Internship Report

on

Distribution Strategy of Transcom Beverages Limited

Submitted by:

G M K Mohimmat

ID: BBA1601007086

Program: Bachelor of Business Administration

Major: Marketing

Sonargaon University (SU)

Submitted To:

Department of Business Administration

Sonargaon University (SU)

Submitted for the partial fulfillment of the degree of Bachelor of Business Administration



Sonargaon University (SU)

Dhaka-1215

Date of Submission: January 10, 2022

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Sharmila Sikder

Assistant Professor

Department of Business Administration

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Submitted for the partial fulfillment of the degree of Bachelor of Business Administration

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Date of Submission: January 10, 2022

Letter of Transmittal

January 10, 2023

Sharmila Sikder
Assistant Professor
Department of Business Administration
Sonargaon University (SU)

Subject: Submission of Internship Report.

Dear Madam,

With humble honor and respect, I am submitting my internship report on "Distribution Strategy of Transcom Beverages Limited Bangladesh" As per partial accomplishment of the requirements for the BBA degree, I have completed internship at 'Creasent Corporatio,one of distribution house of Transcom Beverages Limited Bangladesh' .As per partial accomplishment of the requirements for the BBA degree, this thesis has been carried out under your supervision nu.

This report is an integral part of our academic courses in completion of the BBA program which has given me the opportunity to have an insight into the distribution process of core level & overall sales department. I hope this report reflects on the contemporary issues on the Distribution that are being Practiced by organizations in our country. In completing the report I tried my best to blend all my knowledge and imparted every available detail and also attempted to avoid unnecessary amplification of the report.

I humbly request you to accept this report for your kind evaluation.

Sincerely,

_____

G M K Mohimmat
ID: BBA1601007086
Major: Marketing
Department of Business Administration
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Certificate of Supervisor

This is to certify that the internship report "Distribution Strategy of Transcom Beverage Limited" has been prepared as a part of completion of the BBA program from Department of Business Administration, Sonargaon University (SU), carried out by G M K Mohimmat, bearing ID: BBA1601007086 under my supervision. The report or the information will not be used for any other purposes.

……

Sharmila Sikder
Assistant Professor
Department of Business Administration
Sonargaon University (SU)

Student's Declaration

I am G M K Mohimmat a student of Bachelor of Business Administration, ID: BBA1601007086 (Major: Marketing) from Sonargaon University would like to solemnly declare here that this report on "Distribution strategy of Transcom Beverage Limited" has been authentically prepared by me. While preparing this report, I didn't breach any copyright act internationally. I am further declaring that, I did not submit this report anywhere for awarding any degree.

Sincerely Yours

G M K Mohimmat
ID: BBA1601007086
Program: BBA
Major: Marketing
Semester: Fall 2022

Letter of Authorization

This is to certify that this project report titled “Distribution Strategy of Transcom Beverages Limited” is the bona fide work of G M K Mohimmat, who carried out the research under my supervision. Certified further that to the best of my knowledge, the work reported herein does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.

……

Sharmila Sikder
Assistant Professor
Department of Business Administration
Sonargaon University (SU)

Acknowledgement

Acknowledgement this report is the result of the assistance and truthful cooperation of different people. I could not possibly thank all of those amazing inhabitants who have contributed something of them directly or indirectly in preparing this report successfully. It gives me enormous thank them for their pleasant cooperation and support.

First of all, I would like to express my gratitude to the almighty Allah. Then at first, I would like to thank my course instructor Sharmila Sikder, Assistant Professor, Sonargaon University (SU), for her important guidance, scholarly direction, and unconditional support during my tenure of the study.

In the next phase, I would like my Transcom Beverages supervisor Md. Saif Hossain, Sales Executive. I have learned a lot from him. Also, my special thanks to ABM Waliul Hasnat, Area Sales Manager, Transcom Beverages Limited, Bangladesh.

Finally, my heartiest thanks go to all the other personnel of Transcom Beverages Limited Mirpur dept. and their various kinds of staff from different departments as they give me their valuable time and help me to collect data about this report.

