how the operation in field is operated by our manager from office and how the PSR, SP works in open market. Being a marketing intern got me to know how people in different field works to run such a giant company.

Lastly Internship has helped me to learn the importance of knowing how the corporate world runs. I got to know many respective personnels from this company within a very less time.

1.3.3 Challenges faced:

To be very honest there were not that much problems or difficulties I faced in my internship timeline at TBL. Still the few challenges I faced during my timeline are:

At the very first time the task I was given to check if a SGA has properly charged or not, I failed to understand the calculation of a coolers charge at first.

Secondly, I was not understanding the purity issue of a cooler. A cooler is supposed to filled with Pepsico products only.

Lastly figuring out the problematic pictures, If the picture is real or fake. This was a very hard task since it would create a problem if I figured out the picture wrong.

1.3.4 Recommendation:

Perhaps, it will be preferable if the department supervisors and the line managers can devote a few minutes at the beginning of the interns' training to explain to them as what jobs they can get involved and as what jobs they cannot get involved. Besides, it will also be good to notify the other employees on this so that interns are not left in a state of confusion as far as handling any important work is concerned.

Day 1: Field visit

Visited the distributor house

Met the PSR and SE

Trial visit at stores

Research and analysis how they work

Learning about the market situation



Figure 1: Distributor house (Captured by me In DB house)

1.4 Project DURBIN:

This project was aimed at monitoring the activities of Pre-Sales Executives (PSRs) at TBL in order to ensure that the daily work is well coordinated in Bangladesh. The 3,000 PSRs across the country are to take and deliver orders through Distribution Points (DB points), to explain promotions to the shop owners to buy more products of PepsiCo, to place banners, and to monitor the quality of TBL's Visicoolers.

This means that only TBL products must be placed in the Visicoolers which are the property of TBL. It is the expectation of the shop owners to be able to stock up the products in the Visicoolers in a particular Stock Keeping Units (SKUs). For each PSR, he or she is required to visit 40 to 50 shops as per the set schedule and the PSR is supposed to report his or her order taking activities, delivery records and the photos for the pureness of the Visicoolers through the DURBIN app. PSRs are grouped according to the areas that they are to cover.

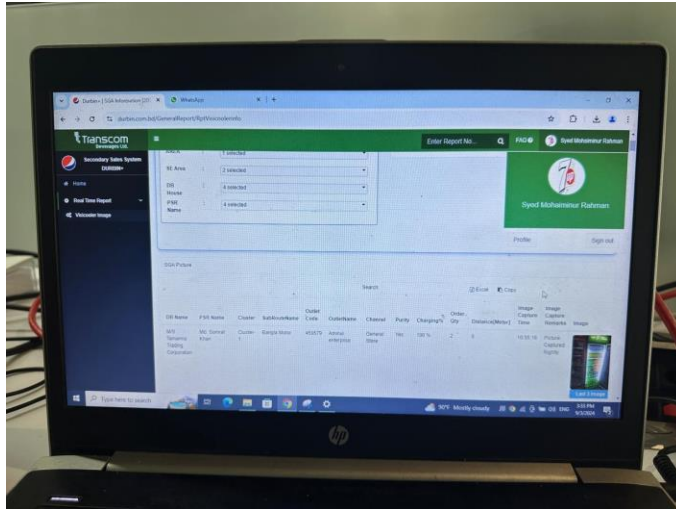


Figure 2: My personal Durbin profile (DURBIN home page)

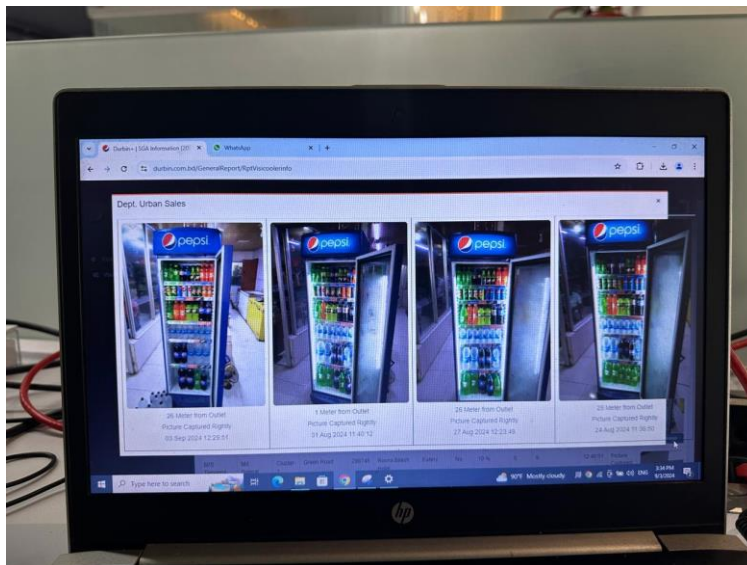


Figure 3: Figuring out the SGA's (Coolers shown in DURBIN)

1.4.1 We Project:

Since it became difficult for PSRs to track all the Visicoolers across various regions, TBL's marketing department came up with a new concept named the "WE" project. The intention from this project is to get cooperation, everyone is encouraged to report any problem with Visicoolers by calling a given hotline. Due to having a huge number of employees across the company in the country it was fittingly named 'WE' to symbolize team project.

When working as a member in WE project my duty was to collect the complaints which people calls the hotline from different places and categorise them according to the zones so that PSRs can look into these complaints the next day. I also created a master list containing contact numbers and address of 2,000 employees so that they will be able to receive SMS from TBL regarding the WE project.



Figure 4: WE project (Collected from the campaign planner)

Chapter 2: Organizational Part

2.1 Introduction

2.1.1 Company Introduction:

Transcom Beverages Limited is a subsidiary of the Transcom Group, which is reputed conglomerate. One of the most well known groups in the country. Transcom Group began in 1885 and has expanded its wings to be in the list of largest and well reputed float glass manufacturers.

Claimed or named as successful and largest conglomerates of the present generation in Bangladesh under the leadership of the late Latifur Rahman.

The following are some of the largest businesses of Transcom Group:

- *Transcom Electronics
- * Transcom Foods
- * Transcom Beverages
- * Eskayef Pharmaceuticals
- * Mediastar
- * Transcom Consumers Transcraft

Transcom has many more subsidiary companies as mentioned above, and it is indeed one of the leading companies in its respective sectors.

Transcom Beverages is one of the several Transcom Group affiliated companies that it has. Thus in the year 2000, it acquired the

position as a Single National Franchisee and Bottler of Pepsi Co Beverages since then. They are also involved in marketing of PepsiCo products in Bangladeshi market and the distribution of the same. The Transcom Beverages Ltd: H.Q in Gulshan-2, Dhaka.

