

**Sustainable Business Practices of Coca-Cola Bangladesh Beverages  
for Promoting a Better Tomorrow**



Submitted To  
**Islamic University of Technology**  
(IUT)

in partial fulfillment of the requirements for the degree of  
BBA in Business and Technology Management (BTM)

Submitted By :

I understand that my final report will become part of the permanent collection of the Islamic University of Technology BBA in Business and Technology Management Program. My signature below authorizes release of my final report to any reader upon request.

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## LETTER OF TRANSMITTAL

Date: 12<sup>th</sup> May, 2023

Shobnom Munira  
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Subject: Submission of Internship Report.

Respected Ma'am,

I am writing to submit my internship report entitled "Sustainable Business Practices of Coca-Cola Bangladesh Beverages for promoting a better tomorrow," as a requirement for the completion of my internship program. Under your guidance and supervision, I had the honor of working for Coca-Cola Bangladesh Beverages, a division of The Coca-Cola Company. I am appreciative of the opportunities this experience has given me for learning and development. This report's main goals are to give a thorough review of the sustainable business practices used by Coca-Cola Bangladesh Beverages at the moment and to share my own views and experiences from my time spent working there. I have taken considerable effort to make sure that this report is accurate and comprehensive, and I have done all in my ability to provide the data in a clear and understandable way.

I want to thank you sincerely for giving me the chance to work with Coca-Cola Bangladesh Beverages and for all of your help and support throughout my internship. Please don't hesitate to get in touch with me if you need any more details or want to talk about anything related to this report. Your professional judgment as well as any useful comments you may have would be much appreciated.

Sincerely Yours

*Saifa Islam*  
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## **ACKNOWLEDGEMENT**

I would like to extend my sincere appreciation and respect to Shobnom Munira, Assistant Professor in the Department of Business and Technology Management at the Islamic University of Technology, who is my faculty supervisor. She has provided me with essential assistance and direction. Her blessings, knowledge, and support have tremendously aided in my professional and personal development, and they will continue to direct me in my future undertakings. I owe a great debt of appreciation to my faculty supervisor for her selfless dedication and guidance, which has been instrumental in shaping my academic and professional journey.

I also want to thank Coca-Cola Bangladesh Beverages Limited for giving me the chance to work with them and develop real-world knowledge and abilities. I want to express my gratitude to Ms. Tasneem Tayeb, Head of Corporate Affairs, who served as both my line manager and corporate supervisor throughout my internship. I am also thankful to my acting company supervisor, Ms. Fareha Meen Raisa, Assistant Manager of Communications and Sustainability Affairs for her guidance and support during my internship. Furthermore, I would like to extend my appreciation to Mr. Anwarul Amin, the Director of Public Affairs and Communication, for his encouragement and support during my internship. I would also like to express my gratitude to my company HR Business Partner, Ms. Fatema Khanom, for her invaluable guidance and assistance. Finally, I would like to acknowledge the staff members of the Public Affairs Communication and Sustainability department for their patience, cooperation, and support during my internship. Their support has been essential in ensuring that my internship was a success.

Once again, I would humbly express my sincerest gratitude and appreciation to all those who have helped me in successfully completing my university internship and internship report.

## **EXECUTIVE SUMMARY**

The Department of Public Affairs Communications and Sustainability lies at the very core of Coca-Cola Bangladesh Beverages and deals with the main motto of CCBB, that is sustainability. I had a chance to witness this up close and work with multifaceted departments during my internship at CCBB. One of the first organizations in Bangladesh to manage plastic pollution and cut carbon emissions is CCBB. Since 2011, CCBB has taken a leading role in sustainable development initiatives. In order to improve life below the surface of the ocean, CCBB launched its Coastal Cleanup Program in 2011. Through the bottles, CCBB has made one of the remarkably outstanding developments in the Bangladeshi market for their environment friendly and sustainable practices. The 500 mL Kinley water bottle and the 250 mL carbonated beverage bottles are the lightest bottles in the world, while reducing its plastic usage by around 40% compared to every other bottle on the market. PET plastic, a material that is 100% recyclable, serves as the bottle's component. In order to expand the quantity to a very large level, CCBB is actively establishing an ecosystem with the involvement of external, internal, and government players. Currently, the organization collects and recycles between 6 and 10% of the bottles. The sole facility in Bangladesh that uses the MAR approach for effective utilization of clean water is located at CCBB. Only one rainwater harvesting facility, owned by CCBB, uses collected rainwater to supply 10-15% of the water used in its beverages. By 2030, CCBB intends to use about 50% recycled plastic in their bottling. TCCC and CCBB hope to create a green circular economy through the "World Without Waste (WWW)" program in order to create a sustainable future. Through corporate branding strategies, CCBB continuously informs its customers about sustainable practices as part of the WWW initiative in Bangladesh. This paper uses a quantitative methodology and an Extended Theory of Planned Behavior to analyze customer purchasing behavior for CCBB-branded beverages in light of environmental concerns and activities.

*Coca-Cola*

Bangladesh  
Beverages

A direct subsidiary of THE *Coca-Cola* COMPANY

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# **Chapter 1 : Introduction**



## **1.1 Background of the Report**

When theory and practice are combined, knowledge and learning are transformed into greatness. The application of academic knowledge in real-world situations enhances it. Since the interested parties, namely the academic institution and the company, have benefited greatly from a program known as "Internship," the main objective of internship is to educate students and prepare them for the realities of the corporate world. I've finished this report under the direct supervision of Shobnom Munira Ma'am as a requirement for my Bachelor of Business Administration in Technology Management degree.

## **1.2 Origin of the Study**

I am to submit this report in order to finish my internship program for my BBA in TM degree. I utilized all of the most recent information because I have spent the last three months interning for Coca-Cola Bangladesh Beverages Limited in the Public Affairs Communications and Sustainability Department. I was tasked with planning, organizing, coordinating, monitoring and managing sustainability and social responsibility projects. I was given the chance to observe and monitor the events concerned with multifaceted cross departmental functions and processes dealing with the very core of the company. Tasneem Tayeb and Fareha Meem Raisa, my bosses, helped me and guided me while I completed my report.