Executive Summary

The core objective of the Dissertation is to fulfill the requirement of the in BBA program as prescribed by the Sonargaon University. The study has practical implications for the entrepreneurs, investors, policymakers, industry experts, media, and domain experts to discuss and create unified voice for textile industries production and marketing in Bangladesh. The purposes of the study are to explore and to analyze the use or application of 4Ps model of McCarthy—product, price, place and promotion as controllable tactical marketing tools for the effective marketing of brand like Transcom Beverage Limited in Bangladesh, especially in Dhaka city. I have found out that Transcom Beverage Limited uses different mixtures of 4Ps: product, price, place distribution as controllable tactical marketing tools to target and position its different consumer segments creating brand loyalty to Transcom Beverage Limited. The company should ensure the eco- friendly and wellbeing of the consumers ensuring the highest quality of its brand, differentiate its pricing strategy, penetrate its brand into the rural markets with its business partners to boost up its market share, develop alternative channels of distribution (online distribution) and set up a research department to get feedback of the customers following customer-oriented marketing strategies. The study will help to originate the value to both the Beverages marketers and consumerist effective and efficient mixtures of 4Ps can be utilized more rigorously for creating better brand loyalty of the segmented markets. As a result, eco- friendly and hygienic Beverage's marketers can incorporate the convenient 4Ps infrastructure to provide an insight for the Beverages industry to evaluate the effectiveness of their marketing strategies.

List of Acronyms

B2B: Business to Business
BANT: Budget, Authority, Need, Timeline
CX: Customer Experience
KPI: Key Performance Indicators
MAP: Marketing Automation Platform
NPS: Net Promoter Score
ROI: Return on Investment
SMART: Specific, Measurable, Attainable, Realistic, Time-Bound
BR: Bounce Rate
CTA: Call to Action
CAN-SPAM: Controlling the Assault of Non-Solicited Pornography and Marketing
CMS: Content Management System
CPC: Cost Per Click
CRM: Customer Relationship Management
CTR: Click-Through Rate
CR: Conversion Rate:
GA: Google Analytics
GDD: Growth-Driven Design
HTML: Hypertext Markup Language
PPC: Pay Per Click
PR: Page Rank
PV: Page View
QS: Quality Score
SaaS: Software as a Service
SEO: Search Engine Optimization

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CHAPTER 01

INTRODUCTION

1.1 Introduction

Only a lot of theoretical knowledge will be little important unless it is applicable in the practical life. BBA program is a mixture of both the theoretical and practical knowledge. To fulfill this requirement, a student is required to obtain real life exposure in an organization and thereby gain demonstrable skills and expertise in the field and also an understanding of the organization. We need proper application of our academic knowledge to make it more fruitful. I was placed in Transcom Beverages Limited to complete my thesis under the supervision of two supervisors one is internal form the institute and another is from the organization. By consulting with my supervisor, it has been selected the topic Distribution Strategy of Transcom Beverages Limited Bangladesh.

1.2 Origin of the Report

Sharmila Sikder, Assistant Professor, Department of Business Administration, Major in Marketing of Sonargaon University (SU) authorized writing of this internship report. The report is a part of the course for the students of BBA. It was submitted by me on January 10, 2022

1.3 Background of the Study

Beverage's industry is now one of the most dynamic sectors of Bangladesh economy. For the last one decade, a basic change has been occurring in the Beverages industry of the country. Transcom Beverages Limited Unit 3, a sister concern of Transcom Limited is at present the main trader of Beverages industry products in Bangladesh. The company formerly known as Transcom Beverages Limited was founded in 1985 as the country's first MBM free manufacturing factory. It was established at the face of growing popularity of Beverages industry with fast changing urban lifestyle and elevation of living standards as a whole. During that time, the use of Beverages industry and related products was not so common in the country. At present, it is manufacturing wide range of Beverages industry products including meat base, flower base, snacks base, whole cut etc. The import- substitute industry Transcom Beverages Limited plays an essential role as a significant import- substitution industry. The brand name of the company is" Transcom Beverages Limited"

1.4 Scope of the Study

The report highlights the consumers' perception about the quality, customer service, and easy availability of Beverages industry. It also tries to find out the factors affecting sales and prospects of Beverages industry. The discussion is limited to an identification of market position and problems of Beverages industry.

1.5 Objectives of the Study

Broad Objective

With a view to optimize the broad objectives for partial fulfillment of the degree of Masters of Business Administration this report was created.