2.1.2 Objective:

To complete a full overview of Transcom beverages ltd this part will be done. Transcom is the leading beverage company in Bangladeshi market. The main goal of transcom is to produce those

products which are under Pepsico. The company has an aim to maintain quality and high standard to prove themselves and expand their market share in this industry. This part of the report will discuss about the challenges that the company faces, the profits, operations. All the information and recommendations will be provided for a improvement for Transcom beverages ltd.

2.1.3 Vision:

Transcom Beverages' strategic objective is to champion development in Bangladesh and be the market leader.

The beverage industry caters to the regular beverage needs of Bangladeshi consumers while providing performance with purpose.

The vision of Transcom Beverages is to attain sustainable growth in Bangladesh and serve as the national beverages company.

Market leading beverages firm and serving and feeding the Bangladeshi consumers, by meeting all their consumers' daily beverage requirements and conveying use and performance with meaning.

2.1.4 Values:

Values:

- Treat other and cooperate to accomplish the goal
- This entails taking good care of our clients and the environment, and being conscious consumers.
- Have both the short term and the long term objectives in mind.
- Straight-forwardness in all that we do each day.
- Punctuality, communication grooming, teamwork, time management, academic achievement, organization, professionalism, interpersonal skills.
- It entails planning and thinking out of the box

2.1.5 Brands

- * Slice
- * 7up
- * Slice
- * Pepsi Zero
- * 7up zero
- * Tropicana
- * Everess Soda
- * Aquafina
- * Pepsi
- * Mirinda Orange
- * Mountain Dew
- * Sting



Figure 5: Logo of Products (Collected from PEPSICO website)

All the brands mentioned above has surpassed all the benchmarks in beverage market. Tbl has achieved a prestigious honour named “bottler of the year” for 9 times in the following years 2005, 2008-2014 and lastly 2016. 7up received the best beverage drink award from 2009-2019. Tbl played a smart role by and bought a plant form global beverage.

2.2 Sales team strategy

Specifically, Sales Strategy Team was launched at the begin of 2021 and was still in its formation process. This Work of the team is to ensure that value added in the business rises at a faster rate than volume. This team was given to me a few weeks ago or rather handed over to me as my training project.

working with them throughout my internship, but more important are the tables and figures.

The Sales Strategy Team's major players are as follows: The Sales Strategy Team's major players are as follows:

1. Mr. Sharifuddin Bhuiyan Shamol: He is the marketing head of Transcom beverages ltd. All the marketing traits are approached from him. He takes all the initiatives and decisions to imply new marketing strategies.

2. Abhishek Paul:

The Sales Strategy Team is headed by an official by the name Mr. Abhishek. He is the Head of the Sales Strategy and he is a middle aged man with a calm disposition; his excellent organizational and managerial skills are evident in his performance.

Division that allows ED to make trading decisions for this organization so as to improve its revenues. In this department, he oversee all the work that is done with the specific disbursal of reporting to the executive director.

3. Mahfuzur Rahman:

In Transcom Beverages Ltd. , the name of the official is Mr. Mahfuzur and his designation is National Trade Marketing Manager. At the, Whenever an action of him is related to the point of sale, he is held responsible. He is held accountable for marketing to wholesalers Though the two researchers adopted the similar general research question, they framed their specific research questions from slightly different angles.

All incentive program implementation and methodologies are all carried out by his team campaigning.

4. Omar Asifur Rahman:

Manager of trade marketing. He directly replies to Mr. Mahfuzur Rahman and he along with his Together with heads of teams, they are responsible for all daily trade marketing activities.

5. Nazir Zihad Ahmed:

Communications, for instance, is described to be headed by Mr. Ashraf Chowdhury while all data-related decisions are made by Mr. Zihad. He is the Shopper's Insight Manager and is in responsibility for all the research in marketing and for all the consumer, industrial, and sales data of the past.

As all the strategic endeavours of the organization depend on his research, his work is crucial.

6. Fahad Rezwan Khan:

Mr. Fahad is an expert who deals with figures and trends to predict the future to benefit the business to grow his income and he is the Revenue Management Lead in the company. Determine D&A (Distribution, Trading allowances (or Allowance) costs, Trade Schemes, Volume Mix (the proportion of products of a given SKU that needs to be sold).

Among the daily tasks of this position one can list product positioning and marketing, sales management, and product pricing.

Evervess Soda Water	600ml
Pepsi Zero	250ml
7up Zero	250ml
Tropicana	200ml
Slice mango juice	200ml
Aquafina	500ml, 1000ml, 1500ml
Mirina orange	250ml, 400ml, 600ml, 1000ml, 2250ml Glass bottle Can 250ml,400ml,600ml,1000ml,2250ml Glass bottle can
7up	250ml, 400ml, 600ml, 1000ml, 2250ml Glass Bottle Can 250ml, 400ml, 600ml, 1000ml, 2250ml Glass Bottle Can
Pepsi	250ml, 400ml, 600ml, 1000ml, 2250ml Glass Bottle Can
Mountain Dew	250ml, 400ml, 600ml, 1000ml, 2250ml Glass Bottle Can 250ml, 400ml, 600ml, 1000ml, 2250ml Glass Bottle Can

Table 1: Pepsico Product List (Collected from sales strategy team)

2.2.1 The Diagram below highlights the hierarchy

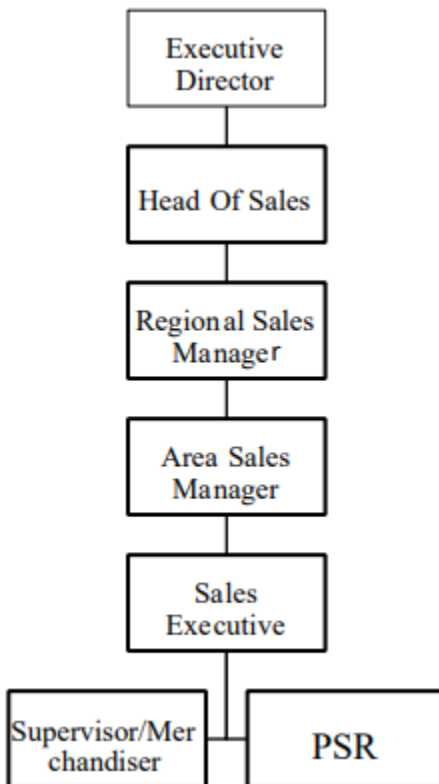


Figure 6: Organization structure (Collected from Manager)

In total, the company has 2500 people. Here is the diagram showing the former:

Two broad pyramids of command that exist within this company.

