

AN INTERNSHIP REPORT
ON
MARKETING STRATEGY OF AKIJ FOOD & BEVERAGE LIMITED
A study on Marketing & Sales Strategy
Of



CLEMON

Submitted To

M Sayeed Alam

B, Sc (BUET). M B A NSU

Senior Lecturer, Dept. of B B A

East West University



Submitted By

Forhadul Islam

ID-2003-2-10-153

Dept. of B B A

East West University

Date of Submission: 15th December, 2007

DECLARATION

I solemnly declare that this project report entitled “Assessing the Marketing Strategies and Operations of Clemon: a case study of Akij Food and Beverage Ltd” is an original and bonafide work done by me in the partial fulfillment of Bachelor of Business Administration of East west University, as a part of academic curriculum and any other degree, diploma, or any kind of similar titles.

All the company related information of AFBL will be strongly maintained confidentially & only will be used for educational purpose.

Forhadul Islam





Date: 14th December,2007

To

**M Sayeed Alam
B, Sc (BUET). M B A NSU
Senior Lecturer, Dept. of B B A
East West University**

Sub: Submission of Dissertation Report

Dear Sir,

It is my pleasure to submit the report on “Assessing the Marketing Strategies and Operations of Clemon: a case study of Akij Food and Bevarage Ltd” which has arranged to one as the partial fulfillment of my dissertation program. The dissertation program was valuable experience for me. I found my project work challenging and interesting.

I have tried my level best to follow the guidelines of you. The whole experience of this project report enable us to get and insight into the real solution of this industry. I will be happy to provide you further clarification of this report whenever necessary.

Sincerely Yours,

Forhadul Islam
ID-2003-2-10-153
Dept. of B B A
East West University



Acknowledgement

I take this responsibility to express my gratitude to those persons who were instrumental in writing this report which was sketched based on my learning in the BBA.

First, I express my sincere gratitude to M Sayeed Alam Senior Lecturer East West University Bangladesh for her guidance, constant supervise and constructive suggestions. Without her help this report might not have been a compressive one. Once again I would like to express my sincere appreciation and gratitude to her for her help in the preparation of this report.

I would acknowledge the inspiration and cooperation of the management of “Akij Food and Beverage Ltd.” excellent work atmosphere and the amicable behavior was appreciable. I would express my humble gratitude to all the employees of Akij Food and Beverage Ltd. Without their supervision and cooperation this report would have been a very difficult one to complete.

My last but not least gratitude again goes to M Sayeed Alam who in all steps was with me and guided to the end in every possible doubt with every possible means.

Thanks to Almighty Allah for helping me to prepare such a report and providing us such human life to contribute some fruitful effort to make the world peaceful to everyone.

Executive Summary

Any basic research like the present one is neither a means nor end in itself. Hence none of the finding or inferences should be treated accordingly. In Bangladesh, there is one common filling that there are too many researchers or fact-finding report with little action. This perhaps is one of the major limitations of a developing country like Bangladesh.

This report is focused on the marketing strategies of Clemon to establish an effective brand image. Clemon is a clear lemon drink, a product of Akij Food and Beverage Ltd. This product has been launched very recently. The company has segmented the market for the drink very carefully and targeted the all age group specially children and teenage to above (18 to 45 year) for the product as target market. To catch the target customer the company has maintained the quality of the product, designed the pack colorfully and made a very attractive and joy full TV advertise. To attract the target customer the company has fixed a very lively tag line or positioning statement which is “live fresh”.

Before launching the product the company had to make a survey on the consumer and the competitors of the product. The competitors of Clemon are so many including foreign and national brands of clear drinks. The strongest competitors are 7up and Sprite. These two have a great attachment with the Bangladeshi consumers. To maintain the same quality to fight with the two global brands the company took a lot of time for launching the product. It also needs to analyze the strengths and the opportunities of the product.

After launching the product Clemon, the company is getting positive response from the consumers. To transform this positive response from the consumers to the ultimate brand loyalty the company is taking so many effective steps in present and future.

In the recent time the company is trying to be the drinks sponsor of every large program to maintain an attachment with the target customers. The company is hoping that in the near future the Clemon will be the leader in the category of clear drink.

Acronyms

<i>AFBL</i>	<i>Akij Food & Beverage Ltd</i>
<i>CSD</i>	Carbonated Soft Drinks
<i>TG</i>	Target Group
<i>PET</i>	Plastic bottle of CSD
<i>RGB</i>	Refundable glass bottle
<i>SKU</i>	Sales Keeping Unit
<i>SEC</i>	Socio economic class
<i>ACE</i>	Adult and Community Education
<i>ATL</i>	Above the line
<i>BTL</i>	Below the line
<i>PCU</i>	Profit Center Unit
<i>SBU</i>	Strategic business unit
<i>FMCG</i>	Fast moving consumer goods

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Chapter-1

1.1 Objective of the study:

General Objective:

The general objective of this report will be, to express the practical experience by experience by working in division and to link the theoretical knowledge with its application in the real life situation. The objective of the first part of the report is to familiarize with Akij Food and Beverage Ltd, its operation and activities, the organizational structure, management style.

Project Objective:

1. Analyze the organizational activities.
2. Analyze the specific activities like production process
3. To identify the imperative process of production those are the basis of manufacturing.
4. To identify the different types of production methods.
5. To identify the types of quality improving plan.
6. To identify the effective human resources planning.

1.2 Methodology:

This report is prepared based on direct observation of the marketing strategies for three month. The study was based mainly on primary data collected by FGD. In few cases, secondary data were used.

Personal observation and experiences were used to conduct the study. Data are collected from internal sources and secondary sources of the company.

This is a qualitative research work based on FGD. My focused group was employees of AFBL in Head office of Akij Chamber.

To conduct this research I asked personally employees of AFBL about their duties and responsibilities. Beside these, I closely observed their routine

works. Two times, I joined their monthly meeting and informed about marketing strategies.

To collect data I used notebook and wrote down all information. Every night I used to evaluate my observation and set some questions to ask next day.

Tables, charts have been used to interpret the data.

1.3 SAMPLING:

I treated working employees of Marketing & sales department of AFBL as my sample.

This is a non-probability sampling where I asked about marketing strategies for the requirements of internship report.

In my sample, I include the following officials individually-

- 4-Brand officers
- 2 –Brand executives
- Brand Manager
- Graphics designer
- Research executive
- Purchase Executive

The total number of respondent was 10. I asked them informally and individually about company marketing strategies. They spontaneously answered me and I wrote it down in my script.

1.4 Importance of this Study:

For the Students: Marketing is a very important part of business today. As a business student, everyone needs complete knowledge of marketing strategies to improve potentiality.

- This study will be able to provide a practical picture of how to work for a brand to take in the evoked set of consumers better than the competitors.
- How well a company is able to recognize the preference of consumers & win the battle of marketing.

For the Company: This report will be helpful for the company to know about how better they can improve their brand in the market by taking relevant action in their marketing strategy. Moreover, the overall picture of CSD marketing gives the knowledge of soft drinks industry in Bangladesh to entrepreneurs.

1.5 Scope of the Study:

This report is prepared based on the activities of Marketing & Sales Department of AKIJ FOOD & BEVERAGE LIMITED, 73 Dilkhusa, Dhaka-1000. I tried my best to put all marketing information related to CSD CLEMON—a product of AFBL.

As an intern, I worked with the Brand for 12 weeks, where I have had a close observation of their activities. Sometimes, I got a chance of attending meetings with the director of AFBL. I got the chance to attend the meeting with different types of agencies. From where I got some information about practical works of Brand Management.

1.6 Limitations of the Study

Although the Brand of AFBL is a well-grounded for the study, it is newly established under Marketing & Sales Department of AFBL. So, the experience gathered from such a new department may not cover enough to find out the strategy of building a strong brand.

Besides this time & money is a major constraint to go beyond the important topics. Only 3 months time is very short time to learn. Moreover, I completed my internship without group participation due to a batch problem. As a result, I have to work alone.

Chapter-2

2.1 Marketing Strategy

The marketing Logic by which the business unit hopes to achieve its marketing objectives. Marketing strategy is basically the answer to the question- how will we provide superior customer value to our target market?

2.2 Marketing Mix

Marketing mix is a set of controllable tactical marketing tools- product, price, place, and promotion- that the firm blends to produce the response it wants in the target market.

The elements of marketing mix are described bellow.

Product

Product means the goods-and-services combination that the company offers to the target market. Another way product is anything a consumer acquires or might acquire to meet a perceived need

Price

Price is the amount of money that the consumers have to pay to obtain the product. One can buy ownership of a product or, many products, limited uses rights.

Place

Place includes company activities that make the product available to the target consumers.

Promotion

Promotion means activities that communicate the merits of the product and persuade target consumers to buy it



2.3 Market Segmentation

Market Segmentation means dividing a market into distinct groups with distinct needs, characteristics, or behavior who might require separate products or marketing mix.

Consumer market can be segmented mainly into four groups. They are geographic, Demographic, Psychographic and behavioral.

Geographic Segmentation

Geographic segmentation calls for dividing the market into different geographical units such as nations, regions, states, countries, cities, or neighborhoods. A company may decide to operate in one or a few geographical areas, or to operate in all areas but pay attention to geographical differences in needs and wants.

Demographic Segmentation

Demographic segmentation divides the market into groups based on the variables such as age, generation, family size, family life cycle, income occupation, education, religion, race, generation, and nationality.