## **1.3 Specific Objective**

- To become better familiar with The Coca-Cola Company, Coca-Cola Bangladesh Beverages Limited and its subsidiaries

- To be knowledgeable of the organization's current purpose, vision, goals, and objectives
- To comprehend the sustainability goals of the company and the community standards and aims.
- To obtain a better understanding of the sustainable business practices of CCBBL and its impact on the consumer buying behavior.

## 1.4 Methodology

The investigation was conducted systematically, starting from the data collection stage to the final presentation of the results. The focus of this report is on my three-month internship experience at Coca-Cola Bangladesh Beverages Limited. The report is based on a descriptive study, which was complemented by my practical exposure during the internship.

**Primary source:** Several conversations and constructive discussions with officials of Coca-Cola Bangladesh Beverages. In addition, I got the knowledge I needed while performing my tasks.

**Secondary source:** A variety of information has been obtained and extracted from the Internet and the CCBBL website in addition to original sources.

## 1.5 Limitations

- It can be difficult to get primary data, and it can be extremely hard to verify that the information is accurate.
- Managers are reluctant to share company secrets with interns since the department of Public Affairs Communication and Sustainability deals with highly classified data from every department.

- Finding the most realistic picture is never an easy task.
- Given the short amount of time available, it is challenging to understand the entire import process.

## **Chapter 2: Company Overview**

## 2.1 Historical Background

John S. Pemberton developed the world-famous brand of carbonated soft drinks known as Coca-Cola in 1886. With a presence in more than 200 countries, the brand has since grown to become one of the most valuable and recognizable in the whole globe.

The Coca-Cola Company, one of the biggest beverage firms in the world, has a subsidiary called Coca-Cola Bangladesh Beverages Limited (CCBBL). Coca-Cola's history in Bangladesh began in the early 1950s, when it was initially made available as an import. The first Coca-Cola bottling factory in Bangladesh, however, did not open until 1972.

Abdul Monem, a local businessman, built Bangladesh's first Coca-Cola bottling facility. Monem had been a distributor of Coca-Cola in the nation since the 1950s, but he saw a chance to grow his company by establishing a bottling factory. The factory was situated in Dhaka, the capital of Bangladesh, and its initial capacity was 300 Coca-Cola bottles per hour. The Coca-Cola Company bought a 49% share in the bottling facility owned by Monem in 1982, and the business was renamed Coca-Cola Bangladesh Limited (CCBL). Coca-Cola was able to develop its activities in Bangladesh and establish a presence in the Bangladeshi market thanks to the acquisition. The CCBL kept growing its business in Bangladesh during the ensuing many decades. The business built a new bottling facility in Chittagong, Bangladesh's second-largest city, in 1991. One of the biggest bottling operations in South Asia, the Chittagong facility can produce 600 Coca-Cola bottles each minute. In Bangladesh, CCBL introduced a brand-new product in 1998 with the name of "Sprite." As soon as Sprite hit the market in the nation, CCBL added other Coca-Cola goods to its lineup, including Fanta, Kinley water, and Maaza juice.

In Bangladesh, the Coca-Cola Company's local franchisee is called Coca-Cola Bangladesh Beverages Limited (CCBBL). As International Beverages Private Limited (IBPL), it was founded in 1995 as a partnership between the Coca-Cola Company and regional Bangladeshi businesses. The headquarters of CCBBL are situated in Dhaka, Bangladesh's capital. Coca-Cola Bangladesh Beverages Limited (CCBBL), formerly known as IBPL, became a wholly-owned subsidiary of The Coca-Cola Company in 2012 when CCBL became one. At present, CCBBL employs approximately 1,500 people in

Bangladesh and has four bottling facilities. The corporation has a significant market share in Bangladesh and is dedicated to fostering that nation's economic growth through its commercial activities.

CCBBL first had a variety of difficulties in the Bangladeshi market. The country's poor infrastructure made it difficult to move goods around the nation and was one of the main problems. In addition, local soft drink brands that were well-liked by customers dominated the Bangladeshi market. CCBBL used a variety of techniques, despite these obstacles, to gain a presence in the Bangladeshi market. One of the key strategies was to focus on building a strong distribution network. With major expenditures made in expanding its distribution network, CCBBL is now able to reach even the most remote areas of the country. In order to reach a larger audience, it also worked hard to establish partnerships with local distributors and retailers. Adapting its products to the local market was another crucial tactic used by CCBBL. For instance, it offered a variety of novel tastes, such as mango and litchi, that were well-liked by Bangladeshi customers. It also started a variety of regionally focused marketing initiatives, such as sponsoring neighborhood sports teams and events.

CCBBL has expanded its business activities in Bangladesh throughout the years. It is currently one of the biggest soft drink manufacturers in the nation, offering a variety of well-liked goods. Additionally, it has received praise for its work in Bangladesh to advance sustainability and social responsibility through programs like community development and water conservation.

## **2.2 Company Overview**

The Coca-Cola Company's foreign direct investment, Coca-Cola Bangladesh Beverages Limited (CCBB), began operations in Bangladesh in 2010. The only FDI in Bangladesh's beverage sector is CCBB. Back in 1962, Coca-Cola began doing business in Bangladesh through Tabani Beverages, which Abdul Monem Limited eventually bought. Even though Abdul Monem Limited continues to operate in four divisions, CCBB continues to hold

the majority of the market and, as a Foreign Direct Investment, they have direct access to The Coca-Cola Company as well as the right to brand. The headquarters of CCBB are at Gulshan 1, while its plant is in Bhaluka, Mymensingh. Supply Chain and Manufacturing, Operations, Sales and Procurements, Public Affairs Communications and Sustainability, Human Resources, Finances, Legals, and Commercials are some of the organization's key divisions. Other than production and supply chain, all other operations are carried out directly by headquarters. However, in addition to Abdul Monem Limited and CCBB, a different organization, Grey Bangladesh, is in charge of consumer branding.