Specific Objective

The specific objectives are as follows:

1. To identify the product strategy used for the marketing promotion of Beverages industry.
2. To find out the pricing strategy used for the marketing promotion of Beverages industry.
3. To find out the promotion strategy used for the marketing of Beverages industry.
4. To find out the gap between theoretical marketing mix strategy and Beverages industry's promotional activities and to recommend suggestions for policy implication.

1.6 Limitations of the Study

The main limitation of this research might be the access to the sensitive internal information about the organization. Organizations do not disclose the information or make it public.
While doing this research we faced the following limitations-

1. Lacking of practical skills.
2. Information is not up date.
3. Some provide wrong information.

1.7 Methodology:

For this report I collect secondary data but primary data also collected by face-to-face interaction with some related people's.

1.8 Secondary Data:

There is not much research work done on the subject. As such, sources of secondary data were very much limited. However, some data were available in the organization data bank, internet, brochures etc.

Chapter: 02

Literature Review

2.1 Literature Review

Kotler (2001) distinguishes between social and managerial definition of marketing. According to a social definition, marketing is a societal process by which individuals and groups obtain what they need and want through creating, offering, and exchanging products and services of value freely with others. As a managerial definition, marketing has often been described as "the art of selling products." In 2004, the AMA announced a new definition of marketing: Marketing is an organizational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its 18 Journal of Management and Science ISSN: 2249-1260 | e-ISSN: 2250-1819 | Vol.5. No.1 | March'2015 stakeholders. The new definition was unveiled at AMA's Summer Educators' Conference in Boston in August 2004 (Keefe, 2004). Urbanities et al, (2007) studies how top managers of companies see importance of marketing function as well as certain types of marketing activities. These types include typical areas of 4 P's as well as marketing planning and marketing research activities.

There are numerous studies that analyze specific marketing activities and their relationship with certain aspect of other functions within a company. Many of them discuss relationship between marketing and finance functions, or model financial outcomes of marketing activities (Sheth, Sharma 2001; Uzelac, Sudarevic 2006). Some studies cover the strategic and managerial as-pects of marketing activities, thus integrating managerial perspective into the picture. (Webster, 2005). Slater and Olson (2001) conducts a thorough study of journal articles and marketing management texts to identify the marketing activities that marketing strategy subsumes. They have categorized these activities according to Kotler's (1994) STP (segmentation, targeting, and positioning) framework and McCarthy's (1975) 4Ps (product, price, place, promotion).

Hoefler and keller (2003) discusses about marketing activities and the marketing advantage of strong brands. They categorize marketing activities into product, extensions, price, communications and channels related marketing activities. Their study delves into more detail about how differences in consumer brand knowledge affect the response of consumers to marketing activity.

Millat (2010) states that Garment owners should provide more emphasis to their marketing activities. They should start marketing through trade fair and Internet. They should try to build International reputation.

Kincade, Doris H.; Woodard, Ginger A.; Park, Haesun (2002) studied Buyer–seller relationships for promotional support in the apparel sector which is critical for success. Results indicated that monetary support was regarded as the most important promotional support. A

positive and significant correlation was found between items the buyers perceived as important and the frequency of offerings of these items.

Kennedy [2003] pointed out, under the turbulent market such as apparel industry, firms are often dependent on current customers too much. That situation makes the apparel firms less motivated to scan potential market needs. However, by accepting wide variety of models from various customers in short time, a small firm can avoid from overdependence of trade and information on only limited customers.

Završnik and Mumel (2007) found that advertising is one of the most important instruments of marketing communications mix in the clothing industry in Slovenia. Also important are personal selling and sales promotion & public relations. It should be emphasized that a collection of quality and fashionably designed clothes, appropriate prices of products, and appropriate distribution are the preliminary conditions for marketing communication being able to contribute to a company.

Chapter 03

Profile of the Organization

3.1 History

From becoming an exclusive PepsiCo franchisee, Transcom Beverages Limited (TBL) has come a long way. Let's have a look at Transcom Beverages Limited's glorious journey

2000



Our journey began in 2000. We became an exclusive PepsiCo franchisee with two plants located in Dhaka and Chattogram, producing 400 BPM (bottle per minute). Since then, our journey has been a story of brilliance, success, and fulfillment.

2001 – 2003



In the years 2001-2003, we added a PET bottle line to our production along with the existing glass return bottles (GRB), which greatly increased convenience and ease of consumption for consumers, distributors and vendors alike.