Needs, wants, and usage rates often vary closely with demographic variables.

Psychographic Segmentation

Psychographic segmentation divides buyers into different groups based on the social class, life style, or personality characteristics. People in the same demographic group can have very different psychographic makes-up.

Behavioral Segmentation

Behavioral segmentation divides buyers into groups based on their knowledge, attitudes, uses, response to a product. Many marketers believe that behavior variables are the best starting points for building market segments.

2.4 Brand

According to the American Marketing Association, a brand is a “name, term, sign, symbol, or design or a combination of them, intended to identify the goods and services of one seller or group of sellers and differentiate them from those of competition.

2.5 TASKS OF BRAND

Tasks:

Actually, “Brand” performs thousands of works of real marketing. We cannot summaries it under simple terms. Therefore, the following heading includes more or less all activities of brand team.

1. *Idea generation*
2. *Idea Screening*
3. *Concept Development & testing*
4. *Setting integrated marketing strategy*
5. *Raw material sourcing & business analysis*
6. *Product development*
7. *Packaging development*
8. *Communication planning*
9. *Test marketing*
10. *Commercialization & launching*
11. *Monitoring & evaluation*

To establish a brand in the mind of consumer company need a planned to reach to it TG-target group frequently and continually. The main aspect of marketing found in brand. Selling is the ultimate target of the company to collect penny from consumer’s pocket.

As a result, the Brand Department of a company acts like ‘**Mother**’ of a product. It give birth of product, nurse it, feed it and make it mature. Sales forces market the benefits of the product and gain the ultimate target profit.

2.6 Building a strong Brand: The four steps of Strong Brand Building:

The steps of building a strong brand are as follows-

1. Ensure identification of the brand with customers and an association of the brand in customer’s minds with a specific product class or customer needs.
2. Firmly establish the totality of brand meaning in the minds of customers strategically linking a host of tangible and intangible brand associations with certain properties.
3. Elicit the proper customer responses to this brand identification and brand meaning

2.7 Identifying and Establishing Brand positioning

To establish an effective position in the mind of the customer requires determining a frame of reference (by identifying the target market and the nature of the competition) and the ideal points of parity (POPs) and points of difference (PODs) brand associations. In other words, it is necessary to decide-

1. Who the target consumer is (Target Market)
2. Who the main competitors are (Nature of Competition)
3. How the brand is similar to these competitors (POPs)
4. how the brand is different from these competitors (PODs)

Target market

Identifying the consumer target is important because different consumers may have different brand knowledge structures and thus different perceptions and preferences for the brand. In general, bases for segmenting the market can be classified as descriptive or consumer oriented versus behavioral oriented.

Nature of the Competition

Deciding to target a certain type of consumers often, at least implicitly, defines nature of competition because certain firms have also decided to target that segment in the past because consumers in that segment already may look to certain brands in their purchase decisions.

POPs and PODs

Arriving at the proper positioning requires establishing the correct points of difference and points of parity associations.

Points of Difference Associations: PODs are strong, favorable, and unique brand associations for a brand. They may be based on virtually any type of attribute or benefit associations.

Points of Parity Associations: POPs are those associations that are not necessarily unique to the brand but may in fact be shared with other brands.

2.8 The nature of reference group influence

Reference group influence can take three forms- informational, normative, and identification. It is important to distinguish among these types since the marketing strategy required depends on type of influence involved.

Informational influence:

It occurs when an individual uses the behaviors and opinions of reference group members as potentially useful bits of information. This information is based on either the similarity of the group's members to the individual or the expertise of the influence group members.

Normative influence

Sometimes referred to as utilitarian influence, occurs when an individual fulfills group expectations to gain a direct reward or to avoid sanctions. This type of influence appears particularly important to younger customers.

Identification influence

It is also called value expressive influence, occurs when individuals have internalized the groups values and norms. These then guide the individual's behaviors without any thoughts of reference group sanctions or rewards. The individuals has accepted the group's value as his her own.

Chapter-3

3.1-A. AKIJ GROUP- HISTORY

The history of Akij Group stretches back to later part of the forties. In its infancy, the Group started in humble way with jute trading which was known as the golden fiber of the country, earning highest amount of foreign exchange.

Akij Group's ceaseless efforts with dynamic management and support from the numerous clients have led the Group in diversifying its business activities. In the second phase, the Group went into manufacturing handmade cigarettes popularly known as “Bidis”. This sector gave a real boost to the revenue earning of the Group as well as making a substantial contribution to government exchequer. With the passage of time, the Group undertook new ventures and presently there are 15 units of industries under its umbrella like cigarettes, handmade cigarettes, printing & packaging, jute mills, textiles, Hand board, Particle boards, Matches, Zarda, Cement, pharmaceutical, leather processing and real-estate business are in operation, catering jobs for more that 32,000 people in various categories.

The Group has plans for setting up more projects. The projects are already in pipeline. Foreign investors have shown keen interest in joining with akij group for joint ventures. I hope that the matter is under our active consideration and will soon mature. This will also help the nation's economy growth and will create job opportunities to various professionals.



3.1-B. Companies of Akij Group

SL no.	Company	Product	Establishment
01	Akij BIDI Factory Ltd.	Hand Made Cigarettes	1950
02	Akij Transport Agency Ltd.	Transport	1950
03	SAF Industries Ltd.	Crust & finished Leather	1960
04	Dhaka Tobacco Industries Ltd.	Cigarettes	1966
05	Akij Printing & Packages Ltd.	Printing & Packaging factory	1974
06	Dhaka Tobacco Industries Leaf Processing Plant.	Tobacco Leaf Processing Plant	1981
07	Akij Corporation Ltd.	Trading House	1983
08	Akij Housing Ltd.	Housing	1987
09	Akij Match factory Ltd.	Match	1992
10	Akij Jute Mills Ltd.	Jute Yarn & Twine	1994
11	Akij Cement Company Ltd.	Cement	1995
12	Akij Textile Mills Ltd.	Cotton Yarn	1995
13	Akij Pharmaceuticals Ltd.	Medicine	1996
14	Akij Particle Board Mills Ltd.	Particle & Hardboard	1996
15	Akij Computer Ltd.	Hardware & Software	1997
16	Sonar Bangla Cement Ltd.	Cement	1998
17	Akij Online Ltd.	Internet Service Provider	2000
18	Akij Food & beverage Ltd.	Food & beverage	2000
19	Akij Jarda Factory Ltd.	Flavored Chewing Tobacco	2000
20	Nebula Ink Ltd	Ink	2001
21	Akij Institute of Technology Ltd.	IT Education & Training	2001
22	Akij Toiletries Ltd.	Toiletries	2003

3.2-A. Akij Food & Beverage Ltd. (AFBL)

Akij Food & Beverage Ltd. has been established at a beautiful site Krishnapura, Dhamrai of Dhaka. It has come with the best food & beverage in Bangladesh.

There are various types of drink. Mojo is the brand name of cola, Lemu is the brand name of Lemon and Speed is the brand name of energy drink. Immediately after the introduction of the brand it became very popular among its consumer because of the high quality and intensive distribution in every nook and corner of the country.

Checky Monkey is the brand name of banana chips produced from this factory. It is also becoming popular chips in Bangladesh. Its also going to introduce another two more chips called Cheese Puffs and O'Potato.

Frootica is the brand name of various fruit juices like mango, orange. AFBL will start its production very soon.

Most of the raw materials of these products come from various foreign countries for AFBL. The quality is very strictly controlled. At every stage, non standard products are rejected.

3.2-B. Business Philosophy of AFBL:

Akij Group diversified their business in Food & Beverage industry because in Bangladesh we have 14 corers people. It is large market size to serve and food is required continually for the population. Akij food & beverage want to serve quality food for their target market.

In soft drink industry, there are many local & foreign companies. Akij want to be local unique soft drinks producer with the same quality of foreign company. For this purpose AFBL produces CSD for young target group who like to live stylist life. Main slogan of AFBL is "Brings Quality in Life".

3.2-C. What does AFBL offer?

The recent launching of the Akij Groups beverage line has been gaining popularity among all carbonated water lovers. It gained popularity particularly among teenage people and children. The favorite brand name Mojo gained popularity with in a short period.

Akij food & Beverage limited started there journey officially on July 2006. Since Then it offers:-

CSDs:

1. MOJO- Cola
2. Lemu- Cloudy Lemon Drink
3. Clemon
4. Speed

Foods:

- i. Chicky monkey- Banana flavored snacks
- ii. O'Potato
- iii. Chips- Cheese Puffs-

Up coming Products:

1. Farm Fresh- UHT milk
2. Frutica- Juice
3. Moongo-Juice
4. Wild Brew (malt beverage)

3.2-D. Organizational Structure of AFBL:



Figure-1

*Source- Marketing Department

3.2-E Employees:

In AFBL (Marketing and sales department) a number of employees works under Sr. G.M (Marketing & sales). 20 employees are working in different positions in the 4th floor of Akij chamber. Here I found:

- Senior General Manager
- General Manager
- National Sales Manager
- Brand Manager
- Purchase executive
- Research executive
- Brand executives
- Brand officers

Beside these employees, AFBL has a Sales team working all over the country. Four Regional sales managers control these sales forces. An area sales manager & an area sales officer is engaged to conduct regular sales management for each sales area. They work at the retail outlet with the authorized distributors.