## **2.3 Corporate Profile of The Coca-Cola Company**

Atlanta, Georgia serves as the home headquarters for the global beverage company The Coca-Cola Company. The business, which was established in 1886, is best known for its flagship product, Coca-Cola, one of the most popular and valuable brands in the world. The firm manufactures and distributes a vast range of non-alcoholic beverages, such as juice and juice drinks, bottled water, energy drinks, sports drinks, and soft drinks with or without carbonation. With operations in more than 200 nations and territories, TheCoca-Cola Company is present all over the world. In addition to Sprite, Fanta, Dasani, Powerade, Minute Maid, and Vitaminwater, the company's range of brands is wide. The firm sells its goods through a number of outlets, including grocery shops, vendingmachines, quick-service restaurants, and cafés.

The Coca-Cola Company is dedicated to sustainability and has established a number of challenging targets to lessen its environmental impact. By 2030, the business wants to utilize only renewable energy for all of its operations and packaging, and recycle one bottle or can for every one it sells. The business has made great strides in lowering its water consumption and is dedicated to practicing appropriate water conservation. The Coca-Cola Company is actively involved in assisting communities and advancing social and economic development in addition to its commitment to sustainability. The

corporation prioritizes education, health and wellbeing, and disaster assistance in its charitable endeavors.

## **2.4 Corporate Profile of Coca-Cola Bangladesh Beverages Limited**

The Coca-Cola Company, a global beverage company with headquarters in Atlanta, Georgia, owns Coca-Cola Bangladesh Beverages Limited (CCBB). A franchise bottler, distributor, and marketer of an array of non-alcoholic beverages, such as carbonated soft drinks, juice, tea, and bottled water, the business was founded in Bangladesh in 1995. Some of the most well-known brands in the world, including Coca-Cola, Sprite, Fanta, Minute Maid, and Kinley, are included in the product portfolio of CCBB. The business is well-known for its high-quality products and creative marketing techniques and has a significant presence in both urban and rural parts of Bangladesh.

CCBB is committed to sustainable business practices and has started a variety of programs to decrease its environmental impact and enhance social welfare as a company that appreciates social responsibility. The business has established a number of initiatives to advance local communities' health, education, and well-being. It has also introduced a number of waste management and water saving techniques in its industrial facilities. The nearly 1,800 committed workers of CCBB who work diligently to make sure that the business's products are available to customers all throughout Bangladesh are to thank for the company's success there. With more than 400 authorized distributors and more than 1 million merchants, the firm has also built a powerful distribution network.

In general, Coca-Cola Bangladesh Beverages Limited is a respected and socially conscious business that has significantly benefited Bangladesh's economy and society. Its dedication to sustainability, innovation, and quality has made it one of the top beverage manufacturers in the nation.



<b>Name of the Company</b>	Coca-Cola Bangladesh Beverages Limited
<b>Year of Establishment</b>	1995
<b>Status of the Company</b>	International Private Limited Company
<b>Number of Employees</b>	1800+ employees
<b>Corporate Headquarters</b>	Crystal Palace (11th Floor), Rd 140, Gulshan 1, Dhaka 1212
<b>Telephone</b>	09678-600700
<b>E-mail</b>	newsdesk@coca-cola.com
<b>Website</b>	<a href="https://www.coca-cola.com/bd/en">https://www.coca-cola.com/bd/en</a>

Table 1: Corporate Profile of CCBB

## 2.5 Brands of CCBB

Coca-Cola Bangladesh Beverages offers a huge portfolio of well-known brands around the world. Three Coca-Cola variants are made in Bangladesh by CCBB: Original, Zero Sugar, and Low Sugar. In addition to Coca-Cola, CCBB also makes Sprite and Fanta. Both Sprite and Fanta have two different taste options. While Sprite has Original and Zero Sugar flavors, Fanta has Orange and Apple. In 2022, Fanta Apple will be newly released on the market. In addition to these brands, CCBB offers two Kinley variations: drinking water and soda water. A small-scale energy drink called "Current" is also produced by CCBB.



Fig 1: Major brands of CCBB

## 2.6 Corporate Branding and Sustainability Practices of CCBB

### Corporate Branding Elements of CCBB

Like other international corporations, CCBB uses branding strategies for successful brand messaging. LinkedIn serves as the main corporate branding tool for CCBB. Following a particular color scheme recommended by TCCC, CCBB uses it for all applications related to corporate branding. As the base color for the majority of corporate communication contents, CCBB also uses a specific color scheme that is Black and White. CCBB employs a certain gradient bar (Red

to Blue) as a branding element to symbolize "Diversity" and follows it in a particular horizontal or vertical pattern in all business communications.



Fig 2: Diversity Gradient Bar of CCBB

## **Sustainability Practices of CCBB**

CCBB is a leader in Bangladesh's beverage sector when it comes to environmental sustainability. The TCCC and CCBB, with the tagline "World Without Waste," concentrate on lowering carbon footprints and plastic pollution through creative packaging and well managed aquifer resources. With the assistance of corporations, NGOs, and government agencies, CCBB is establishing a circular economy. The 3R policy of "Reduce, Recycle, and Reuse" is a component of the plan. For the past 11 years, CCBB has been engaged in coastal cleanup of plastic waste as part of Sustainability Practices. In addition to that, since late 2020, CCBB has been practicing collecting its used PET bottles from the marketplace. The package uses 100% recyclable PET bottles. By 2030, CCBB intends to employ at least 50% of recycled PET in its packaging. 10% of the bottles that CCBB uses in the market are anticipated to be recycled throughout the course of the year. Additionally, CCBB has been successful in making the world's lightest bottle by successfully removing 40% of the plastic used in the bottling of some SBUs. Additionally, as part of its MAR strategy, CCBB is the only beverage brand with a rainwater harvesting facility. About 10 to 15 percent of the water used by CCBB comes directly from rainwater collection.