2004



The innovation and expansion of our operations didn't stop just there. In 2004, we shifted the Tejgaon plant to Konabari. This new plant was equipped with another 630 BPM line and shrink film packaging which greatly increased our production capacity.

2005



We have always put quality and efficiency above all. And that is how, in 2005, we won the prestigious "Bottle of the Year" award for the very first time from PepsiCo International! Since then, the company has bagged the award for a total of 9 times, in the years 2005, 2008-2014, and 2016.

2009



In 2009, TBL's continuous journey of striving for excellence manifested in the increase of the company's production capacity yet again to a whopping 1430 BPM. That same year TBL achieved the most prestigious award "International Bottler of the Year" for the first time.

2013



In 2013, the Aquafina production line was first introduced to the Dhaka plant, producing high-quality pure drinking water through a seven-step reverse osmosis purification system.

2014



The next year, in 2014, we acquired a plant from Global Beverages and initiated the Bagher Bazar plant operations to meet the growing demand for beverages in Bangladesh. We also added a CAN line here.

2015



By 2015, we became a stronghold of distributing refreshing beverages to consumers all across the nation. Also, 7up managed to win the Best Beverage Brand award from Bangladesh Brand Forum 10 times in a row.

2016



In our mission to become the most efficient beverage company, in 2016, we enhanced the total capacity across three plants. And acquired additional lands to extend the existing Dhaka plant.

2021



In 2021, TBL celebrated yet another prestigious accomplishment, the AIB Gold Award for ensuring high standards of food safety and compliance! As the nation's leading beverage manufacturing, marketing and distribution company, at TBL, we believe that this is just the beginning. With our relentless dedication and innovative leadership in the market, we hope to be a shining example of business transformation and sustained growth. And continue to inspire and satisfy our consumers with great taste, quality and refreshment.

3.2 Vision

To deliver sustainable growth in Bangladesh and be a dominant beverage company; delighting and nourishing every Bangladeshi, by best meeting their everyday beverage needs and delivering performance with purpose.

3.3 Mission

As the largest CSD Beverage company of the country, our mission is to provide consumers with delicious, healthy, affordable and convenient beverages by keeping the highest market share in the segment.

3.4 Sister concern of Transcom Beverages Limited

Transcom Ltd.	ABC Radio
Reliance Insurance Limited	Chorki
Eskayef Pharmaceuticals Ltd.	Biggan Chinta
Transcom Beverages Limited	Transcraft Limited
Transcom Consumer Products Limited	Tea Holdings Ltd.
Transcom Distribution Company Ltd.	Trinco Ltd.
Transcom Electronics Limited	Transfin Ltd.
Bangladesh Lamps Limited	Monipur Tea Co. Ltd.
Bangladesh Electrical Industries Ltd.	Marina Tea Co. Ltd.
Transcom Foods Limited	M.Rahman Tea Co. Ltd.
Mediastar Ltd.	Associates
Prothom Alo	Mediaworld Ltd.
Reliance Insurance Ltd.	The Daily Star

3.5 Organogram of Transcom Beverages Limited

Chairman

↓

MD

↓

Director

↓

CEO-Chief Executive Officer /COO- Chief operating officer

↓

General Manager (GM)
(Production, Quality, HR-Admin)

↓

Manager
(All section)

↓

Assistant Manager
(All section)

↓

Senior Executive

↓

Executive

↓

Officer

↓

In-charge ↔ Line Chief
(Operational staff)

↓

Supervisor (Operational staff)

↓

Worker↔Operator

↓

Assistant operator

↓

Labor

Chapter-4

Distribution Strategy of Transcom Beverages

4.1 Distribution Strategy

1. Transcom Beverage Ltd (TBL) recruits more than 600 distributors to distribute their beverage products.
2. Most of the distributors are the sole distributors.
3. There is a corporate distributor of TBL which is Unicorn Distribution Ltd. They distribute for TBL in Rangpur. (Dewan, 2021)
4. TBL follows different distribution strategies like every other company.

TBL use all three options for structuring their sales organization. They divide the whole of Bangladesh into 8 zones. These are

1. Dhaka Central,
2. Dhaka North,
3. Dhaka South,
4. Dhaka Outer,
5. Chattogram,
6. Khulna,
7. Mymensingh, and
8. Bogura.