3.2-F. Job satisfaction:

Job satisfaction of the workers towards the organization is highly positive. AFBL motivates the employees by personal counseling and hence increase the morale of the employees. The company enjoys the whole hearted support of the worker to carry out it functioning smoothly & without any interruption.

Since there is a good job satisfaction among the workers, the company faces no labor turnover problem.

3.2-G. Functions of AFBL:

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

Product development

1. Raw material sourcing
2. Find out or create market for its product
3. Price set up
4. Packaging development
5. Developing communication strategy
6. Preparing sales forecast
7. Maintain sales management in the field
8. Keeping record of sales and stock.
9. Collection and analysis of competitor's information.



3.2-H. Internship Responsibilities:

I worked 12 week with the Brand team of AFBL where I performed many activities. My main duties were Preparing Media Plan for TV Channel & Monitoring public relation events in the field.

Beside these, I had to work for new product development where I conduct FGD with samples.

I worked to develop packaging for a new product – O'potato (Chips with vegetable masalla & chicken masalla), Moongo (juice), frootica (juice) Farm Fresh (Milk).

Moreover, I learned about preparing shorter report basing on FGD to reach final decision.

I have worked here as a fulltime Brand officer. I was assigned to implement a project- "MOJO EIDI QUIZ CONTEST". In this campaign company hired four vans which were branded. All these vans have rounded the total Dhaka city and provides the leaflet to the people to encourage them to purchase Mojo, clemon, Lemu and to collect a leaflet to get the prizes offered by AFBL through Lottery. Me and another internee have completed this campaign successfully in 10 days.

Chapter-4

4.1 Competitors

With the change in the lifestyle of people and modernization getting in vogue, Bangladeshi market place has become a battlefield for various beverage brands. As the weather is suitable for soft drink industry, the war seems to be more intense among soft drinks.

The fight for a prestigious berth in the market between the two giant companies Coca Cola and Pepsi have been growing ever since the birth of Bangladesh. Coke had a sort of monopoly in the market till then. And the war in the market between the two global giants is going on to benefit consumers. What is now more interesting for the Bangladeshi consumers is that the war has started with other competitors too.

The Akij beverage is facing tough competition form different national and multinational brands like Coca-Cola, Pepsi, Sprite, 7up, Uro, Virgin, Double Cola, Pran, RC etc. They are aggressively doing their marketing activities and keeping Akij beverage always under pressure.

4.2 Major competitors

Major competitors of AFBL in the CSD sector are Coke, Pepsi, Sprite, 7up, RC and indirect competitor Mineral Water. Due to the first mover in the Market, Coke is the market leader in Bangladesh now and most of the people in Bangladesh are still brand loyal to Coke. Pepsi is also having a favorable position in Bangladesh due to its dominance in World Market. As a product 7up of Pepsi and Sprite of Coca Cola, these two brands are also getting the same respects from the consumers as like as the mother brands.

In Bangladesh RC the product of Partex Group is getting popularity due to its distribution countrywide. Another brand of Partex group is MUM fresh drinking water is getting popularity due to the health consciousness of the people of our country.

These competitors of AFBL are putting the brand in tough situation.



AFBL has been launched the CSD(Carbonated Soft Drink) a few years ago and it is just a newborn in this huge market. Currently, if we concentrate over the market the giant companies have taken the most of the market share.

4.3 Indirect Competition:

In the beverage industry, there are several alternatives than only Cola and Fizzy drinks. If we go to the market, we found juices, malt beverage, non alcoholic beer, and normal fresh water. When one person goes to the shop for any drink, he or she at first want to find a carbonated drink, which they are loyal to. For example, if one person cannot find any cola, he or she can go for Mango Juices, other carbonated drinks like beer or at least a bottle of mineral water. AFBL designing its marketing strategy in a way that it offsets any competition whether it is direct or indirect.

4.4 Consumers:

The consumers of AFBL are mainly teenagers. They love the promotional campaign of the Akij beverage very much. They also love the funky messages, labeling, above all the packaging of the soft drinks.

Another important segment, the college and university going students also start liking AFBL's CSD products. They are now distracting from the brand loyalty of the Coke and Pepsi and now moving towards the Mojo, Clemon, Speed, Lemu. Their opinion is that the messages, which are being sent to the people through advertisements, have an attachment of fun and the young generation like it very much.

The adults also started liking the products of AFBL. For them the company has launched pet bottle of one and two liters that is usually seen in different party time and in different occasions.

Recognizing the fact that the same person drinks an almost endless variety of beverages, in different volumes, for different reasons, the Beverage producer AFBL has come up with different kinds of packaging, tests and prices for different kinds of drinkers.

Often breaking the existing brand loyalty of the young and old consumer is quite difficult. So uniquely the company Akij beverage is mainly targeting children and pre teenage people who will uphold the brand loyalty of AFBL.

Chapter-5

This chapter will focus on the marketing strategy of Clemon to establish an effective brand image.

Part 1

Introduction of Clemon

Akij Food & Beverage Ltd. has introduced a new product in its existing products line Clear Drink, Lemon flavored Carbonated Soft Drinks (CSD) - CLEMON. In CSD market clear drinks play a major role. The major brands are *7up*, *Sprite*, *Upper10*, etc. Day by day people are ignoring color drinks due to positive health caution.

Product Profile

- Generic name : Lemon flavored
Carbonated soft drinks
- Brand name – CLEMON
- Sku –150ml (can), 250ml (PET & can)
500,1000,2000ml (PET)
- Bottle & Cap color – Green & White (Respectively)
- Packaging : Can printed (150 & 250 ml)
Shrink label (except –2000 ml)

MARKET SEGMENTATION

In this project, we have seen that Clemon developed three segments of their customers. They are Demographic, Psychographic, and Geographic.

Demographic: under this segmentation come social and economic factors that influence the buying behavior of the customers. It is the statistical representation of the social and economic characteristics of people like age, sex, income, occupation etc. now if we look at the factors that included in the demography we will find our target customers in those sub segmentations. Like:

Geographic segmentation: Under this geographic segmentation, they have target customers residing in different areas of this country. Mainly Clemon have targeted the whole country and our target is mass. Wherever their target customers match the characteristics of the Demographic and Psychographic segmentation becomes their target customer.

Psychographic Segmentation: Under this Psychographic segmentation, different factors actually affect their advertisement and advertising message.

Those factors are:

Life style: Actually, people with funky lifestyle are Clemon's target customer. Here especially the school and college-going students who drinks the soft drinks regularly and drinks it with a different style is their customer. Followers of the western culture and life style are Clemon's main target customers.

SWOT Analysis:

- **STRENGTH:**
 - Huge production capacity
 - Lot of logistic support from other concern
 - Own marketing channel
 - Company goodwill

- **Weakness**
 - Lack of experience in FMCG business
 - Not available marketing expertise

- **Opportunities**
 - A big market of 14 krs people
 - Consumers are not always brand loyal to foreign brand
 - CSD is a ready market
 - Margin is very high

- **Threats**
 - Threats from multinational competitors
 - Threat from natural drinking water
 - Threat from local CSD producers



Part 2

MARKETING STRATEGIES OF CLEMON

PRODUCT:

The product is the most significant element of the marketing mix, which can be referred to anything a consumer, acquires or might acquire to meet a perceived need. In the purchasing process, consumers' intention is not the purchase of the physical product attributes alone, rather it is more of a purchase of the need satisfaction. The term "product" is used to refer to physical products and primary or core services. Therefore, the elements of the product include:

- **The Core Product**
- **The Tangible Product**
- **The Intangible Product**
- **The Augmented Product**

The Core Product-

This describes the core benefit or service associated with the product. Since Clemon is a soft drink, "quench of thirst" or "thirst satisfaction" is the core benefit that it produces. In addition, the market of Clemon has been targeted separately towards the children belonging to the age group of 6 to 11, teens belonging to 12-19 age group and the early adults comprising the age group of 21-26.

The promotions of Clemon imply that its core benefit lies beyond thirst- that is; a colorful and exciting life is another added core benefit of this drink.

The Tangible Product-

The tangible product is the physical product comprising of all the important attributes of the product- Packaging, Brand name, and Quality.

- a) **Packaging-** the packaging of a product has a huge influence of the needs that the product fills; the impression that it creates on the target audience and the influence on consumption pattern as a whole. It must capture attention and convey meaning. Since Clemon is new soft drink in the market that has powerful

competitors like Coke, Pepsi and RC Cola, it was important for them to make themselves highly visible in the market to capture the attention of the target market. Clemon has a very colourful package with different sizes of bottling (SKU) for the convenience of the users.

b) **rand Name-** similar to the packaging, the brand name and logo is of real importance. As research suggests that brand names can influence how food products taste to consumers. The brand name, “Clemon” actually bears an uniqueness with it. The name itself can influence or interest people to at least try the product.

c) **Quality-** In case of soft drinks and other food products “taste” is one of the primary questions before the purchase. Clemon has higher degree of sweetness in its taste than other clear drinks and has fizzy ingredients as required. This is because sweetness is usually more appreciated by children, it will be better for their consumption.

Basically, consumers have two major concerns with products- their safety and the extent to which it is environmentally sound. To ensure safety, Clemon’s bottles carry a BSTI seal and the package gives all the potentially relevant information regarding the ingredients used in its production and the manufacturing and expiration dates.