## **2.7 Task Environment of CCBB**

### **Suppliers:**

Coca-Cola Bangladesh Beverages, a division of The Coca-Cola Company, buys its supplies and raw materials from a variety of national and international vendors. The

business's worldwide supply network guarantees the prompt delivery of its supplies, enabling it to satisfy the needs of its Bangladeshi clients. Coca-Cola Bangladesh Beverages' principal suppliers are:

1. Suppliers of sugar: The business purchases sugar from a range of national and international vendors to make its soft drinks and other beverages.
2. Coca-Cola Bangladesh Beverages obtains its packaging components from both domestic and foreign providers. These include the plastic bottles, cans, and other product packaging materials.
3. Vendors of flavors: To produce a broad variety of beverages that appeal to varied consumer tastes, the firm purchases various flavors from domestic and foreign vendors.
4. Vendors of Carbon Dioxide: CCBB buys Carbon Dioxide from both local and foreign suppliers for carbonating its beverages.
5. They also purchase caffeine, citric acid, and phosphoric acid and a few other similar components from domestic and international suppliers for producing their soft drinks and other beverages.

### **Distributors:**

Coca-Cola Bangladesh Beverages Limited (CCBB) has a significant distribution network in Bangladesh, with a three-tiered distribution network with primary, secondary, and tertiary levels. The company's principal distribution channels are approved bottlers and distributors, and the distribution of goods from licensed bottlers and distributors to licensed retailers and wholesalers is part of the secondary level. CCBB has more than 500 authorized dealers and distributors, and over 50,000 retailers in rural areas. The business has made significant investments in its distribution infrastructure, including a fleet of more than 800 vehicles and vans used to deliver goods to clients across the nation and distribution centers. Modern logistics techniques and technology have also been adopted to streamline distribution processes and guarantee prompt and effective product delivery to clients.

## **Retailers:**

Coca-Cola Bangladesh Beverages sells their goods to a variety of stores all around the nation. Based on their size, location, and kind of enterprise, these merchants may be divided into a number of categories. The following are some of the main categories of merchants that carry and market Coca-Cola Bangladesh Beverages products:

1. **Supermarkets:** Supermarkets and hypermarkets are huge retail establishments that provide a wide range of consumer items, including soft beverages. In Bangladesh, stores like Agora, Meena Bazar, and Shwapno are examples of this type of merchant.
2. **Convenience Stores:** These are little retail establishments that frequently exist in residential areas and have a restricted selection of products. In Bangladesh, CSD, Daily Shopping, and Rahimafrooz Superstores are a few examples of such merchants.
3. **Restaurants and cafes:** These are establishments that provide food services and include Coca-Cola Bangladesh Beverages on their menu. KFC, Pizza Hut, and Starbucks are a few examples of such enterprises in Bangladesh.
4. **Hotels and resorts:** These are establishments in the hospitality industry that provide their clients Coca-Cola Bangladesh Beverages. The Westin Dhaka, Dhaka Regency Hotel, and Pan Pacific Sonargaon Hotel are a few examples of such establishments in Bangladesh.
5. **Small Shops/Kiosks:** These are tiny retail establishments or information kiosks that sell a constrained selection of goods, such as soft drinks. Small grocery stores, mobile kiosks, and roadside tea stalls are a few examples of these types of retailers in Bangladesh.

Because of its wide distribution network, Coca-Cola Bangladesh Beverages makes sure that consumers may easily get its goods throughout the nation. The business carefully collaborates with its distributors and retailers to make sure that its items are clearly and beautifully displayed, as well as affordably priced.

**Customers:**

Individuals, families, and companies including restaurants, cafés, hotels, and convenience stores are among Coca-Cola Bangladesh Beverages' clients. Products from the brand are suitable for a variety of age groups, lifestyles, and tastes. To satisfy the various demands of its clients, Coca-Cola Bangladesh Beverages provides a range of carbonated soft drinks, juices, energy drinks, and bottled water. The company's goods are extensively accessible in Bangladesh's retail stores, supermarkets, and convenience stores. In order to make its goods available to customers on the go, Coca-Cola Bangladesh Beverages also runs vending machines in public spaces including shopping centers, hospitals, and educational institutions. The business is also becoming more prevalent in the e-commerce market, where customers may buy its goods on a number of different websites.

**Competitors:**

Both domestic and foreign beverage companies with operations in Bangladesh are rivals of Coca-Cola Bangladesh Beverages. The following are a few of Coca-Cola Bangladesh Beverages' main rivals:

1. PepsiCo
2. Pran Cola
3. RC Cola
4. Globe Soft Drinks Ltd.
5. Partex Beverage Ltd.
6. Transcom Beverage Ltd.
7. ACI Foods Ltd.
8. Olympic Industries Ltd.
9. City Group
10. Abdul Monem Ltd. (Pran)

These firms compete with the product lineup of Coca-Cola Bangladesh Beverages by providing a variety of carbonated soft drinks, fruit juices, and energy beverages.

Bangladesh's beverage market is very competitive, with businesses frequently coming up with new ideas and introducing new products to cater to consumers' shifting tastes.

## **2.8 Company Analysis**

### **2.8.1 SWOT Analysis of CCBB**

#### **Strengths:**

1. Strong brand reputation: Coca-Cola is an internationally recognized brand with a solid reputation for flavor and quality.
2. Numerous products: Coca-Cola Bangladesh Beverages Limited provides a wide selection of goods to meet the needs and preferences of its customers.
3. Strong distribution network: The business can reach a large consumer base thanks to its strong distribution network across the nation.
4. Management with experience: The business has a group of seasoned experts that have worked in the sector for many years.

#### **Weaknesses:**

1. Dependence on carbonated drinks: Coca-Cola Bangladesh Beverages Limited depends significantly on these drinks, which means that shifting customer tastes toward healthier options might have an impact.
2. High sugar content: Many of the company's goods include a lot of sugar, which may worry customers who care about their health.
3. Coca-Cola Bangladesh Beverages Limited has a small market share because of fierce competition from national and foreign beverage manufacturers.

#### **Opportunities:**

1. The Bangladeshi beverage industry is expanding quickly, which presents potential for Coca-Cola Bangladesh Beverages Limited to develop its clientele.

2. Need for healthier goods is rising as customers become more health conscious, and Coca-Cola Bangladesh Beverages Limited can meet this need with better beverage alternatives.
3. Launch of new items: The business can launch new products that address shifting customer trends and tastes.