- Above them all is the executive director who is stationed at the head office of the company. He makes the last of the executive decisions on the company that would lead to the final decision on the fate of the company.
- The next is the head of sales; he/she works at the head office level depending on the size of the business. He makes important strategic decisions regarding sales. His or her line reports to the Executive Director.
- Directly responsible for reporting to the Head of Sales are employees of the organization known as Regional Sales Managers. They oversee the activities on the key areas which are configured in line with geographical geographical framework across the main areas of the world distribution. The RSM is responsible for the general team for one region of the company.

- The Area Sales Managers are accountable to the RSM and are charged with the management of all the territories within a specific region. He supervises those of the Sales Executives.
- The Sales Executive supervises the PSRs and makes sure each of them captured all the retailers in their designated routes. They also go for market visits to make an evaluation of the situation.
- The subordinated position of PSR (Sales Representative) is involved in delivery of cases of the soda to stores.

2.2.2 Overview of the company

Transcom Beverage Limited is a leading company of Bangladesh and functioning mainly in the beverage industry. It exists in a large and diversified business group commonly known as the Transcom Group in the country. Here's an overview of TBL: Here's an overview of TBL: 1. History and Background: Establishment: Operations of Transcom Beverage Limited began in 2000. Affiliation with PepsiCo: TBL is a Pioneer Bottler and the franchisee of pepsi products of pepsiCo International in Bangladesh. This means that they have the mandate to manufacture, advertise, and sell the products of the PepsiCo in the country.

2. Product Portfolio: PepsiCo Products: TBL imports and sells various PepsiCo beverage brands in Bangladesh that include: Carbonated Soft Drinks (CSDs): Pepsi, 7Up, Mirinda, Mountain Dew and slice. Non-Carbonated Beverages (NCBs): Tropicana juices, Aquafina water etc. Local Innovations: TBL may also have launched regional variants, or different packaging to suit the marketplace in Bangladesh.

3. Market Presence: Distribution Network: This is because TBL has a strong distribution channel that sees to it that its products are delivered to the remotest part of Bangladesh. Present for almost all the products, this network comprises a humongous number of distributors, retailers, and direct sales agents. Market Position: The company has a good market share in the Bangladeshi beverage market; in the carbonated soft drink sub-sector, it stands alone.

4. Production Facilities: Manufacturing Plants: TBL currently has plants in manufacturing plants in Bangladesh that it has established that are standard to the best international standards. Capacity: These plants have the large capacity of production to enable TBL to satisfy the increasing demand for the beverages in the country.

5. Sustainability and Corporate Social Responsibility (CSR): Sustainability and Corporate Social Responsibility (CSR): Environmental Initiatives: TBL is currently engaged in a number of activities that are meant to address the organization's impacts on the environment. This pertains to programs that aim at minimizing usage of water and energy, together with proper handling of wastes. Community Engagement: It is also supports Corporate Social Responsible or CSR by participating in the development of the community, education and health of Bangladesh.

6. Challenges and Opportunities: Challenges: This is a competition with local and international players, volatility in raw material prices, and constantly changing regulatory environment are some of the challenges. Opportunities: As with any drink maker, the increase in the consumption of beers and other liquor, but most particularly in non-carbonated products presents opportunities to diversify its portfolio.

7. Future Outlook: Expansion Plans: Based on the analysis, these are the following strategic recommendations for TBL: increase the range of products, searching for new opportunities in new niches, and using the opportunities of digital marketing to increase name recognition. Focus on Health Trends: TBL knows that the world is changing gradually to healthier products and perhaps TBL might think of penetrating other healthy beverages for instance low sugar or special kind of drinks. In this context Transcom Beverage Limited has a critical role in the beverage sector of Bangladesh since it jointly works with PepsiCo and has a better sense of the Bangladeshi market.

2.2.3 Mission:

The Mission and the goal of the Transcom Beverage Limited (TBL) also indicate the company's focus on the provision of quality products and services in a sustainable manner and on giving back to the society. While the specific mission statement might vary, it typically encompasses the following key elements: While the specific mission statement might vary, it typically encompasses the following key elements:

Mission of Transcom Beverage Limited: Mission of Transcom Beverage Limited:

Quality Excellence:

Its objectives include the delivery of alcoholic and non-alcoholic beverages that are of standard universal quality to meet the need of consumers.

Customer Focus:

To be able to meet the needs of consumers and be prepared in advance for future, providing various kinds of beverages.

Sustainable Growth:

To increase company revenues, profits and market share based on innovation, operations excellence and strategic alliances and partnerships while embracing sustainability and environmental protection.

Employee Development:

Therefore to enhance the well-being of employees and make them an asset as they are to the success of the firm, a good organizational climate has to be established and instituted as shown below.

Community and Social Responsibility:

For the purpose of giving back and making a difference in the societies where the firm operates through corporate social responsibility (CSR) programs catering for education, health and natural resource conservation.

Market Leadership:

In order to sustain and even more importantly to enhance Coca Cola's position in Bangladesh as the premier beverage Company with increasing market augmentation and business prospect.

Core Values:

Integrity: Ensuring that all business dealings with clients, suppliers, employees and the community at large are conducted in an absolutely ethically sound manner.

Innovation: Constantly striving for the next level of value to be delivered with products and services as well as processes.

Responsibility: One of the key principles of which is more careful business conduct that will have a positive impact on the earth, its inhabitants, and the people who financially support companies and businesses.

Hence, these integrated elements constitute the mission statement of Transcom Beverage Limited to drive the establishment's actions and choice of strategies to sustain its role and recognition in the beverage market.

2.2.4 Core values:

The strategic corporate values of Transcom Beverage Limited include the set of principles and beliefs, which the company follows in its activity. While the specific articulation of these values might vary, they generally include the following key elements: While the specific articulation of these values might vary, they generally include the following key elements:

Core Values of Transcom Beverage Limited: Core Values of Transcom Beverage Limited:

Integrity:

Promising to act with integrity and professionalism in all other business processes and transactions. Honesty is a cornerstone in relationships with customers, personnel, business associates, as well as in society.

Quality:

It is dedicated to quality and striving to provide goods and services in a most efficient and satisfying manner. This is a devotion to quality in all spheres of the organization's activity, including manufacturing and sales.

Innovation:

Perseveration on the ideas on how to make changes and come up with New Ways on enhancing the current products, methods and business practices. One must admit that only innovation can help to remain competitive and meet new challenges.

Customer Focus:

Placing customer requirements and expectations on top of the hierarchy knowing that for the company to excel, the customers must be satisfied. TBL seeks to cultivate a perfect rapport with its customers through the provision of value in all its operations.

Sustainability:

Being aware of the significance of environmental Responsibility TBL pursue goals to minimize negative impact of its activity on the environment and to improve key aspects of the quality of life of employees and other members of the entity's and companies' surrounding communities.