The Intangible Product-

To the potential buyer, a product is a complete cluster of value satisfaction. A customer attaches value to a product, which goes beyond the technical capabilities of the product to include intangible benefits, sought. This element of the product includes the Product Positioning. Since, values are related to these variables therefore, the intangible element is of great importance.

The Augmented Product-

This includes the supplementary services related to the purchase and the post purchase, such as, delivery and credit, warranty, after-sale services and installation. These services do not imply, as Clemon is a low involvement, non-durable and perishable product. Therefore, as a recommendation the augmented factor can be imposed on the retailers and wholesalers.



PRICE:

	<u>Clemon</u>	<u>RC lemon</u>	<u>7up</u>	<u>Sprite</u>	<u>Uro lemon</u>
250 ml (pet)	BDT 12.00				BDT 12.00
300 ml (pet)		BDT 15.00			
500 ml (pet)	BDT 22.00	BDT 20.00	BDT 22.00	BDT 22.00	BDT 18.00
1liter (pet)	BDT 35.00	BDT 35.00		BDT 40.00	BDT 35.00
1.5 liter (pet)		BDT 60.00		BDT 50.00	BDT 45.00
2 liter (pet)	BDT 55.00	BDT 60.00	BDT 65.00		BDT 60.00
2.25 liter (pet)				BDT 70.00	
250 ml (glass)			BDT 12.00	BDT 12.00	
Can (250ml)	BDT 18.00	BDT 18.00	BDT 20.00	BDT 20.00	BDT 16.00

KEY

 Not Sold in these Sizes

*Source of retail price local shops

Table-1

Looking at the market for soft drinks it is clearly visible that the local brands that are competing against the global brands, are taking price and size of the product as major issues. The 250 ml for instance is only produced and sold by the local brands where the price is BDT 12. It is not just the smallest size that Akij Group (producers of Clemon) and the others are also pricing the other sizes of bottles and the “Can” as well is priced much less than Tabani beverages, Transcom Ltd and other brands. The family pack (2 liter Pet bottle) of Clemon is priced at BDT 55 per unit, which is the lowest in the soft drink market and thus has added advantage over its rivals. The need for spending less and the interest of

Yet in Bangladesh's perspective we must also consider distribution and promotion (in which Akij Beverages Ltd. has done quite a lot). We must also remember that low prices mean low quality, which I believe and BSTI's quality assurance makes Clemon a good substitute for the older existing brands.

PROMOTION:

TV commercials:

Clemon will come up with a very enthusiastic advertisement to reach the target market. The ad is very colorful, enthusiastic and thematic. The advertisement will come up with two stages. In the first stage of the advertisement the ad will introduce the element of the package of Clemon. As the package design of Clemon Shows that a lemon world where everything is made of lemon. So the ad Will Show that a lemon World under the sea where birds, frog, cycle, fish and above all the sun is made of lemon. The main message of the ad is if anybody wants to be fresh he or she needs to drink Clemon and the person will be in the lemon world to become fresh. In the second stage of the ad it will be shown that a young boy is tired and he drinks the Clemon and goes to a lemon World where everything is made of lemon and find himself fresh. This ad's message is that to remain fresh all the time everyone always needs to take Clemon.

Both of these ads will be shown in every TV channels of Bangladesh. They will be mainly shown in the afternoon and at night. Very less ad will be shown during the morning hours. In general the Clemon ads will come very frequently and sometimes it will come twice at a time that is one after another as per the management decision. This will be done to have the maximum exposure. Two frequent ads and ads given side by side will make more people to look over it and understand the position of the brand and create high brand awareness.

News Paper/Magazine Advertisement:

Clemon has started their marketing campaign with the launching of the product in the market. This launching campaign was mainly held by the newspaper and magazine insertion. The newspaper ad contained the tag line "Live Fresh".

The newspaper ads will be mainly given on the first page of the newspaper and sometimes at the last page. Clemon totally avoided the inner pages, so that it can achieve maximum exposure. The ads will be given everyday in the first couple of weeks and later it will be 2 to 3 days a week. Management hoping that the brand recognition and recall will be attempted on a very short time.

Billboards:

Clemon, like the newspaper ads also designed the billboard ad, using the scenes from the TV ad and used the tag line and the jingle with it. There will be several billboards, throughout Bangladesh. Management mainly focuses the urban areas and mainly the cities for billboards.

Trade Promotion:

AFBL has given some trade promotion to the retailers. In the first phase of their operation they gave the retailer a chance to earn free case, if the retailer can sell 20 cases per week. Apart from that, in the introduction stage Clemon for a certain period of time gave the retailer the drink for free and was asked to pay after sales. This trade promotion made the retailer to act as an influencer for many customers. Clemon also managed to book some shelves, so that they can encourage sale and maximize exposure.

DISTRIBUTION:

Beverage industry is a vital industry for distribution purpose. Good and efficient distribution system and effective channel are needed for the success of a company, mainly in this industry.

Clemon is from an already established company who sell Mojo, Lemu, and Speed who have already gained a massive popularity. So the distribution Channel is almost ready for Clemon. Clemon is mainly focused on the urban areas, where the other drinks are also targeted the urban areas so there is no need to establish an extra distribution channel. Clemon used agencies to distribution. AFBL has issued a core agent for a big area and

management is liable to distribute their product to that core agent. Then the core agent has some sub agents, who then distribute to specific locations.

Still, Clemon has not managed to develop its distribution effectively and this has created a problem for the consumers. Consumer when surveyed came with a common problem of Clemon not being available in very place they wanted it to be. Customers did not get Clemon in every shop and sometimes in they're near by shop. This has caused lack of brand loyalty and also trial purchase of the customers.

Part-3

TASKS OF BRAND

Tasks:

Actually, “Brand” performs thousands of works of real marketing. We cannot summaries it under simple terms. Therefore, the following heading includes more or less all activities of brand team.

- 12. Idea generation*
- 13. Idea Screening*
- 14. Concept Development & testing*
- 15. Setting integrated marketing strategy*
- 16. Raw material sourcing & business analysis*
- 17. Product development*
- 18. Packaging development*
- 19. Communication planning*
- 20. Test marketing*
- 21. Commercialization & launching*
- 22. Monitoring & evaluation*

To establish a brand in the mind of consumer company need a planned to reach to it TiGi-target group frequently and continually.

Brand Overview

Brand is a name, term, sign or design or combination of these, which is used to identify a product or group of product from similar product(s) of competitors. A product is something that made in a factory but a brand that is bought by a customer. Competitor can easily imitate a product but the brand is unique.

Copy book brand management

Before going to modus operandi we should consider ---

- Brand name – which can be vocalized
- Brand sign – can be recognized
- Brand equity – set of asset & liability
- Brand management – a. Understanding consumer needs,
b. Mapping consumer mindset
c. Gap analysis
- Brand adoption – familiarity, esteem, relevance and differentiation.

We need to develop and position our brand(s) in such a way that should ensure certain attributes, benefits, values, culture and personality.

Responsibilities of Brand Executives

Four brand executives will manage the total brand line of AFBL. They will be directly reportable to the S.V.P sales & marketing for the time being. They will be solely responsible for all goods and bads of these brands. Each of them will work as a separate strategic business unit (SBU), so they will be responsible for target fixation, achievement creation of product demand for particular brand with a view to achieve company's broader objective in terms of volume and profitability. These executives will convert respective SBU's into a profit center unit (PCU). These brand executives will find out strengths, weaknesses, potential opportunities and threats of their brands and will set an actionable standard. They should follow 5 – phase brand management, which includes ----

- Preliminary audit, research and evaluation
- Analysis, strategy, planning and development
- Creative exploration
- Refinement and implementation
- Monitoring, managing and marketing corporate image

The tasks of marketing are mostly done by the brand. It takes the responsibility of a product at every steps of PLC to reach in the mind of consumers better than their competitors do.

Now we will find out strategies taken by AFBL to establish their brand in soft drinks industry. Here we will emphasize the CSD clear lemon Clemon as PCU Brand.

Building Strong Brand

Clemon’s Brand positioning:

The strongest brands go beyond attributes or benefit positioning. They are positioned on strong beliefs & values. “Clemon” in their first advertisement used very colorful background, animation and a very fine jingle to get to their target market.

Clemon will come up with a very enthusiastic advertisement to reach the target market. The ad is very colorful, enthusiastic and thematic. lemon and find himself fresh. This ad’s message is that to remain fresh all the time everyone always needs to take Clemon.

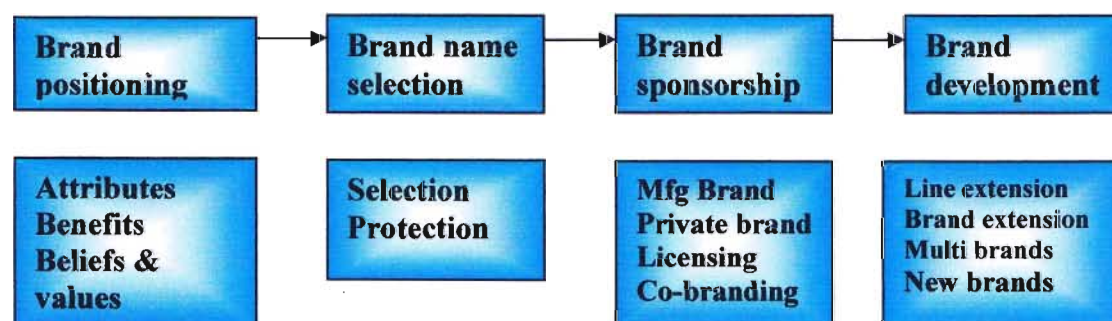


Figure-2

Brand name selection:

A good brand name selection is a difficult task. It begins with a careful review of the product and its benefits, the target market and proposed marketing strategies. The brand name, “Clemon” actually bears uniqueness

Brand sponsorship:

”CLEMON” is a manufactured brand and it has its own sponsorship options. Although most of the soft drink brand in Bangladesh is marketed by licensing.