**Threats:**

1. Growing rivalry: Coca-Cola Bangladesh Beverages Limited is up against fierce competition from national and foreign beverage manufacturers, which might reduce its market share.
2. Government restrictions: Sugary beverages may be subject to restrictions or levies, which might affect the sales and financial success of the firm.
3. Economic instability: Consumer purchasing patterns might be impacted by inflation or economic instability, which could have an effect on Coca-Cola Bangladesh Beverages Limited sales.

## **2.8.2 Porter's Five Forces of CCBB**

A technique for assessing an industry's competitiveness and locating its primary drivers is Porter's five forces analysis. Here is a succinct Porter's Five Forces analysis of Coca-Cola Bangladesh Beverages Limited:

### **1. Threat of New Entrants:**

The soft drink market is crowded with significant firms, Coca-Cola Bangladesh Beverages Limited being one of them. To enter the market, a sizable capital expenditure is necessary, which might be a considerable barrier for new rivals. Thus, there is little threat from new competitors.

### **2. Suppliers' Bargaining Power:**



Coca-Cola Bangladesh Beverages Limited's suppliers include those that provide raw ingredients including sugar, flavors, and packaging. Coca-Cola Bangladesh Beverages Limited may simply swap between the market's several suppliers. The suppliers' ability to negotiate is therefore limited.

### **3. Buyers' Bargaining Power:**

Coca-Cola Bangladesh Beverages Limited's customers are mostly retailers and wholesalers. There are many options available to customers in this highly competitive sector. Because of this, purchasers have a lot of leverage in negotiations.

### **4. Threat of Substitutes:**

Customers have access to a wide range of beverages besides Coca-Cola, including fruit juices, tea, coffee, and energy drinks. However, Coca-Cola Bangladesh Beverages Limited has a devoted customer base and a strong brand recognition, which lessens the threat of substitutes.

### **5. Rivalry amongst Current Competitors:**

The soft drink market in Bangladesh has a few big companies, including Pepsi, Pran, and RC Cola. These rival companies engage in fierce price, marketing, and distribution competition. However, Coca-Cola Bangladesh Beverages Limited has a competitive advantage over its rivals thanks to its strong market position, well-known brand, and extensive distribution network.

Overall, Bangladesh's soft drink business is quite cutthroat, but Coca-Cola Bangladesh Beverages Limited has a strong market position, a well-known brand, and a broad distribution network that assist it to stay ahead of the competition.

## **2.8.3 PESTLE of CCBB**

A PESTLE study of Coca-Cola Bangladesh Beverages is available here:

### **1. Political:**

For Coca-Cola Bangladesh Beverages, the political stability of Bangladesh is crucial since it creates a stable economic climate. The company's activities may be impacted by governmental rules and directives about taxation, labeling, and health. To guarantee that its goods fulfill the requirements set by the government, the business must abide by the rules established by the Bangladesh Standards and Testing Institution (BSTI).

### **2. Economic:**

Because it affects consumers' purchasing power, Bangladesh's overall economic growth is crucial to Coca-Cola Bangladesh Beverages' operations. As a result of importing raw materials, fluctuations in currency exchange rates may have an effect on the company's profitability. The company's cost of production and pricing strategy may be impacted by inflation.

### **3. Sociocultural:**

Coca-Cola Bangladesh Beverages' marketing methods are influenced by Bangladeshi culture and traditions. The business must also be mindful of the shifting consumer tastes and market trends. The company's product line and marketing strategy may be affected by the rising interest in health and wellbeing.

### **4. Technological:**

Coca-Cola Bangladesh Beverages needs to make significant technological investment in order to optimize their overall operations, manufacturing, quality control, and supply chain management. They can use modern day technology like social media, mobile apps, and e-commerce platforms to enhance their marketing strategy and leverage it to capture bigger market share.

### **5. Legal:**

The laws of Bangladesh, particularly those governing labor, the environment, and intellectual property, must be followed by Coca-Cola Bangladesh Beverages. The company is required to ensure that all of its marketing and advertising efforts comply with the guidelines and laws set out by the Bangladesh Advertising Association (BAA).

**6. Environmental:**

Coca-Cola Bangladesh Beverages must ensure that all of its operations are ethically and legally compliant. The company needs to manage trash and lessen its carbon footprint. Coca-Cola Bangladesh Beverages must make sure that water resources are used responsibly throughout its activities.

## **Chapter 3: Industry Analysis**

### **3.1 Industry Size and Growth Trends**

Over the years, Bangladesh's beverage market has expanded quickly. The market for non-alcoholic beverages in Bangladesh was estimated to be worth USD 2.3 billion in 2020 and is expected to grow to USD 3.3 billion by 2026, with a CAGR of 6.2% over the forecast period of 2021–2026, according to a research by Research and Markets. Numerous elements, including escalating urbanization, rising disposable income, shifting lifestyles, and the rising acceptance of ready-to-drink beverages, are responsible for the beverage industry's expansion. The non-alcoholic beverage market in Bangladesh is dominated by the soft drink category, with carbonated beverages being the most common. However, consumers' tastes are shifting in favor of healthier products like juices, bottled water, and energy drinks. Due to the rise in demand for these goods, businesses have responded by launching new goods to meet it. The beverage business in Bangladesh has tremendous export potential in addition to the domestic market. Foreign investors find the nation to be appealing because of its strategic position and easy access to international trade channels. Overall, it is anticipated that Bangladesh's beverage industry will keep expanding over the coming years due to factors like shifting consumer preferences, rising disposable income, and supportive governmental policies.

### **3.2 Maturity of the Industry**

Over the years, Bangladesh's beverage industry has experienced tremendous growth and development. The sector has developed from a tiny, regional enterprise to a contemporary, fiercely competitive sector that is gradually playing a significant role in the nation's economy. Early on, Bangladesh's beverage sector was dominated by small, regional companies that manufactured customary drinks like tea, coffee, and lassi. However, the industry has undergone significant changes as a result of globalization and the rising demand for convenience goods. Due to the entry of foreign beverage firms like PepsiCo and Coca-Cola, the market for beverages has become extremely competitive. Based on a number of variables, the maturity of the beverage sector in Bangladesh may

be assessed. The degree of industrial competitiveness is one such aspect. As was previously said, the sector is quite competitive, with both domestic and foreign companies vying for market share. This shows that the market has matured to the point where businesses are vying for market supremacy and creating plans to draw in and keep clients.