Teamwork:

Respecting teamwork, TBL ensures people-oriented approach to the employees and provides opportunities to use their potential for the company's benefits. The success of the company can be regarded as socially oriented, and is not associated with the individuals' desire for self-promotion.

Responsibility:

Accepting obligations for the consequences of the business operations as concerns the society and the environment. This covers undertakings of corporate social responsibility (CSR) and guaranteeing that the company's development is positive for other people too.

Excellence:

Actually feasible goal of achieving excellence in all aspects of the organization's activities, from manufacturing to servicing of clients. All these combine to shape the culture of TBL which seeks to be the best in all it does and this is not a one-time thing, but is an ongoing process of the company.

All these form the fundamental foundation for Transcom Beverage Limited and it is in light of this that the corporate culture of the firm is formed and the success of the firm in the long run determined.

2.2.5 Product and services of Transcom beverages ltd:

Transcom Beverage Limited (TBL) provides various products and services principally involved in the manufacturing and marketing of beverages in Bangladesh. As a franchised bottler of PepsiCo in the country, TBL has introduced some of the most popular brands of international beverages to Bangladeshi consumers. Here's an overview of their products and services: Here's an overview of their products and services: Products: Carbonated Soft Drinks (CSDs): Pepsi: A famous soft drink in the world and it is a cola flavored drink. 7Up: An American non-alcoholic liquid refreshment made from carbonated lemon and lime flavors. Mirinda: A soft drink, often an orange flavored soda, but also in other fruit flavors. Mountain Dew: A flavored sbeverage which has a citric taste

and a kick of energy. Slice: A product that is a clear liquid with a taste of mango especially in the areas where mango is considered as one of the preferred fruits.

Non-Carbonated Beverages (NCBs): Tropicana: It is a brand that deals with production of quality fruit juices including orange, apple and mixed fruits juices produced out of quality fruits. Aquafina: Bottled water that has been treated to make it safe for human consumption and which also conforms to international standards of quality. Energy Drinks and Others: TBL may also sell other products from the PepsiCo products portfolio including energy drinks, iced teas or other specialty products based on the market and strategic plans for that region. Services: Production: Manufacturing Facilities: TBL manages and owns modern production facilities with adequate technology to manufacture quality beverages. These facilities follow the acceptable quality and hygiene conditions of the industry. Distribution and Logistics: Extensive Distribution Network: TBL has a strong and diverse distribution channel in Bangladesh and it also has a strong distribution center for its end product both in towns and in the rural areas. This includes a large number of distributors, retailers and direct selling agents all over the world. Supply Chain Management: TBL maintains smooth supply chain so that products are delivered to retailers and customers in time, and product is fresh and inventory is also properly handled. Marketing and Brand Promotion: Brand Building: In order to sustain the various brands it has, TBL participates in marketing and promotional exercises. This consists of techniques such as promotion, promotions, as well as selling via the internet, among others. Consumer Engagement: TBL uses consumer promotions, Appeals, and Experiential appeals by initiating promotions, contests, and events that target the consumers.

Customer Support and Service: Customer Relations: It also focuses greatly on its consumer and retail satisfaction offering support services that help to ensure that any consumers and retailers' complaints and commendations are addressed. Training for Retail Partners: Training the employees of the retail partners could also be conducted by TBL to help them know how to handle and store the various products as well as how to display them which in turn helps in dealing with the issue of quality.

Corporate Social Responsibility (CSR): Community Initiatives: Community Initiatives: They include various activities that are noble and are geared towards promoting social well being,

support for community activities, pollution control and support for health activities in the geographic areas of operation of TBL.

Innovation and R&D:

Product Development: TBL may be engaged in creating new flavors or products that may suit the Bangladeshi palate with the innovation support from the global R&D centres of PepsiCo.

Successful brand positioning, imperatives of quality, extensive distribution channels, and client-pleasant services are a number of the factors that have positioned Transcom Beverage Limited as the most important player for preparing and selling different types of beverages in Bangladesh at current time.

2.3 Corporate Social responsibility (CSR):

The leading beverage company of Bangladesh Transcom Beverages Ltd. is involved in Some of the CSR activities performed by Transcom Beverages Ltd. are as follows. While specific details can vary over time and by source, here are some common CSR practices typically associated with companies like Transcom Beverages Ltd. :While specific details can vary over time and by source, here are some common CSR practices typically associated with companies like Transcom Beverages Ltd. :

1.Environmental Sustainability: Most beverage firms such as Transcom Beverages Ltd engage in practicing environmentalism. This encompasses measures that which seeks to reduced wastages, water and energy conservation as well as the recycling campaigns. They could also decide to fund better packaging services, and attempt at lowering their ecological impact.

2.Community Engagement: Transcom Beverages Ltd. from time to time gets involved in one or the other development projects within the society. It may involve the provision of support to local schools, hospitals, clinics and other facilities of community utility. They may also go out in charity and donate money or tender goods to some non-profit making organizations.

3.Employee Welfare: Promoting the interest of its employees is another part of CSR. This can be wages without discrimination, health and safety at work, and the chance to improve one's qualifications and skills. Health and wellness are also offered at companies to assist the members of the staff.

4. Education and Training: Another major CSR activity seen is the sponsorship of education and training programs. This could comprise of scholarships, education initiatives for disadvantaged children or training initiatives that better skills, and marketability.

5. Health and Safety: Contribution for health and safety for both the consumers and the employees is immensely important. This entails directing their conduct by both quality and safety of their products as well as the negative impact of the manufacturing processes on the environment and the health of the population.

2.4 Porter's five forces analysis

Threat of new entrants

Capital Requirements: To start a beverage firm; a lot of capital is needed especially on production plants, processing equipments, and channels of distribution. Fixed costs in the form of manufacturing equipment, quality control mechanisms and supply chain networks may be very high and a new entrant may be forced to dig deep into his pockets.

Regulatory Compliance: This place is highly sensitive to rules that govern production and the safety of foods and drinks to be produced. Adopting to these regulations may at times be complex especially to new entrant as it may take sometime and cost in order to meet these requirements.

Marketing and Promotion: Setting up the marketing and promotional effort is capital intensive in order to have effective market visibility. In this respect, established firms already have market coverage strategies in place, and brand recognition, which will make it difficult for the new entrant to be seen.

Bargaining power of suppliers

Supplier Dependence: TBL have a strong reliance on the supply of raw material such as sugar, packaging and concentrates which are provided by PepsiCo. However, being the largest buyer does provide TBL certain amount of bargaining power over some of the above mentioned suppliers.