Brand development:

A company has four choices when it comes to develop a brand. They are:

- Line extension- Existing brand names extended to new forms, size and flavor of an existing product category.
- Brand executions- Existing brand names extended to new product category
- Multi brands- New brand name introduced in same product category
- New brands- New brand names in new category

Part-4

BRAND POSITIONING OF CLEMON

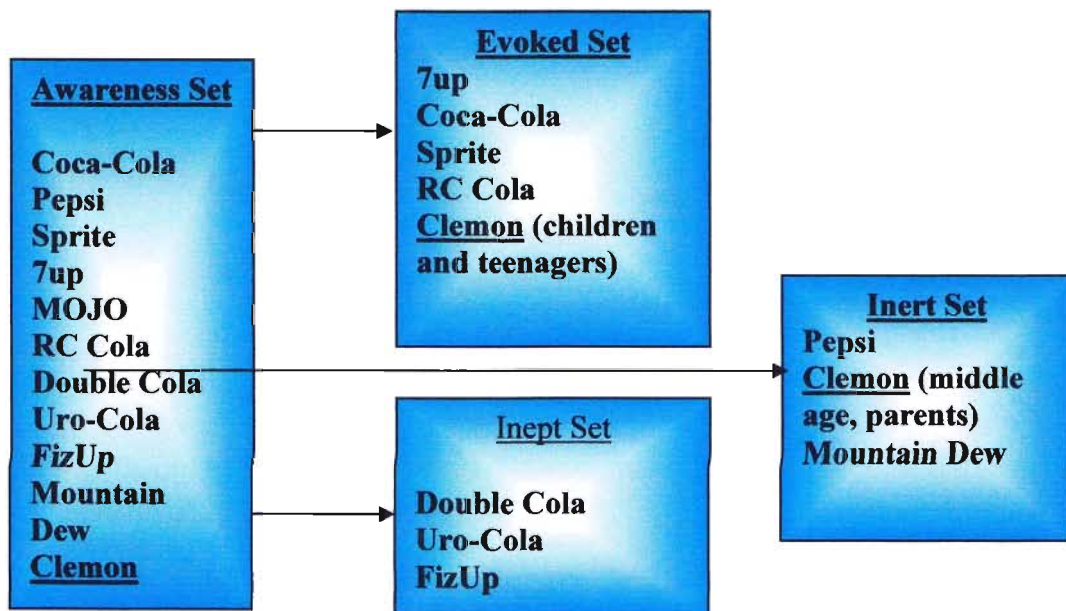


Figure-3

While purchasing or making a decision to buy a cold drink there are few drinks that come to people's mind in their awareness set. Here, cold drink is a generic product and a non-durable good and in the awareness set many brand comes to mind. Here, for the cold drink a number of brands came to the awareness set. From here there are three divisions of these products are made. In the evoked set the brand names are placed that are considered to be evaluated and are known as brands in evoke set.

Information Processing for Consumer Decision Making

No marketer wants to make a commercial to show the models in that commercial rather they do it to position their product and its attributes in the target market's mind. But there are lots of products available and lots of commercials. So it's quite natural if people do not pay proper attention to these commercials. Often people are found taking a break while watching TV when the commercial break starts. Because of this problem marketer's use colors, beautiful models, attention seeking jingles, and effective taglines. The nature of perception has four stages.

Exposure:

The information processing of consumer decision making starts with exposure. Exposure occurs when an advertisement or any other promotional activities of a product comes within the range of a person's sensory receptor nerves. The ads of Clemon will come up randomly in the TV Channels. Clemon will come up with a very enthusiastic commercial to reach the target market. After their launch they will come up with two different ads.

Clemon in their first advertisement used very colorful background and a very fine jingle to get to their target market. The maximum exposure and brand awareness of Clemon is possible because of this ad. People usually avoid TV ads but the Clemon's ad will be accepted by most of the people especially the children and teenagers.

Attention:

In this stage people who are already exposed to the ads give attention to the ads. Attention is determined by three factors.



Stimulus factors:

- **Size and intensity:** Clemon will come up with large billboards and colorful attention seeking TV, newspaper and magazine ads.
- **Color and movement:** Clemon ad has many colors in it. The coloring is done mainly based on their product packaging. There are also lots of movements done by the models. It is a very enthusiastic commercial.
- **Position and isolation:** The Clemon ad will be usually shown frequently on every Bangla channels especially before the programs started. So it will be viewed by lots of people. The ads are different in the sense that it used lots of colors and the color mostly used is green lemon which is an attention seeking color. And also the jingle which made the ads more attractive.
- **Format:** The format of the ad was also effective. The message was conveyed effectively to its target customers. They mostly focused on brand image and colors so that their target market- the children and teenagers are attracted. In the ad it is shown that a young thirsty boy is drinking Clemon and find himself in the sea of world to become fresh. The tag line of Clemon “Live Fesh” is also attention drawer for the soft drink takers.
- **Expectations:** The management is expecting that the product Clemon will be highly accepted by the consumers, because the previous drinks Mojo, lemu and Speed are highly acclaimed by the consumers which are produced by this Company. So the expectation is very high from this product.
- **Interestingness:** The ad is very interesting as it showed different colorful elements made of lemon are doing different things under the Sea World.
- **Information quantity:** The information conveyed by the ad is if anybody drinks Clemon he or she will feel that they are in the world of sea where everything is made of lemon and they will become fresh.

➤ **Individual factor:**

These factors are the personal preferences that affect the attention stage. In the Clemon ad the jingle and the animation will attract the children to drink Clemon as they like colors and fun. The teenagers will be also attracted

Part-5

INFORMATION SOURCES OF PURCHASE DECISION

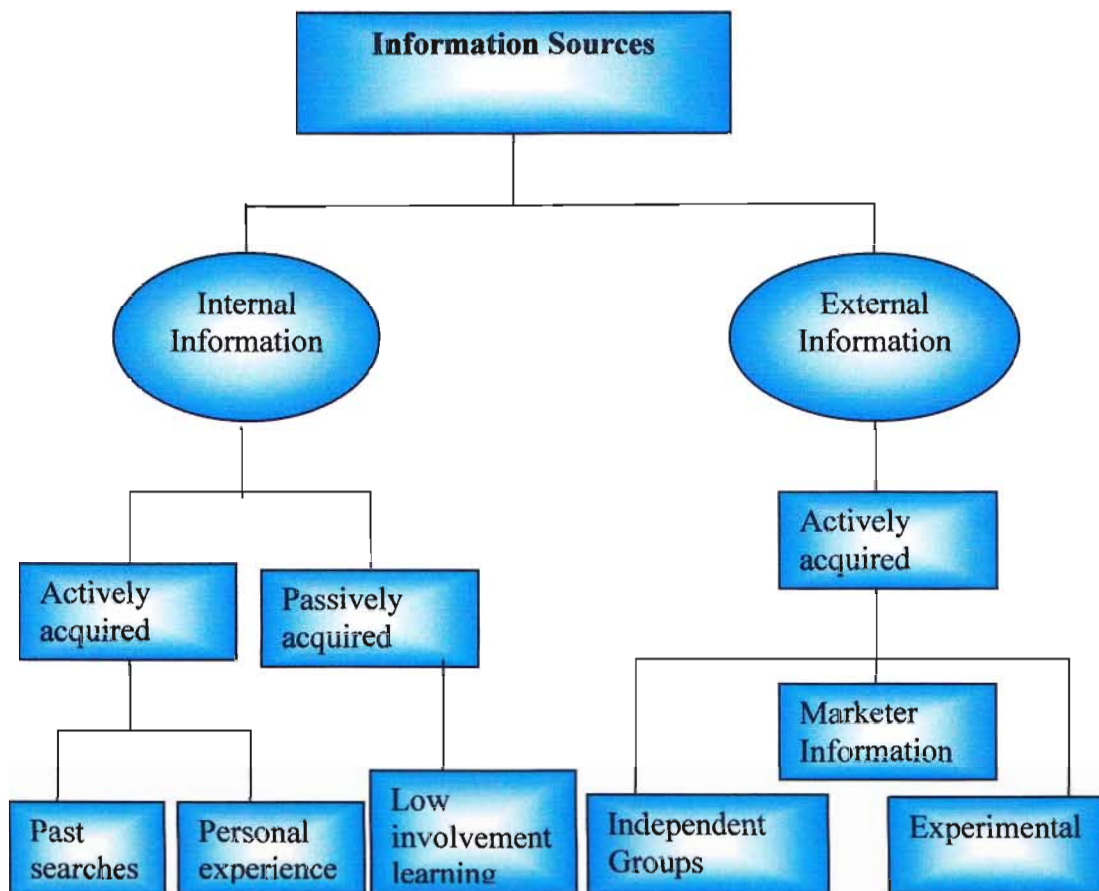


Figure-5

The above diagram shows a flow chart by which customers can gather information about choosing and identifying Clemon for drinking.