The rising demand for non-alcoholic beverages is another indicator of how developed Bangladesh's beverage sector is. Alcohol drinking is prohibited in the nation because of the predominance of Muslims there. Because of this, non-alcoholic beverages have become quite popular and an important component of peoples' everyday diets. The industry's economic contribution to the nation also serves as a measure of its maturity. One of Bangladesh's businesses that is expanding the quickest is the beverage sector, which has significantly boosted the economy of the nation. The sector has boosted the number of jobs available, raised tax income for the government, and increased export revenue for the nation. In conclusion, the beverage sector in Bangladesh has developed significantly since its start and has now matured to the point where businesses are vying for market share and creating marketing plans to draw in and keep customers. The degree of competitiveness, the increase in demand for non-alcoholic beverages, and the industry's economic contribution to the nation are all signs of its maturity.

### **3.3 External Economic Factors and their Effect on the Beverage Industry**

The following external economic factors might have an effect on Bangladesh's beverage industry:

1. **Economic expansion:** The buying power of consumers is significantly impacted by economic expansion. People have greater discretionary money during times of economic expansion, which they may utilize to buy alcoholic drinks. As a result, there is an increase in the demand for drinks, which might fuel industry expansion.

2. **Inflation:** The price of goods and services rising over time is known as inflation. The price of making drinks rises when inflation is high. Consumer prices may increase as a result, which may decrease demand and impede the industry's expansion.
3. **Exchange rates:** Exchange rates may affect both the price of finished goods and the cost of raw resources. For instance, if the Bangladeshi Taka appreciates versus other currencies, it may cut the cost of production by lowering the cost of imported raw materials. Profitability might rise as a result, stimulating industrial expansion.
4. **Tax laws:** Tax rules may have a significant impact on the beverage industry's profitability. Because of increasing taxes, rising production costs might result in rising consumer prices. This can reduce consumer demand to a great extent and prevent the industry's growth.
5. **Government rules:** The government has the power to impose regulations on the beverage industry, including standards for packaging and labeling, health and safety, and advertising restrictions. Compliance with these regulations can increase production costs and limit marketing efforts, which might prevent the industry's growth.

The external economic factors might affect Bangladesh's beverage industry favorably or unfavorably. Economic expansion and favorable exchange rates can stimulate growth, but inflation, tax legislation, and governmental regulations can also stifle it.

### **3.4 Seasonality of the Beverage Industry:**

The beverage industry in Bangladesh is impacted by seasonality. The demand for cold beverages including water, juices, and carbonated soft drinks significantly increases over the summer because of the hot and humid weather. On the other hand, the winter tends to

see an increase in the demand for hot drinks like tea and coffee. This seasonality has an effect on the earnings and sales of beverage companies in Bangladesh. Businesses constantly change and modify their marketing and promotional strategies in order to adjust to the ever evolving demand trends. Moreover, some companies launch seasonal items to capitalize on peak demand periods. Generally speaking, businesses should consider Bangladesh's seasonality while creating their product lines and marketing strategies.

### **3.5 Technological Factor:**

Technological elements have had a huge impact on Bangladesh's beverage sector. In order to assure efficiency and profitability, the sector has adopted new production techniques, packaging options, and distribution networks. The introduction of automated manufacturing equipment is one such technical breakthrough that has improved productivity and decreased labor expenses. Additionally, new and inventive packaging designs that appeal to consumers and boost sales have been introduced by businesses thanks to technological advancements in packaging solutions. For instance, plastic bottles have gained popularity because they are inexpensive, lightweight, and sturdy. The business has also been able to create new distribution channels because of technical developments, such internet commerce, which has improved customer accessibility and convenience. Increased market penetration, especially in metropolitan areas, is the effect of this. To advertise its products, the beverage business has also adopted a number of digital marketing techniques, such as social media marketing, search engine optimization, and email marketing. Additionally, technological developments have aided in the creation of new product lines and variations, including juices, bottled water, carbonated soft drinks, and energy drinks. As a result, the product variety of the sector has grown, allowing businesses to better serve a larger range of customer tastes and gain market share. In Bangladesh, the beverage sector has grown and developed significantly as a result of technology breakthroughs, and businesses are always adjusting to new technological trends to stay competitive.



### 3.6 Regulatory, Political, and Legal Concerns

The Bangladeshi beverage industry has a number of legal, political, and regulatory issues. The following are some of the main issues:

**Taxation:** VAT, customs duty, and excise duty are only a few of the taxes and charges that the beverage business in Bangladesh is subject to. The profitability of beverage firms can be significantly impacted by changes in taxation rules.

**Health issues:** To address issues with the use of sugary drinks, the Bangladeshi government has put in place a number of measures. For instance, in order to decrease the use of sugary beverages and encourage healthy alternatives, the government slapped a tax on them in 2018.

**Licensing and permissions:** In order to conduct business lawfully, beverage firms in Bangladesh must get a number of licenses and permits from regulatory bodies. These licenses can be expensive and time-consuming to get, and if regulatory standards are not met, there may be fines or other consequences.

**Political unrest:** The Bangladeshi beverage business may be seriously at danger from political unrest and frequent changes in government regulations. Uncertainty may affect the business climate for beverage firms as can rapid changes in political power or regulatory changes.

**Intellectual property rights:** Protection of intellectual property rights is essential for beverage businesses operating in Bangladesh. To prevent infringement by rivals, businesses must make sure that their trademarks, patents, and copyrights are correctly registered and protected.

Overall, to successfully operate in the market, beverage companies in Bangladesh must carefully monitor and navigate the regulatory, political, and legal landscape.