Supplier Concentration: Since some of the most important raw materials may be bought only from few suppliers (concentrate from PepsiCo) the suppliers are powerful actors who can determine price and conditions.

Switching Costs: In the case of TBL, what may also require significant amounts of cost and risks already support supplier power such as switching costs or risks associated with switching suppliers when critical inputs are involved.

Buyer power:

PepsiCo puts consumer as one of its concerns in its mission statement. This component the analysis carried out of the Five Forces study identifies the role of consumers in the industrial environment of the firm.

Environmental factors which support the understanding why PepsiCo enjoys high bargaining power against consumers and

buyers include:

Low switching price which is a massive strength, I have to say. The ability of customers

To leverage influence over PepsiCo is evidence by the reality that they can easily move from one firm to the other.

It is also a powerful tool because it offers convenience in terms of revealing details of the products. Customers can also

get diverse information that enables them to efficiently match PepsiCo and competitor. products.

Availability of so many alternatives is one big factor. Substitutes, on the other hand,

offer its customers one more reason for not to buy PepsiCo products.

Threat of substitutes:

The goods that PepsiCo offers can be easily substituted, depending on the buyer's behavior and other factors. Coca, Cola is the best sell Pepsi substitute while Sprite has been more effective in replacing 7up.

Fanta is the other beverage associated with Mirinda. Consequently, this component analyses the effect of substitutes on the business and industrial environment of the firm Research about the effects of business and industrial environment here.

1. Beside a strong force could be the quality of the alternatives that are available. Indeed, the analytical research reveals that the overwhelming proportion of PepsiCo's alternative

products are approved. Those in a position to can be able to take natural fruit juices or even prepared coffee dishes rather than

Pepsi.

2. Customers of PepsiCo can equally easily switch to these substitutes which are easily and widely available in

supermarkets and other merchants.

3. Another factor is a low willingness to switch.

4. The last but equally powerful force there is the high availability force with the alternatives.

Industry Rivalry:

Transcom Beverages Ltd. currently does business in a very commoditized beverage industry in which it has to expect tough competition from both international brands such as Coca-Cola and Pepsi among others and regional competitors as well. The competition level is quite saturated and therefore companies operating within the industry are forced to make relevant product differentiations and effective branding and marketing strategies. This is due to issues likes setting of steep price strategies, establishment of broad based distribution channels and divergent consumer habits that favours health wise and environmentally friendly foods.

In addition, there are factors such as technological factors, governmental factors and the state of the economy which divides the competition. These are the variables that firms have to deal with in order to sustain their market standing and, thereby, profitability. The actions that are important for Transcom Beverages Ltd. to undertake include the ability to adapt to ever changing trends and consumer needs, continually monitor costs and comply with regulatory frameworks in order to complete favourably in this industry.

2.5 SWOT analysis:

Strengths

Strong Brand Portfolio: TBL being the direct franchises of PepsiCo Inc is the official bottler and distributor for some of the most popular brands including Pepsi, 7up and Mirinda in Bangladesh. This affiliation with PepsiCo offers the business good brand recognition and customers' trust.

Extensive Distribution Network: TBL is well connected with the distribution channel and it delivers products to the remote areas of Bangladesh also. This makes it possible to uphold endurance in the market and guarantee the availability of the products.

Market Leadership: TBL has a large market share in Bangladesh carbonated beverage thus making it the market leader. To some extent, the company is dominant in this segment, which enables better mass scale economies and better bargaining power against the retailers.

Weaknesses

Limited Product Diversification: TBL Company has a competitive and vast portfolio in the CSD category however a weak pipeline of products in non-carbonated beverages which is an emerging category.

High Operating Costs: Some of the potential expenses may be incurred on material and manufacturing as well as delivery of the final product and this may be very costly in a compressed market. They can exert pressure on margins especially in incidences where there are economic shocks.

Regulatory Risks: The beverage industry operates under strict laws of health, safety, and environmental concerns. Political risks include volatility in the market which may be characterized by change in market regulations, such as changes to taxes, where for instance; sugar taxes may reduce the profitability of the company.

Opportunities

Sustainability Initiatives: Essentially, this identified that the use of environmental friendly production and packaging methods may appeal to the sustainable consumer and give TBL a

competitive edge. Some of the activities could be such as packaging in environment friendly material and cutting down on carbon footprint.

Expansion into Non-Carbonated Beverages: Consumers are looking for an improved quality of the products consumed, including juices, flavored water and energy drinks. Organically, TBL has an opportunity to extend into these categories owing to brand personality and existing distribution channels.

Market Expansion: TBL can look for growth in un-marketed rural regions or it can even think about penetrating into the neighboring countries where its operational experience and brand image can help it a lot.

Threats

Intense Competition: Beverage industry in Bangladesh is a crowded one with both domestic and multinational companies fighting for their space in the market. The firms' price cutting measures, promotional activities and introduction of new products and services could pose a threat to the market position of TBL.

Changing Consumer Preferences: It can also be seen that in the global market, people are changing their lifestyle for the better and are gradually moving away from sugary beverages. This is a concern to TBL since their main product lines are carbonated drinks which contain sugar.

Chapter 3: Project part

3.1Introduction:

Transcom Beverages Limited was incorporated with a view to attaining sustainable profits within Bangladesh and being the top producer of beverages in the country. At first, it started as a bottler

of and distributor of just the cola flavoured Pepsi. The company has over time grown its product portfolio and has in its range a number of flavored products under five brand themes and bottles PepsiCo filtered water for drinking (Khatun, 2022). Indeed, with such a wide range of products in the company's portfolio, it has been difficult to achieve the right stock holding on the supermarket shelves to meet customer demand. In this aspect, TBL's marketing department has a heavy responsibility of guaranteeing that their products are chosen out of the many in the market. He operates in a context where retailers exert most of the influence over which products make it on to the consumer shelf, so convincing them about TBL's brands is critical. These products are generally promoted by appealing trade deals with the retailers and wholesalers who in turn are induced to purchase or sell them. Internship is mandatory for all the students studying in the BBA program offered by the BRAC Business School. This report is prepared in Partial Fulfillment of the BBA Internship Program. The main purpose of an internship is to orient students to the actual business setting, so that they can realize oneself about the interaction between the learnt theories and concepts and actual practice. While working in Transcom Beverages Ltd I had the chance to intern in the marketing and trade sale department where I was involved in several active projects including one called "Durbin" as well as my other duties. In this regard, the present report provides an assessment of skills and knowledge acquired during the process of participating in different endeavours and effective completion of tasks as a part of the organizational strategies. Moreover, the report gives information about Transcom Beverages Ltd's products and the approaches used by the company to market the products (De Haen, 1999). TBL solely focuses on maintaining a healthy relationship with the distributors and retail shop owners to bring the products more close to the consumers.