The information can be searched in two ways: Internal and external information search. Under internal information search the information or the knowledge, data etc are gathered through personal experience, learning etc. While under the external information search a person can look over the TV commercials and other ads. They can also look towards different opinion leaders and other such groups.

Information can be gathered internally either actively or passively. But external information can only be gathered passively.

Past searches: Information can be gathered from past searches, when any customer will go to find Clemon deliberately or any new drink that is present in the market. It can also happen that the customer had seen Clemon bottle in someone's hand and then asked about it. So, there are many reasons for people can go to find information about Clemon for the first time.

Personal Experience: It might happen that the customer has gone to a party or any other place and he has been given Clemon to drink. By tasting the product he might like it and can go to search information about it. There can be few such ways through which people can gather information about Clemon.

Low involvement: For Clemon information can be acquired easily through low involvement learning. We all know that Clemon commercial, newspaper insertion, billboards and packaging had created great enthusiasm and a trend for the young people. A person can hear his friends talking about these advertisements of Clemon and also singing the jingle and by listening to these things he can learn about Clemon its theme, product positioning etc. This is how low involvement learning can take place and people can get to know about Clemon.

Marketer Information: This is the most important factor and for Clemon this is the one that can create the maximum exposure and the brand recognition. People will come to know about Clemon because of their fascinating advertisement, good selection of the media, good positioning of their brand, and frequent TV ads and news paper insertions. These are the essential marketer information that makes people to know about Clemon and also make a trial purchase.

Experimental: This is close to the internal factor of personal experience. Under personal experience we have considered that the person has been influenced by someone or offered to drink Clemon, but in this case the person has tried it himself. Again, this experimental factor is related to Marketer information. The more people are linked with the ads and the more they are

Involvement and Types of Decision Making

The consumer decision-making process starts with a problem or need recognition. Marketers should create situation, which will make the consumers recognize a need or problem. For example during the winter season most of us have dry skin and that is often not given proper attention. But when we find a commercial on how we can have soft skin in winter we immediately recognize the problem of having dry skin. And want to solve the problem hence the need arises. It is the marketers' job to trigger that need in the target market's mind through their marketing practice. Once need is recognized consumers will go for evaluation, therefore purchase and use.

Clemon is a generic product as it's a soft drink. So the decision making process for purchasing Clemon will be also either nominal or limited as it also requires low involvement in decision making. In the following both nominal and limited decision making for purchasing Clemon is discussed below:

Nominal decision making process for purchasing Clemon

Nominal decision-making is also called habitual decision-making. This type of decision-making process is very short. Whenever a need is recognized consumer goes through an internal search where personal preferences and immediate need satisfaction is considered. The internal search usually provides one single solution so there are no alternative options to evaluate. The preferred brand found based on personal preferences and immediate need satisfaction is purchased and then used.

Clemon is a new drink in the market but in a short period of time it has created great impact on the people of our country. These types of drinks are usually purchased either to meet the basic need of satisfying thirst or for personal choice. In this case problem recognition is selective. And also when there are no other options available to choose.

In this decision-making process, there will be no post-purchase dissonance. But for people who purchased for trial might have very little dissonance. The dissonance will be not that much because Clemon is a low price product. And the evaluation of Clemon is very limited. If one is satisfied with the Clemon taste and the pricing of Clemon that person will repeat purchase.

Limited decision-making process for Clemon:

Limited decision-making is almost same as nominal decision making except for it involves limited external search. In this case the problem recognition is generic. It considers some alternatives, very simple decision rules and little post-purchase evaluation. In such a situation a person has two options-either to buy a product or not to buy a product.

In the case of Clemon limited decision-making can occur when someone is in a restaurant and he has some alternatives in front of him from which he can make a choice. For example the alternatives can be: Sprite, 7up, RC Lemon, Pran up and Clemon. The person will consider some attributes of this product and set very simple decision rules to make the final decision. The advertisements, taste and group influence will play vital role in this decision making process. When evaluating the alternatives people will recall the advertisements from which they will think of purchasing Clemon. Or some of them who has tried once before and liked the taste of Clemon will purchase again. There can also be group influence where a person due to others influence will purchase Clemon. For example Clemon created great impact through its colorful ads, exclusive packaging and nice tag line "Live Fresh" to the children's mind and the teenagers mind. And we have found in places where the children actually influenced their parents to try Clemon. So we can see Clemon has positioned itself in the target customers mind through its exclusive promotional activities. While purchasing for Clemon when few solutions are available these ads and jingle will come in the mind of the consumer and influence him/her to make the purchase.



Immediate need satisfaction: When someone is in a retail store where lots of options are not available and satisfying need is primary people will go for purchasing Clemon. For example someone is in a retail store and very tired and thirsty, needs a drink immediately; won't go for an alternative evaluation. He will search information from his memory. And he will just purchase whichever brand comes in his mind.

Personal preferences: The second factor can be considered is personal preferences. As in nominal decision making problem recognition is selective and people are pre determined about what they will purchase. As we have found that children like the taste and packaging of Clemon a lot. The children will like to make their parents purchase Clemon because they like it. Also other age group people who like the taste and advertisements of Clemon will purchase Clemon because of their personal choice.

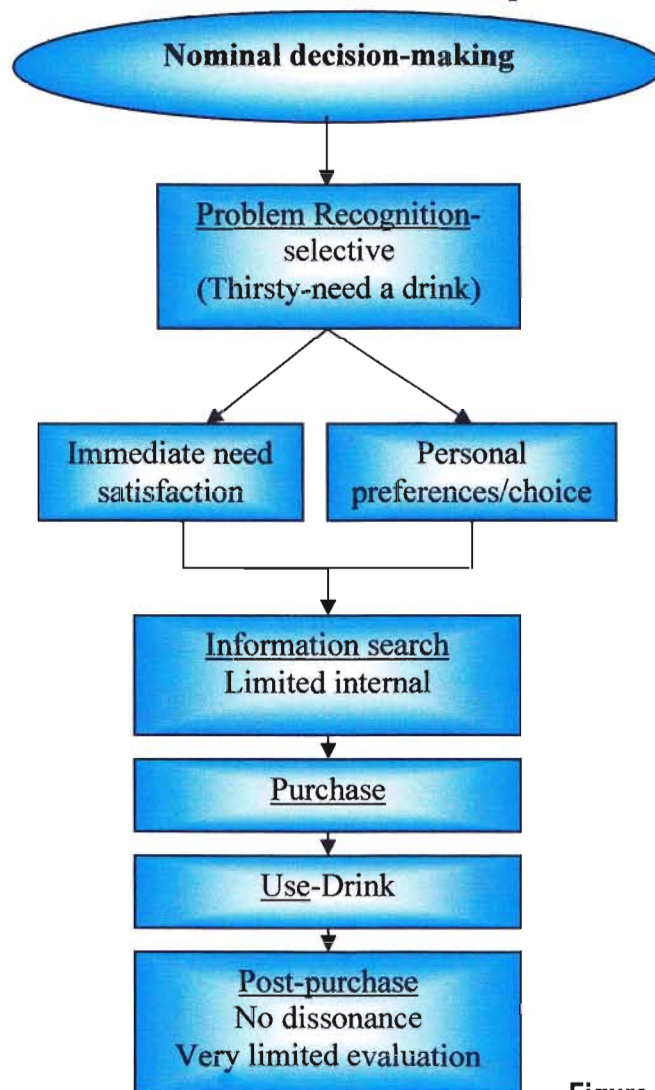


Figure-6

Part-6

REFERENCE GROUP INFLUENCE

Alternative evaluation is not the only process that a consumer undergoes before making a consumption decision. Apart from alternative evaluation, consumers rely on reference groups for the purchase. The three different nature of reference group influence- Informational, Normative and Identification influence also imply on the consumers. Since CLEMON is not a necessary item, with low individual purchase confidence and visible usage, the aforementioned influences have a significant impact on the consumption decision.

Informational Influence- occurs when an individual uses the behaviors and opinions of reference group members as potentially useful bits of information. Many consumers rely on the advertisements to purchase CLEMON in turn inform, and influence others to at least try out the product. **For example, parents or the senior members of the family may purchase the product just to try the drink after seeing the positive reactions of the younger members of their family.** Word-of-mouth communication is one of the fastest and the most effective methods of communication and CLEMON has realized the need of targeting the younger age group to create an influence on the older ones.

Normative Influence- referred to as the Utilitarian influence, occurs when an individual fulfills group expectations to gain a direct reward or to avoid a sanction.

For instance, a young child may involve in the consumption of CLEMON simply because he/she wants to be part of the group.

There are times when children or teenagers may buy CLEMON for class parties because it is in vogue now and they want to be noticed.

Identification Influence- The nature of the CLEMON advertisements which focus on the trendy-ness that a person acquires after the consumption of CLEMON; the impression that having the drink will make their life more exciting and colorful shows how identification influence is present in the purchase decision. Some individuals buy the product to actualize the impression that the advertisement portrays.

With respect to CLEMON the above influences hold true for the children, teenagers and sometimes the young adults, but rarely in case of the older/senior members of the target market.