### **3.7 Competitive Environment and Changes in the Competitive Environment**

The degree of rivalry in Bangladesh's beverage industry has increased recently. The market has been penetrated by large international enterprises, who are competing with local companies for market share. Coca-Cola and PepsiCo are two examples. The outcome has resulted in an array of diverse changes in the competitive environment, including pricing conflicts, manufacturing differentiation, and aggressive competitive marketing strategies. Local companies like PRAN-RFL Group in Bangladesh face uptight and hardcore competition from multinational companies like CCBB. Due to the entry of these companies into the market, local firms have dramatically boosted their marketing and advertising expenditures in an effort to maintain their market share. Because of this, companies are making an effort to distinguish their goods through branding, flavor, and packaging, which is boosting innovation and product differentiation. The Bangladeshi beverage industry's competitive landscape has changed as a result of shifting customer tastes. Consumers' rising health consciousness has caused a shift in preference for healthier drinks like fruit juices and bottled water. The demand for carbonated soft drinks, which was previously the leading product category in the beverage business, has decreased as a result of this. Companies in the beverage sector are concentrating on creating new goods and growing their product portfolios to offer healthier alternatives as a reaction to these developments. Additionally, they are spending money on R&D to create new technologies that will help them set their products apart from those of their rivals. In general, rising competitiveness, shifting customer tastes, and technical improvements are projected to keep the competitive climate in Bangladesh's beverage business high in the years to come. Long-term success is expected for businesses that can adjust to these changes and innovate in response to shifting market conditions.

## **Chapter 4: Description of Main Duties**

As a part of this three month internship, I was responsible for a variety of activities involving R&D, HR, and communications. The majority of the tasks were in connection with company branding, which was a component of external communications. Along the way, internal communications were also addressed, and carrying out other HR-related activities was an additional duty. The Sustainability role included participation in the MAR project and WWW initiative.

Internship Details

Designation : Intern

Department : Public Affairs, Communication & Sustainability

Period : 3 Months

**4.1 Function Tasks Handled:**

Communications	<ul style="list-style-type: none"> <li>• Developed corporate branding strategies for new projects and modified pre existing strategies.</li> <li>• Developed 20+ static and dynamic contents for internal and external communications</li> </ul>
Public Affairs & HR	<ul style="list-style-type: none"> <li>• Maintained liaison with multiple agencies and stakeholders</li> </ul>

	<ul style="list-style-type: none"> <li>• Prepared multiple PR contents and agency briefs for external communications</li> <li>• Assisted in streamlining and improving the SIP program</li> <li>• Drafting various agreements and legal documents.</li> <li>• Drafted a Corporate Global Communication Guideline for the Company</li> </ul>
Sustainability	<ul style="list-style-type: none"> <li>• Designed a new sustainability outline for the Bhaluka Plant</li> <li>• Worked on a number of sustainability projects</li> <li>• Successfully launched and managed a number of</li> <li>• Contributed in the WWW initiative</li> </ul>

Table 2: tasks handled

## **4.2 Working Condition and Functions:**

### **Typical day at work:**

The typical work week at CCBB is a five-day period that starts on Sunday and ends on Thursday. My internship type was hybrid and I was assigned to a position at the corporate offices for the most of my stay and the rest of the days were remote. I also had to work from the Bhaluka Plant.

**Headquarters:** Crystal Palace (11th Floor), Rd 140, Gulshan 1, Dhaka 1212

**Time:** 9:30 am to 6:30 pm

At the corporate office, a one-hour lunch break starts at 1:00 pm, and the break for refreshments is incorporated into the working day. On a typical workday, I start by creating a list of my responsibilities, work with my team to complete those tasks as quickly and effectively as possible, and report to my supervisor as needed. When there is a sense of urgency or a busy schedule of meetings on days when work is irregular, I stay an extra few hours to finish the day's work. Because the majority of our work is done on paper and depends on ERP systems that are only accessible within the company's internal network, it cannot be done from home.

I had to interact with a wide range of people while working as an intern at Igloo, including the CEO, CFO, head of supply chain, audit team, finance team, head of sales and marketing department, and other executives and factory supervisors. I continue to follow up with overseas suppliers outside of the company through postal contact, as well as with bank employees and C&F Agents. I was required to communicate with my managers and team members via email, social media sites like WhatsApp, and in-person

meetings. Regular meetings are held to discuss ideas and provide the team an opportunity to brainstorm as well as to keep everyone aware of current developments.

### **4.3 Workplace Interactions, Communication Style, Frequency**

I had to interact with a wide range of people while working as an intern at CCBB, including the CEO, CFO, head of PACS, audit team, finance team, head of sales and marketing department, and other executives and factory supervisors. I also had to follow up with agencies, stakeholders of different projects, stakeholders of the CSR sites and the stakeholders from the communities of CCBB. I was required to communicate with my managers and team members via email, social media sites like WhatsApp, and in-person meetings. Regular meetings are held to discuss ideas and provide the team an opportunity to brainstorm as well as to keep everyone aware of current developments.

### **4.4 Working tools**

Microsoft Word, Microsoft Outlook, Microsoft Excel, Microsoft Powerpoint and Canva were the main working tools I had to use throughout my internship. I had to create storyboards, mood boards, static and dynamic contents, budgets, and agreements using the above mentioned tools.

## **Chapter 5: Analysis**



## **5.1 Company Level Analysis:**

A subsidiary of The Coca-Cola Company, Coca-Cola Bangladesh Beverages Limited is in charge of manufacturing, distributing, and marketing the Coca-Cola brand of soft drinks in Bangladesh. The business dominates the non-alcoholic beverage sector in the nation and provides a variety of items to its clients.

### **Efficient Functionalities of CCBB**

The robust distribution network of Coca-Cola Bangladesh Beverages is one of its main advantages. The business has built up a wide network of merchants and distributors around the nation, enabling it to serve a sizable consumer base in both urban and rural locations. The business also has a developed supply chain management system, which guarantees that it can quickly and effectively satisfy customer demand for its products. The timely and economical acquisition and delivery of raw materials and finished goods are ensured by competent supply chain management. Production and manufacturing procedures that are streamlined and improved assist to lower production costs and boost output effectiveness. Reaching target audiences and promoting brand recognition are made possible by effective marketing and advertising techniques. Processes for quality assurance and control guarantee the goods' consistency and excellence. A happy and productive work environment is fostered by effective human resource management techniques, which also aid in attracting and keeping top personnel.