3.1.1 Literature review:

The Trade marketing department is one of the most important departments for a company like this. The company details how a countries largest beverage company functions and works internally and as well as how the trade offers are circulated among the distributors and retailers. TBL solely focuses on maintaining a healthy relationship with the distributors and retail shop owners to bring the products more close to the consumers (Alam, 2021).

To run a beverage company officially TBL has to follow some rules and regulation regarding the marketing and producing which they follow accurately (Akhter, 2022).

The company has to look out at their competitors quite often to figure out their offers, advertising and selling techniques to stay strong in the market (Neger et al 2024).

So, a good balanced marketing team will help them to get success in the market.

3.1.2 Objectives:

These objectives are regarding the main topic:

The main objective of this report is to give a bright idea about Pepsico's inside trade marketing analysis and tactics which helps to improve the economy of Bangladesh.

2. To discover the trade offers and strategies the firm uses to build strong relationships with distributors and retailers in the supply chain.

3.To assess what TBL is doing to challenge its main competitor in Bangladesh.

3.1.3 Significance:

Among all these factors the current economy of Bangladesh is in a serious trouble due to high rate of inflation. This boost has been largely heightened by the values of the dollar making matters worse especially for many firms especially those which operating with in importation businesses. This has led to high costs of imports due to the increased dollar rate forcing most of these companies to struggle to get adequate revenues to cover the associated costs. Therefore the cost has gone up and this has actually led to a reduction in the net income of businesses.

Transcom Beverages Ltd. is a leading drink manufacturers and distributors who have responsibility of bottling and distributing Pepsico's products in Bangladesh. Employment is key in regard to the company as it creates many employment opportunities, the company also provides the government with substantial revenues in the form of taxes and through the introduction of new products to the market that meet new trends, the company fosters competitiveness. It has a strong territorial coverage that provides a wide coverage of major brands such as Pepsi, 7UP and Mirinda among others, quality products and sustainability initiatives that support its operations and consumers' trust.

3.2 Methodology:

When writing this report I, therefore, had to analyse all the information I collected from TBL's marketing department and the experiences I have had concerning the company. The other sections that I incorporated in the findings are other forms of market research that TBL has participated in the past years. As I learned, analysed and applied the findings from employees of pepsico the primary intent was to provide an overview of trade marketing which is why this report incorporated both primary and secondary research.

3.2.1 Primary Sources:

Surveys, Interviews and observations were done to collect primary data.

Did some head to head meeting with some PSR's, distributors and Sales executives.

I had a face-to-face conversation with a Area Sales Manager (ASM) about the company's current market presence situation and trade marketing activities.

3.2.2 Secondary sources:

The secondary database was managed from the following place

Different trade offer files

Annual reports

Office documents

Official website

3.3 Flow and expansion:

Organic growth is Transcom Beverages' main strategic aim in the long run, and company representatives are sure that all the necessary components are in place to make it happen, following the plan of positioning its product range to address the needs and demands of customers. The company also underlines that companies' growth should be continuous and the efficiency of companies' performance must be evaluated. The drive for sustainable success achieved through the spirit of innovation is a way to gain justified value in their actions and outcomes and to also

assess whether today's activities will be beneficial to the future of the corporation. It can be defined as a process of individual transformation and improvement of organisational (business) results.

The company is the distributor of Pepsico products including pizza hut, KFC, and other products as a vertical franchisee business in Bangladesh and part of Transcom group which has made a brilliant performance. Transcom Beverages Limited being a bottler for PepsiCo in Tanzania was awarded the 'International Bottler of the Year' an award that ranked it at the top among all the bottlers for PepsiCo in the same year 2009. Moreover, it has also been awarded as "The Best Bottler of the Year" in India region five times successively and the prize of the best factory in this India region. The brand of the 7UP beverages has also been awarded the title of the "Best Beverage Brand" seven times. These achievements clearly depict that TBL has been delivering good results all over its life cycle. Challenges that can be associated with competing against brands like Coca-Cola and then being able to secure these prestigious awards must be understood against the fact that beverages industry is one of the most competitive. Nevertheless, TBL has been expanding its business and its brands — and that is quite admirable indeed.

This is evident from the fact that 7UP of been accepted and awarded as the best beverage brand for the last seven consecutive years it is so important the set real and high goals that will lead to the production of great quality that will in turn be healthy for the growth and development of this company. Such goals can point to a company to the top of the mountain as they are the best kind of goals one could set. This once again is an indication that TBL is always in tune with market trends and trends in the strategies. This way the company ensures it keeps abreast with new-generation trends thus keeping itself relevant in the market. Celebrity endorsement and marketing are well applied by PepsiCo since these people normally influence people of the new trends.

Another successful offering of PepsiCo is Mountain Dew which has lots of strengths and occupies a rather special niche in the industry. At the moment there is no rival or another brand that stands closer to compare with Mountain Dew. Especially now that among the younger generation, people have been drawn to its brave and edgy advertising style, taste and color. It is interesting to note that the slogan "Bhoyer Porei Joy" is very popular among teenagers which has further boosted the sale of Mountain Dew. This brand enjoys huge patronage among university, college and high school students who have greatly contributed to the brand's success.

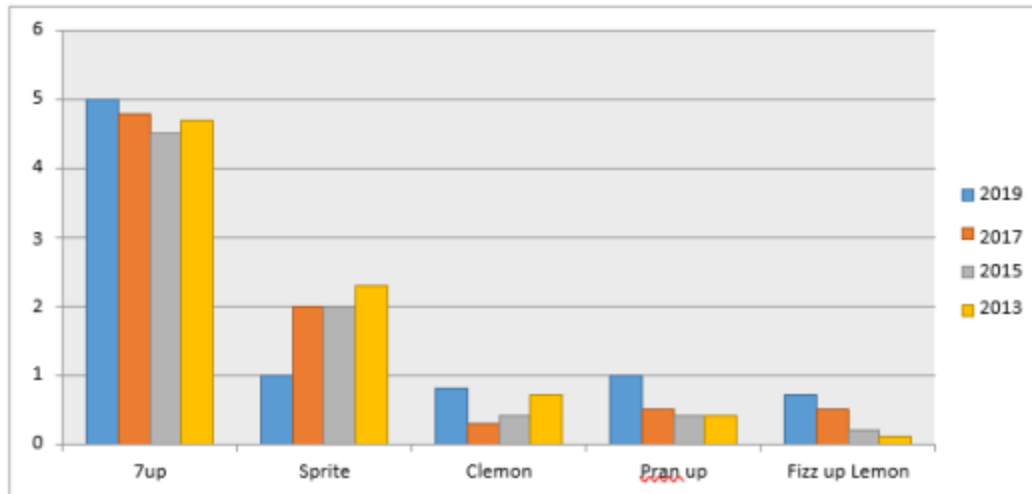


Figure 7: 7up growth against other brands (Collected from sales strategy team)

Other drinks labelled under PepsiCo are also well positioned and selling as premium brands; they include Pepsi Black, Pepsi Diet, Aquafina water and tropicana juice. As much as growth rate can be slowed down for Pepsi than the growth of Coca-Cola, this is not an issue for PepsiCo. Therefore, Transcom Beverages Limited has the monopoly of the industry owing to the fact that it currently occupies 35% market share. This new strategy has been well suited to Mountain Dew especially with the young consumers.