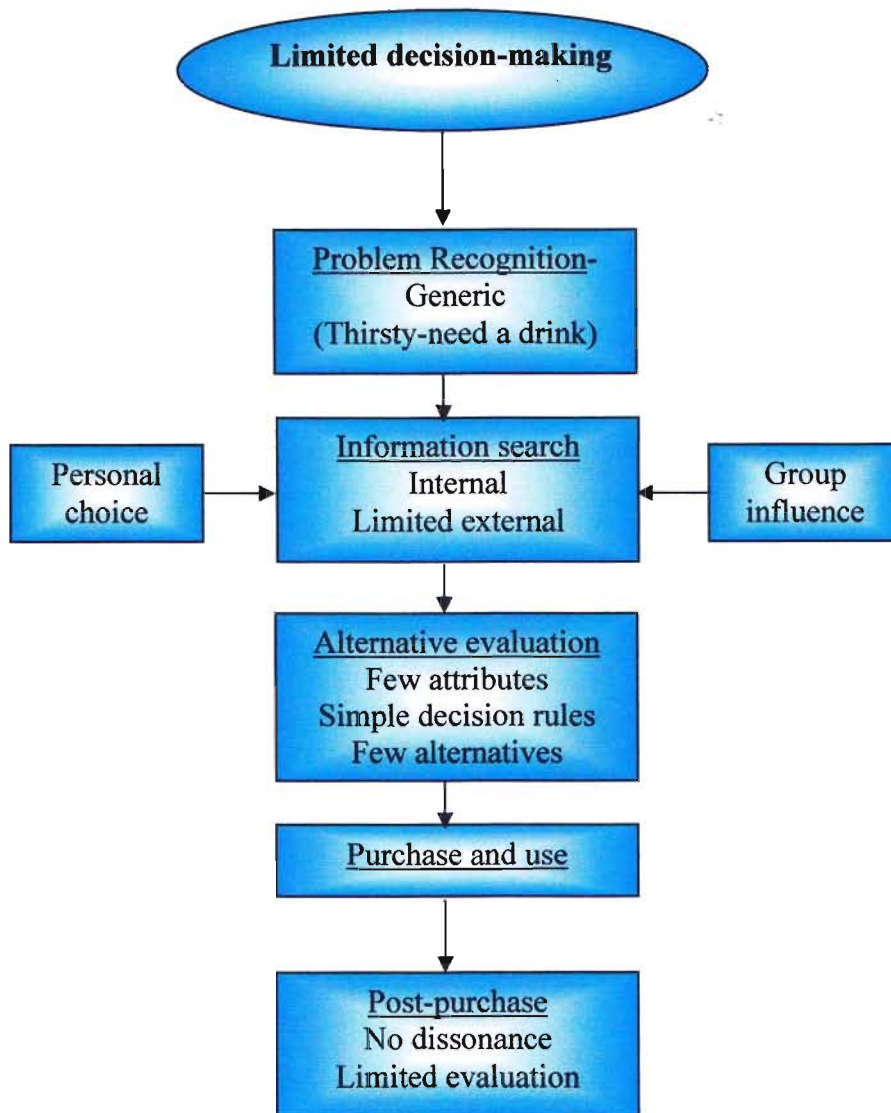


Figure-7

Limited decision-making model for purchasing Clemon

In this case in the post purchase evaluation stage there is also no dissonance. But for the people who made the first-time purchase there might be little dissonance. The evaluation of Clemon is limited. If people are happy with Clemon then they will repeat purchase. When the expected benefit and the perceived benefit derived from purchasing Clemon will match then people will be satisfied and they will repeat the purchase of Clemon.

Part-7

The Household Decision Making Process for the purchase of Clemon by Children /Teenagers

Initiator(s) - the family member who first recognizes a need or starts the purchase process. CLEMON has focused on the children in the form of colorful advertisements and packages. They have put emphasis on the taste and image of the product to capture the attention of the children, as they know that if they can influence the children, the parents will be obligated to fulfill their children's wish or at least notice the product to create a position it in their evoked set.

Information gatherer(s) - The individual who has expertise and interest in a particular purchase. In case of CLEMON, the parents, especially the mother play the role of the information gatherer as she may be concerned with the health and safety of the product. Thus before purchasing CLEMON or during the purchase she will make efforts to check the ingredients and other relevant information regarding the product.

Influencer(s) - The person who influences the alternatives evaluated, the criteria considered, and the final choice.
The nature of advertisements, packaging and the theme of CLEMON has attracted the young children so extensively that many of them nag their parents to purchase CLEMON even if their parents are reluctant to make the purchase.

Decision maker(s) – The individual who makes the final decision. Of course, joint decisions also are likely to occur.
who decide whether to eventually buy the product or not. But in case of the teenagers they themselves usually become the decision makers.

Purchaser(s) – The family member who actually purchases the product. This is typically an adult or teenager.
In the case of CLEMON the purchaser can be any household member of the family- the parents, older siblings, household helper/assistant and if it is an extended family, then the purchase is made by the other senior members residing in the house.

User(s) – The user of the product. For many products there are multiple users and is also applicable in case of CLEMON.

Post purchase Consumer Behavior for Clemon

A very common consumer behavior is that consumers get confused very often about what to buy. This is because there are many alternatives available in the market. Sometimes we get confused with the pricing. If we get something at a lower price than others we become happy but later on dissonance arises in our mind that whether the quality is the same or not. For a drink like Clemon people will usually go for a trial purchase for the first time. During the first time purchase of a product people usually has doubt in mind and they use it and if they have no dissonance in mind they repeat the purchase.

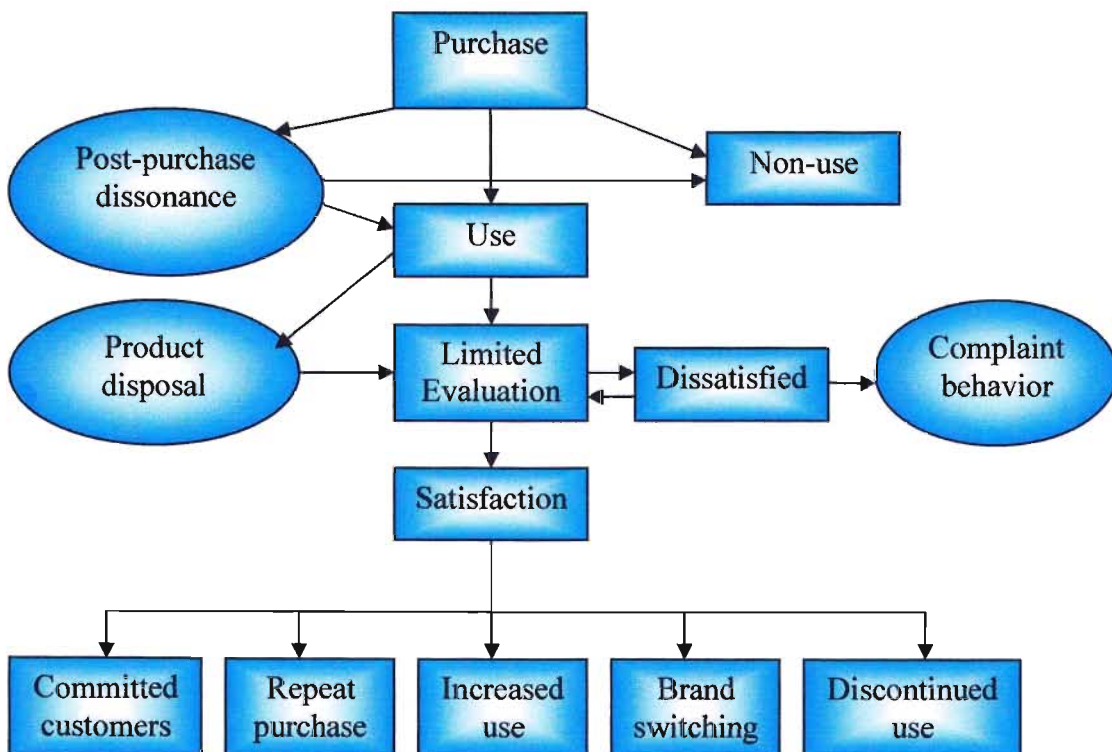


Figure-8

Post-purchase Consumer behavior for Clemon

Disposition alternatives

Disposition of a product might occur during, after or even before the use of a product. For soft drinks disposition usually occurs after the usage of the product. Clemon commercials focused on this disposition part in a very constructive way.

Retain:

The consumers of Clemon retain Clemon in different ways. The product is used for its original purpose to satisfy thirst. Some of them keep the bottles to store water in the refrigerator.

Get rid of it:

Consumers who do not retain Clemon get rid of it in different ways. Most consumers throw the bottles in the garbage. Some of the consumers exchange or sell the bottles to the “feriwalas”.