They recruit a different number of distributors in these different zones as required. They recruit more than 100 distributors in big areas like Chattogram and Khulna.

TBL doesn't give all their products to all the distributors. Because there is not equal demand In the market for every product in every area. The soda product, Everests, is mostly available In large superstores or bars. TBL only provides the 600ml bottle in Dhaka, and the 400ml Bottle in the rest of the area of Pepsi and Mountain Dew.

TBL divides their market into two segments. These segments are the horizontal market (B2C) and the vertical market (B2B). For the horizontal market, TBL recruits distributors and big retailers like Agora (Star Business Desk , 2021) to distribute products among normal customers. And for the vertical market such as event organizers, community centers, restaurants, TBL deals the distribution through the Key Accounts Department.

TBL uses the intensive market coverage strategy. (PEPSICO FUNDAMENTALS OF MARKETING,) they recruit several distributors in one area. They want to make sure That the product is available in every corner of a particular area.

P.S.R's role in the distribution

1. Login in the software provided by the company on time in the morning.
2. Joining the office meeting on time.
3. Understanding the product offer and target provided by the company.
4. Visiting the selected retail and wholesale.
5. Collecting the order from there.
6. Inform the appropriate authority if there is any problem related to the product in the selected retail and wholesale.
7. Sending all the orders to the distributor through the software within the specified time.

Distributor's role-

1. Regular stock checking for distribution.
2. If there is a shortage of any product, depositing money and ordering the product at the depot. 3. Receiving the product from the depot.
4. To ensure the delivery of the products ordered by P.S.R.

Depot's role-

1. Regular stock checking for factory.
2. If there is a shortage of any product, depositing money and ordering the product at the factory. 3. Receiving the product from the factory.
4. To ensure the delivery of the products ordered by distributor.

Factory's role-

1. Production of products according to market demand.
2. Delivery of products according to depot orders.



Modern trade

The company supplies products in two ways. One is B2C and the other is B2B. Distribution is under B2C and under B2B is Modern Trade.

In modern trade, supply of goods is ensured in 3 parts.

1. Super shop
2. Depot
3. Factory

Super shop's role-

1. Regular stock checking for super shop.
2. If there is a shortage of any product, depositing money and ordering the product at the depot. 3. Receiving the product from the depot.

Depot's role-

1. Regular stock checking for factory.
2. If there is a shortage of any product, depositing money and ordering the product at the factory. 3. Receiving the product from the factory.
4. To ensure the delivery of the products ordered by distributor.

Factory's role-

1. Production of products according to market demand.
2. Delivery of products according to depot orders.



4.2 Official Structure of Transcom Beverages

The company has 1200 PSRs to work at the grass root level. There are 121 Sales Executives to monitor them. 121 Sales Executives are monitored by 26 Area Managers. In addition, there are 6 Regional Managers who are responsible for various teams working at the field level. Give direction. And this whole team is led by 2 heads of trade. And there is an executive director to lead the whole team and work related to increase the demand of the product in the market.
For convenience of product delivery, Transcom Beverages divides product delivery area into 3 segments.

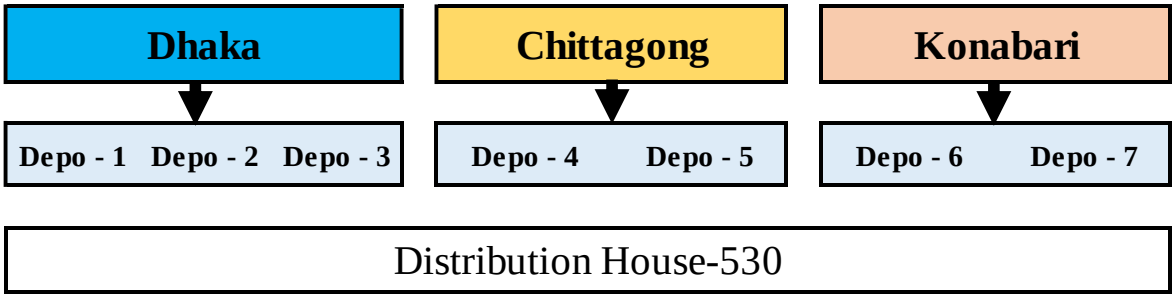
1/Metro
2/Urban
3/Rural.

Metro-Different municipalities exist in this part. Especially city areas are included here.