Figure 8: Mountain dew innovative poster (Collected from advertisement team)

The objectives of Transcom Beverages Limited (TBL) include: The objectives of Transcom Beverages Limited (TBL) include:

Increasing profitability

Achieving 100% of targets

Enhancing efficiency

This has the effect of forcing the competitors to surrender up more of the market share.

Expanding employee training

Improving overall customer service

3.3.1 Customer mix:

There goes a so-called slogan/ proverb for PepsiCO

Which says “Care for customers, consumers and the world we live in” (PepsiCo).

As a global company, the mission of PepsiCo is to meeting the customer wants by providing them with a range of products to choose from choices. They look at the customers' needs, the attention they pay to brands, and the loyalty of customers realizing that different customers may have different expectations from the same brand. PepsiCo's strategy goes beyond the direct sales to focus on customer lifetime value by focusing on the loyalty and lifetime value of the customers. This strategy is consistent with the customer mix theory which involves segmenting the customers into definite groups to understand not only the reasons behind their product choices but also the efficiency of the channels employed in the whole customer journey in driving purchase and satisfaction.



Figure 9: Customer Mix (collected from google)

Who:

The Customer Mix is a model that can help explain who the customer are. PepsiCo's target market is the youth in the age bracket of 13 to 35 year old but it also has partners namely wholesale distributors, grocery and convenience stores, mass merchandisers, membership stores, and the

authorized independent bottlers. Also, those that deal with food service distributors such as schools, stadiums, restaurants and hotels are also part of their market. Like any other company that has a variety of products, PepsiCo also focuses on certain segments of consumers including athletes and those who are on diet.

Why:

As for the reasons for consumers' choice, they are different, and every product from PepsiCo has its own fan base. Pepsi appeals to those who prefer drinking colas while 7up best suits those who would like to take a lemon lime flavoured drink. Mountain Dew has a greater appeal to the young adults specially the students. People who are aware of their health or those who are overweight can opt for Pepsi Diet, 7up Lite or Pepsi Black as it has no calories but great taste. Consequently, Slice is preferred by those who enjoy drinking mango juice while Tropicana is preferred by those who prefer orange juice as well as those who seek for organic products. While MUM leads the race, Aquafina is slowly but surely becoming the consumers' favorite brand of water.

What:

As for the reasons for consumers' choice, they are different, and every product from PepsiCo has its own fan base. Pepsi appeals to those who prefer drinking colas while 7up best suits those who would like to take a lemon lime flavoured drink. Mountain Dew has a greater appeal to the young adults specially the students. People who are aware of their health or those who are overweight can opt for Pepsi Diet, 7up Lite or Pepsi Black as it has no calories but great taste. Consequently, Slice is preferred by those who enjoy drinking mango juice while Tropicana is preferred by those who prefer orange juice as well as those who seek for organic products. While MUM leads the race, Aquafina is slowly but surely becoming the consumers' favourite brand of water.

Where:

Given that almost all stages of the customer journey from the research to the purchase are covered, PepsiCo's network of retailers is rather vast, which means that the products are easy to obtain. PepsiCo products are easily accessible, they are sold in such places as supermarkets, mini marts, super markets, restaurants, shopping centers, cinemas, stadia and even small eateries making it easier for the customer to access them.

When:

When looking at the locations of fulfilment and all the stages that consumer goes through from the research to the purchase, PepsiCo's vast network of retailers ensures the availability of the products. PepsiCo products are distributed in a quite a number of outlets such as supermarkets, corner shops, hyper markets, restaurants, malls, cinema halls, sports events and even small food vendors thus making it possible for the customers to access the products easily.

What's next:

This aspect of the customer mix made a lot of sense in realizing that in twenty-first-century retailing, customer retention is not a one-shot affair. PepsiCo has been able to establish its strong customer base across the nation with the products such as Pepsi, 7up, Mountain Dew, Slice and Tropicana which are popular among rural population as well. Thus, this wide-spread loyalty has not only helped in establishing the company namely PepsiCo at various parts of the world but has also helped in a great extent in capturing a sizeable market share. Since it controls 35% of the beverage market, it can be evidenced that PepsiCo enjoys a loyal customer base to draw from and to consistently sell products to.

3.3.2 Product mix

Transcom Beverages Limited is the master franchisee of PepsiCo, Inc. in Bangladesh which Company is engaged in the manufacture and distribution of various PepsiCo's products in Bangladesh. The products of this company are divided into the following groups; carbonated soft drinks (CSDs), club soda, bottled water and fruit beverages which shows the company's product diversification.

In the CSD segment, Transcom Beverages manufactures four distinct flavours: Cola, which comprises of Pepsi, Diet Pepsi, and Pepsi Black; Lemon, with 7up and 7up Lite; Lime with the Mountain Dew; and Orange, which is the Mirinda flavour. They also have 'Evervess', a premium club soda from PepsiCo; 'Aquafina,' the leading brand of bottled water by the company; hence offering a variety of choices to consumers.

Tropicana Frutz, a non-carbonated beverage comes in flavours such as mango, orange and apple for consumers who are in the market for fruit based beverages. Also, they offer 'Slice,' a mango

juice drink which has been introduced in the Bangladeshi market in August 2020, increasing the company's fruit beverages' range.

Pepsi, 7up (except 7up Lite), Mountain Dew and Mirinda are available in GRBs, cans and PET bottles to suit the consumers' choice. However, Evervess soda, Tropicana fruit drinks, Slice and Aquafina are all packed in bottles to facilitate easy access of the consumers in the country.



Figure 10: logos owned by TBL (Collected from Pepsico Website)



Figure 11: CAN made by TBL (Collected from Pepsico website)

3.3.4 Beverage Industry upscale:

Beverage industry has become one of the most important sectors in the global market place in the 21st century. It is one of the most popular industries today especially because intake of soft drinks is not considered to be unhealthy anymore.