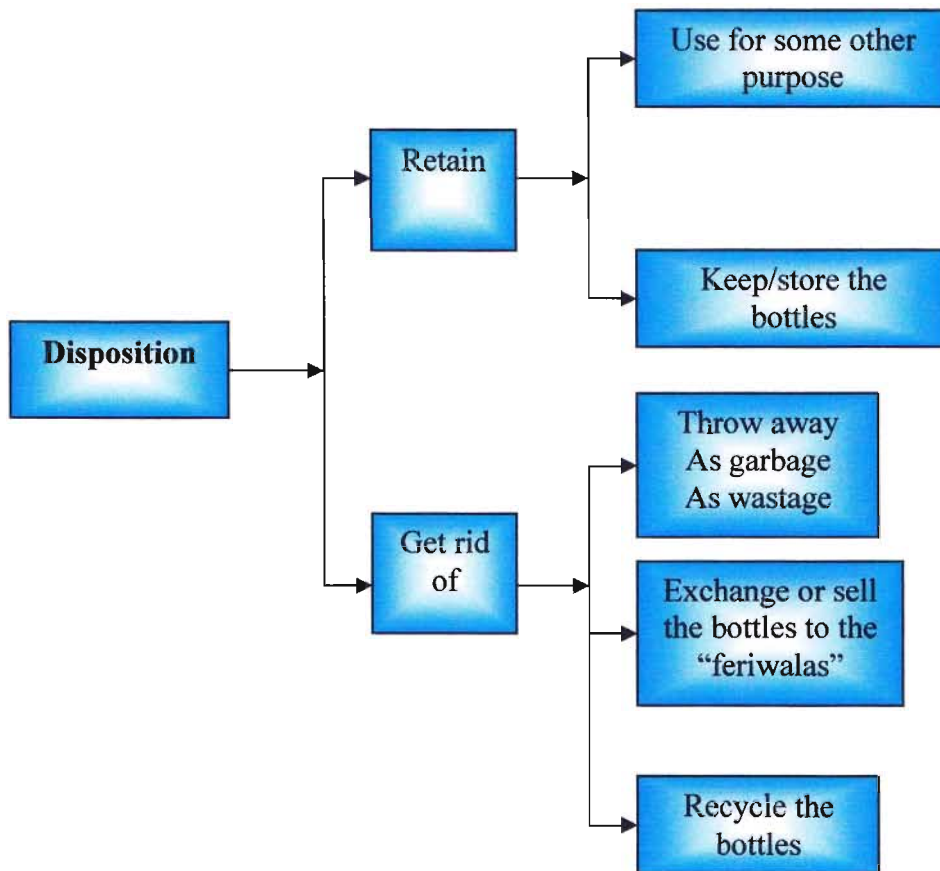


Figure-9
Disposition alternatives model for Clemon

Dissatisfaction responses

When expected benefits do not match perceived benefits, dissatisfaction arises. Dissatisfied consumer will have negative attitude towards the product. Dissatisfied consumers are damaging for the firm. The firm not only loses sales from the displeased consumers but also lose their reputation. In the case of Clemon dissatisfied consumers may either take action or not take action.

Take action: Dissatisfied consumers of Clemon take action in a simple way as it is a nondurable and low price product. The alternatives for taking action are very simple. They usually take action by stopping purchasing Clemon, influencing others not to purchase Clemon, openly criticizing the product and the company.

Take no action: There may be consumers who are dissatisfied and will not take any action. These consumers will have a less favorable attitude towards Clemon. Next time they will not recall this brand if they are to make a purchase decision.

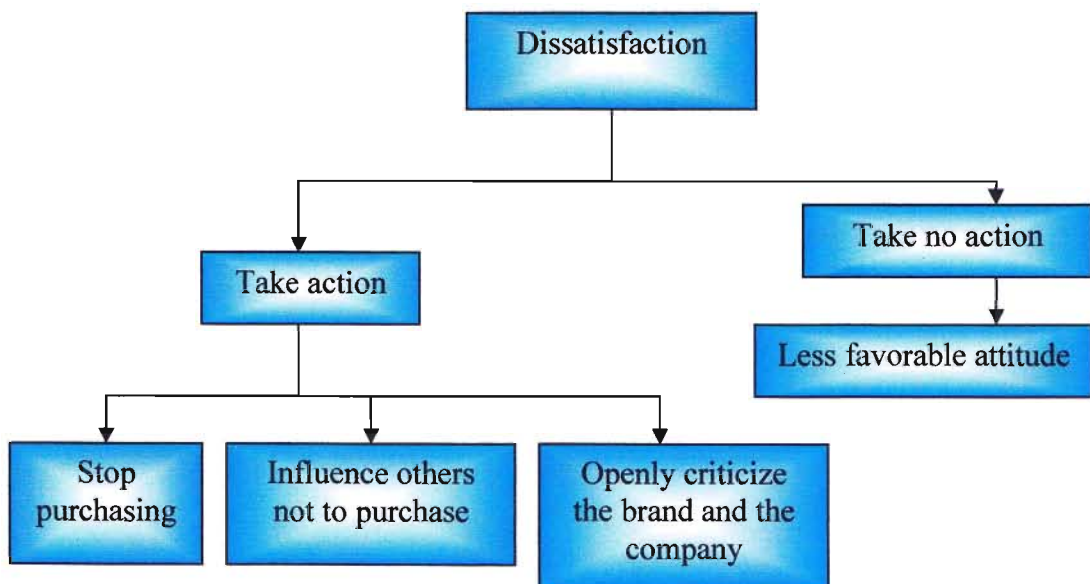


Figure-10
Dissatisfaction responses of Clemon

Part-8

Marketing Strategies followed by Clemons

It is not very long time that Clemon has launched its marketing campaign. Several strategies actually adopted by the Clemon. Marketing Strategies Adopted By Clemon:

Disrupt Strategy:

We all know that if the brand is not part of the evoked set and the target market engages in nominal decision-making, the marketer's first task is to disrupt the existing behavior of the target market.

Capture Strategy:

Now for the children, Clemon is in their Evoked set. Therefore, for these target customers, they are actually maintaining Capture Strategy.

Because for this product, limited decision-making is occurred. Clemon is providing much of the information to the target customer through Point of Purchase Display, Buying Shalfe Space etc. As the brand is given this type of consideration by the main target customers, the Clemon's now objective is to capture as large a share of their purchases as practical.

How Does Clemon Interact with people all the year?

The above mentioned analysis express a complete marketing strategies of AFBL on Brand "Clemon". Now we will have a look of their campaign strategies to reach it's TG to continue with Clemon and to exhibit maximum exposure.

The brand team of Clemon going to handle handles the ad campaign frequently all over the year in different areas of the country. Mainly two types of communication strategies are taken:-

1. ATL- Above the line
2. BTL-Below the line

ATL- Above the line:

All types of media advertisement like-TVC, RDC, Printing media, Magazine etc. The common ATL is animated Clemon ad.

Clemon is trying to make specific ad for special occasion. Three TV channels Clemon is going to use- BTV, NTV, ATN to on air their ads. For this purpose brand has to send ready BETA to these channels, prepare media plan and evaluate report of media reach on the basis of TRP given by channel. Clemon has 30 seconds ads in eight categories. Based on spot duration of ads varies.

BTL-Below the line:

Events, Placement, Shop sign, Poster, Paper Branded bag, Leaflet, banner, facetoon ,Shade cap, T-shirt, Branding prize and thousands of item that are directly oriented to customer. Clemon also offers attractive competition like Clemon pitha utshab, Clemon school campaign where it offers attractive benefits for the participant and consumers.

MOJO – BAUL is another spokes character to promote the brand Clemon. A baul with conventional baul dress but sing all types of song for with a Clemon branded guitar. A baul also appears on the label of Clemon SKUs.

ATL & BTL are used combined to reach consumer with a colorful appeal. Clemon arranges various types of event on various occasions both in pick-season and off-pick season. When it goes for an ad campaign it take printing & electronics media as media partner to get coverage, because mass media have great appeal in mass people.



Chapter-6

CONCLUSION & RECOMMENDATIONS

Beside this type of activation Clemon takes sponsorship of cultural program in educational institution, sports of community, rag etc. by giving financial support as well as other BTL instruments. Most of the time, Clemon is trying to be the drink sponsor of a program.

- From the above-mentioned report, it is clear that a number of strategies have to take to Clemon. Well-established brand departments always look after the need of market and they react accordingly. They do not increase sales directly but they act like the book reader behind the stage. Therefore, brand is the mother of marketing.

To establish a strong brand the following marketing strategies are common:

1. Analysis of market
2. Set a target group
3. Generate an idea for the group
4. Setting product development strategy
5. Developing package for the product to make it different
6. Raw material sourcing and production
7. Communication strategy development
8. Test marketing
9. Commercialization/ Launching

From the beginning to end brand department execute all these phases. We discuss here the communicational tools of Clemon practically. But the brand

of AFBL executes all these stages of Clemon to set it in the evoke set of CSD. Advertisement planning & theme preparation to reach in mind of consumer is the main tasks of brand.

To establish a brand it needs to feed continuously from the early age. When it will be young, it would much healthy & stronger. Now Clemon is trying to make it young and strong from its early age.

AFBL is trying to establish their different line in a coordinated manner in the market. Their brand team's performance is dynamic and ideas are creative and relevant with the target market most of the time. However, it requires concentration in the following points as a new brand team.

Analyzing Clemon's different types of marketing strategies it is clear that Clemon is a ***problem child*** in the soft drinks industry. Its marketing strategy is suitable to gain ultimate objectives. The main weapon of Clemon is their attractive ad exposure, which attract people to try their product.

- a) **The Brand need to be more organized in their activities**
- b) **Their perception of consumer taste and choice should be more practical**
- c) **A research section should be developed to help the Brand**
- d) **In case of new product development they need more concentration and market analysis**
- e) **Need training to improve proficiency of employees**
- f) **Inter department coordination and cooperation is much important to get benefits**
- g) **Need more manpower and job specialization in the brand department**

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