Urban-Different Police Stations are located in this part.

Rural-Different Unions are located here.

4.3 Distribution Structure of Transcom Beverages



According to the management system of the company, there are 3 stages in the field of product supply.

1/Factory
2/Depot
3/Distributor

Transcom Beverage Company supplies products through 3 factories, 7 depots and 530 distributors.

First the products are manufactured in the factories. Then they are transferred to different depots. According to the market demand, the distributors purchase the products from the depots. Then the products are transferred from the depots to the distribution house.

After moving the goods to the distribution house, PSRs go to their respective places and collect the orders of the goods from their particular buyers. Then they complete the supply of the goods by the distributor.

4.4 Transcom Beverages Limited Products

Our entire beverage range is designed to give our consumers more and add refreshment to lives. They are available all around the country and are matched to our local consumers' tastes and preferences.

Mountain Dew 1L
Experience the thrilling refreshment of Mountain Dew with its one of a kind taste.



Mountain Dew 600ml
Experience the thrilling refreshment of Mountain Dew with its one of a kind taste.



Mountain Dew 400ml
Experience the thrilling refreshment of Mountain Dew with its one of a kind taste.



Mountain Dew 250ml
Experience the thrilling refreshment of Mountain Dew with its one of a kind taste.



Mountain Dew 200ml GRB
Experience the thrilling refreshment of Mountain Dew with its one of a kind taste.



Mirinda 1L
A fun-filled orange drink with a delicious tangy zing!



Mirinda 600ml
A fun-filled orange drink with a delicious tangy zing!



Mirinda 250ml
A fun-filled orange drink with a delicious tangy zing!



Mirinda 250ml

Experience the thrilling refreshment of Mountain Dew with its one of a kind taste.



Mirinda 200ml GRB

A fun-filled orange drink with a delicious tangy zing!



Aquafina 1.5L

Enjoy the perfect taste of purified water, with Aquafina's reverse osmosis purification system.



Aquafina 1L

Enjoy the perfect taste of purified water, with Aquafina's reverse osmosis purification system.



Aquafina 500ml

Enjoy the perfect taste of purified water, with Aquafina's reverse osmosis purification system.



Pepsi 2.L

Our signature cola soft drink, Pepsi now comes with more fizz and more refreshment.



Pepsi 1L
Our signature cola soft drink, Pepsi now comes with more fizz and more refreshment.



Pepsi 600ml
Our signature cola soft drink, Pepsi now comes with more fizz and more refreshment.



Pepsi 400ml
Our signature cola soft drink, Pepsi now comes with more fizz and more refreshment.



Pepsi 250ml
Our signature cola soft drink, Pepsi now comes with more fizz and more refreshment.



Pepsi 200ml GRB
Our signature cola soft drink, Pepsi now comes with more fizz and more refreshment.



7up 2.L
Enjoy the refreshing taste of 7UP, our iconic lemon lime drink.



7up 1.L
Enjoy the refreshing taste of 7UP, our iconic lemon lime drink.



7up 600ml
Enjoy the refreshing taste of 7UP, our iconic lemon lime drink.



7up 250ml
Enjoy the refreshing taste of 7UP, our iconic lemon lime drink.



7up 200ml GRB
Enjoy the refreshing taste of 7UP, our iconic lemon lime drink.



7up Lite 600ml
The same refreshing lemon lime flavor, minus the sugar.



7up Lite 250ml
The same refreshing lemon lime flavor, minus the sugar.



7up Lite 350ml
The same refreshing lemon lime flavor, minus the sugar.



Pepsi 250ml
Our signature cola soft drink, Pepsi now comes with more fizz and more refreshment.



7up 350ml
Enjoy the refreshing taste of 7UP, our iconic lemon lime drink.



Pepsi Diet 350ml
Pepsi Diet gives you all the refreshments with zero sugar and zero calories.



Evervess 600ml
A refreshing and bubbly beverage, ideal as a mixer or simply served over ice.



Mirinda 350ml
A fun-filled orange drink with a delicious tangy zing!



Slice 200ml

A velvety smooth fruit drink with the real taste of mangoes.