In the light of Bangladesh the carbonated soft drinks (CSD) market was estimated to be about TK 1,400 crore with an annual growth of 15%. But in the year 2011 the size of the market was Tk 1500 crore and the annual rate of growth was 20%. Currently, 79% of the consumers of soft drinks

are from urban areas while 21% are from semi-urban areas. The consumption of soft drinks is also seasonal and it is high in urban areas where consumption stands at 100 percent while in semi-urban areas it is at 65 percent which shows that the market is rapidly expanding.

Another important development that has been observed in the industry is change in consumer perception about carbonated soft drinks. Previously these used to be labeled as having high sugar content and not very ideal for people who are conscious of their diets or have weight problems. But this has not in any way deterred the industry from coming up with a large number of diet beverages from different companies. Likewise, the soft drinks have been made more attractive through the use of good packaging, effective advertisement with slogans and youthful promotion strategies.

In terms of the market maturity, Bangladesh has also achieved appreciable progress in this regard.

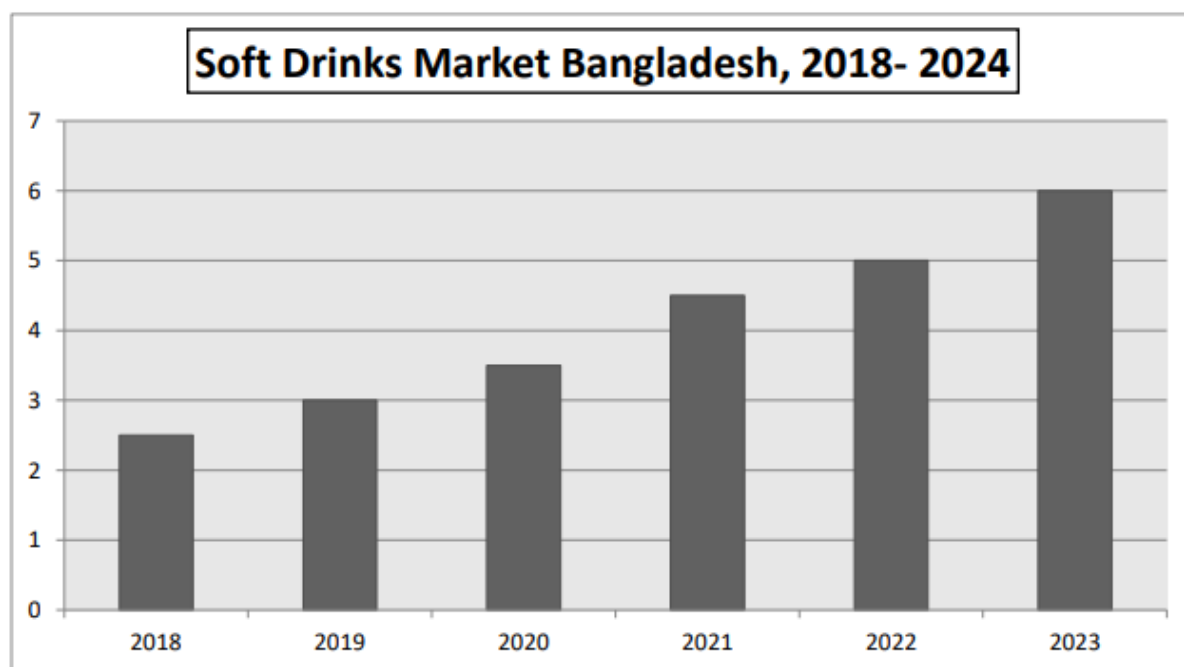


Figure 12: BD soft drinks market growth (Collected from sales team)

3.4 Summary and conclusion

TBL as the sole franchisee of PepsiCo in Bangladeshi beverage industry is a central company which has a significant contribution to the development of the said industry. With products ranging from carbonated soft drinks to club soda, bottled water, and fruit beverages the company occupies

a strategic position in the market share. Currently the company has obtained its footprint in every corner of Bangladesh including Urban as well as semi Urban people. Some of the key initiatives that can be classified as successful strategic responses in the case of TBL include capability 3(c) that increased consumption of diet beverages and capability 6(b) that has led to re-orienting the marketing communication.

Therefore, having been able to effectively employ strategies to respond to calls from the market from its competition, TBL's extensive distribution channels and quality output boosted the company's position in the beverage market of Bangladesh. Through promoting collaboration of its workforce as well as developing new products periodically, TBL has the potential to continue its growth and ensure that it makes the right impact on PepsiCo brand's performance in Bangladesh.

3.5 Challenges and opportunity:

Challenges: Bangladesh has a quite challenging beverage market with both local and international brands. Pepsico faces constant challenges from competitors like Akij Mojo-clemon and Coca cola products.

Displaying the products accordingly to the planograms is a good way to sell and display the products. The retailers and shop- keeper plays a very important role in this part. In many places it is seen that products from other companies are displayed in transcom coolers.

The consumers are becoming more health conscious day by day. Besides soft drinks and SODA people often look for healthy and fresh fruit juices and energy drinks. This kind of refreshment products should be available in all the retails.

Opportunities:

The data driven opportunity will allow the company to be more productive and successful. By using digital tools and data analytics the company can gather more data from the sales, marketing and consumer behaviour. This will change the market even faster.

Pepsico can increase their product portfolio to launch new and innovative beverages which will fulfil the consumer requirements.

TBL can maintain environmental packaging waste reduction and water conservation efforts to maintain, by this TBL can take corporate social responsibilities.

3.6 Recommendation:

As a marketing intern at TBL, I have identified several key issues within the marketing department that I believe require more assertive action:

As a marketing intern at TBL, I have identified several key issues within the marketing department that I believe require more assertive action:

Trade marketing promotion needs to be done and their effectiveness measured in a way that does not lead to losses. Since a lot of investment is involved when coming up with trade offers, a bad result might affect the marketing department badly.

As a major trade marketing project for TBL, more attention and effectiveness should be accorded to the DURBIN project to yield the optimum effect on the sale performance of the organization.

Transcom Beverages Limited should be careful when giving and offering specials to the merchants since some of these may not be very profitable. Predicting the outcome of these deals is the next possible step as it is in the future, where TBL could emulate the strategies of PepsiCo India.

TBL should enhance its systems so that it can deal with performance data of previous years more effectively, toward better forecasting next year's performance as well as track other trends.

The focus should shift towards the new brands such as Slice, Pepsi Black, and Tropicana and developments should be made toward making them easily accessible via merchants.

The marketing unit should focus on rapid sale activities and ensure that PSR's are serious with their KPI's or targets.

Lastly Slice is a top quality product which complies with international manufacturing standards, what it lacks is more aggressive advertising to challenge Pran's Frooto or Akij's Frutika. Increased visibility is required to realise the value of Slice within the space

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