Chapter-5

Findings of the Study

5.1 Findings

1. **Adequate or Superior Discounts/Margins**

The most important thing for all the distributors is how much discounts will they get or how Much profit can they generate by distributing manufacturer products. Transcom Beverage Limited (TBL) cares about their distributors and provide them a superior margin of discounts. One of the discounts from TBL for the distributor is called trade discount. (PEPSICO FUNDAMENTALS OF MARKETING) Usually, TBL offers 2-3 bottles free with every Case. Each case contains 24 bottles. Besides that, TBL offers various discounts on fulfilling Monthly targets.

2. **Quality products**

Distributors always want quality products. Quality products are easy to sell and build a very Good reputation in the market for distributors. TBL offers a world-renowned beverage Product line of PepsiCo to their distributors. The market share of PepsiCo was more than 50 Percent in 2018. (Shoyeb, 2018) And the PepsiCo product still has huge demand in the Market. The distributors get happy to get these renowned products.

3. **Consistent and Responsive Sales and Marketing**

Distributors face many problems in the market. They want a quick and accurate response to Their requests from the manufacturer. TBL listens to their distributors, provides information, And solves if there is any problem. The problem may arise like conflict between two or more Distributors etc.

4. **Rapid or Timely Delivery**

Rapid or Timely delivery is a very important factor for distributors. Distributors may run out Of stock for irregular deliveries and miss out on customers. TBL assures the distributors to Deliver products within 24 hours on their request. TBL delivers their products to the distributors by themselves. They have around 150 vehicles, and they also rely on third-party Transportation. This information summarizes that TBL has a very effective delivery policy And system to keep their distributors happy.

5. **Comprehensive Cooperative Advertising (COOP)**

Cooperative advertising allows the distributors to perform promotional activity on behalf of The manufacturer along with their other products. The manufacturer bears the advertising Expenses. KFC does cooperative advertising for PepsiCo products. TBL pays for this Advertisement. One company for one industry. TBL cares about this issue. TBL has all the products of PepsiCo's product line. They have the Pepsi, 7UP, and Mountain Dew. They also have the Diet Pepsi and 7UP light. They have the juice products like Mirinda, Slice, and Tropicana. They even provide the energy drink product which is Sting. (Star Business Desk, 2012) They distribute the soda and water which are Evervess and Aquafina. PepsiCo products has different sizes, and they have bottles and cans as well.

6. **No penalty stock rotation**

When date of the products expires PepsiCo replace the products to their distributors. There is A limit of products they will replace for free. But if the limit exceeds then distributors must Pay a certain amount of money to the company.

Chapter 06

Recommendations & Conclusion

6.1 Recommendations

1. Address the four main points of the distribution process
To effectively market an item, consider the product, the sales price of the item, how the item appears in stores, either brick-and-mortar or online, and what techniques are best to promote the item.

2. Prepare the advertising
Work with design staff to create product packaging and labels that match your employer's marketing strategy. For example, if you plan to reach an audience by promoting an eco-friendly product, consider how the graphic design elements can complement this approach. Make digital and print advertisements that are ready to publish soon after the product's release.

3. Launch or relaunch a product
Once you create a product, price the item and place it for sale, it's time to release the product to consumers using your distributional strategy. Involve loyal customers and the press by generating information ahead of the launch through direct marketing. You might consider providing a specific date for the product launch so that consumers can build excitement for the product.

4. Get the attention of the customers
As you launch the product to the consumer marketplace, gain interest and attention by marketing to the existing customer base. Encourage loyal customers to try the product through a variety of distributional techniques. Reward them by offering exclusive pricing and other incentives.

5. Address the four main points of the distribution process
To effectively market an item, consider the product, the sales price of the item, how the item appears in stores, either brick-and-mortar or online, and what techniques are best to promote the item.

6.2 Conclusion

Lots of new beverage's industries have been established in last few years and these industries have made this sector very competitive. So, now beverages industries have to organize their operation and do their operations according to the need of the market. Beverage's industries no more depend on a traditional method. In this competitive world this sector has trenched its wings wide enough to cover any kind of financial services anywhere in this world. The major task for beverages industries, to survive in this competitive environment is by managing its assets and liabilities in an efficient way. Business line of this company in manufacturing and marketing of high-quality Yarn, which have large, yet share in textile sector in Bangladesh. If the Shovon knitwear limited. wants to complete with world class textile industries, they must have analyzed about marketing distribution channel, price margin maintains by them and the distributional activities given to traders etc. In order to know the current marketing management system of this companies they must have to do market research.

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