### **Brand Image:**

The company's excellent brand image is another one of its strengths. One of the most well-known brands in the world, Coca-Cola enjoys a high degree of customer loyalty. Due to this, Coca-Cola Bangladesh Beverages has been able to keep a commanding market position despite competition from both domestic and foreign players.

## **Drawbacks and Inefficiencies:**

The environmental effect of Coca-Cola Bangladesh Beverages is one of its drawbacks. Soft drink manufacturing and distribution consume a substantial amount of water and energy, and the corporation has been charged with contributing to local water contamination and shortages. The business has implemented water saving and recycling efforts to try and allay these worries. The water filtration project in Bhaluka, and recycling initiatives with NSU are great examples of their step towards a sustainable future. The company also has a somewhat inefficient HR Department which has resulted in a huge number of backlash during the Student Internship Program recruitment process resulting in a negative brand image. I have worked on this case and have outlined the lackings and the room for improvements for the second phase of this program.

## **5.2 Market Level Analysis:**

### **Sustainability Efforts:**

Coca-Cola Bangladesh Beverages has made significant professional efforts to advance sustainability through the implementation of initiatives to lessen its carbon footprint, manage water resources, advance sustainable agriculture, and forge alliances with groups that support sustainability in the community. By 2030, the organization hopes to achieve water neutrality and has put in place a number of water stewardship initiatives aimed at water saving, wastewater treatment, and rainfall gathering. Additionally, they have partnered with nearby farmers to encourage sustainable agriculture techniques that utilize less water, energy, and pesticides. Additionally, they have formed partnerships and alliances with a number of local organizations in order to advance and promote their sustainability agenda in the neighborhood. Finally, they have also put in place a program to encourage youth in Bangladesh to become educated about and conscious of sustainability.

Coca Cola Bangladesh Beverages has been working on numerous environmental projects, such as water conservation, energy efficiency, waste reduction, and sustainable ingredient procurement. These initiatives have been made in an effort to lessen the company's carbon footprint and achieve its sustainability goals. The water stewardship program is one of the company's major sustainability efforts, involving water conservation measures such as rainwater collection, wastewater recycling, and efficient water use practices. The business has also focused on operating with energy efficiency, putting money into eco-friendly technology like LED lighting, and developing a waste management program. Coca Cola Bangladesh Beverages' dedication to sustainable ingredient procurement is a key component of its sustainability initiatives, collaborating with farmers to advance sustainable farming methods and raise crop quality and output.

### **Market Standpoint:**

Overall, Coca Cola Bangladesh Beverages has made strides towards promoting sustainability throughout its supply chain and operations, benefiting all of its stakeholders, including clients, staff members, and neighborhood groups. This has given them an upper hand over their competitors. The aware demographic of today's world is opting for Coca-Cola due to its sustainability initiatives to change the world for a better cleaner tomorrow. The company has risen to the top and is currently holding the first place in the beverage industry of Bangladesh. Stakeholders and people in and around CCBB's communities and anyone affiliated with the company are also loyal to the brand due to CCBB's community services and their motto to give back to the community they work in. The customer and brand loyalty of CCBB is remarkable and is on a constant upward stride.

## **5.3 Professional Level Analysis:**

### **Internship Learnings and its Impact on the Future:**

This internship at CCBB gave me a comprehensive knowledge on the overall functionalities of the company and how every department steers through. I got to see upclose how the core management functions and the legal side of the company as well. I not only worked on the responsibilities of my department but a multifaceted multi departmental workload that gave me a broader in depth view of the company. I also had to work on community services and different projects. As a result I got to interact with people from all walks of life and officials from all managerial levels. This will help me immensely in my future career as it will equip me to get a better grip of the work culture of my future workplace. I will be able to utilize the knowledge and experience I gained from this internship and it will help me excel in my career. Working for a multinational corporation, I got comprehensive knowledge on local and global corporate levels which is well coveted in every company as a well rounded experience in applicants.

I appreciate my academic advisors for developing a course schedule that allowed us to get job experience in a professional context while remaining enrolled in school. We'll be able to stay one step ahead of the competition in the employment market as a consequence. I'd like to take this opportunity to thank my lecturers and my university once again for giving me the chance to interact in a real-world business setting. My three-month internship taught me a lot about who I am and what I want to do with my life.

### **Internship Experience and its Correlation to University:**

During my internship at CCBB, I observed that the company employs hundreds of workers for even one of its concerns, making it a large enterprise. I learned that there is no single formula for a company's success, and understanding the consumers is crucial for it. CCBB, being a company with a large import and rate budget, relies heavily on a solid network of suppliers, banks, freight forwarders, customs, and C&F agents, and I learned how to ensure that everyone is aligned with the company's goals while meeting their individual needs.

My BBA in TM program was very beneficial for my internship in Public Affairs Sustainability and Communications in CCBB. This program provided comprehensive coverage of essential business management principles like accounting, finance, marketing, and organizational behavior that come in handy in various corporate roles. For instance, analyzing financial data requires sound knowledge of accounting principles; promoting sustainable endeavors requires marketing expertise while managing people needs organizational behavior knowledge. Besides these general skill sets taught by BBAs ensure interns get exposure to sustainably specific areas such as corporate social responsibility learning how to promote them.

### **Difficulties:**

The internship actually turned out to be somewhat difficult compared to what I had anticipated. I was extremely satisfied with my workload, work environment and line manager along the beginning of the internship but the scenario changed as the internship progressed. Scheduling the workday and communicating with my line manager and supervisor became a challenging task. I had a hard time balancing my work life and academic life and I had little to no time for my personal life. The work hours were extremely inflexible and I had to work overtime throughout the entirety of Ramadan. They did not consider my academic requirements and I was asked to prioritize work while jeopardizing my grades by my director, even if that meant failing my classes. Even though I stepped into this internship with high hopes and big dreams of working in one of the leading multinational companies in the world, my dreams were nipped in the bud by CCBB's work culture and organizational environment.

Having said that, I found it difficult to adjust to this new environment. Because of low employee satisfaction, CCBB has a high rate of staff turnover. The worst aspect of my internship was the long work hours and the long trip from my residence to the business headquarters and the frequent visits to Bhaluka. The code of conduct and the behavior of a few of my immediate superiors were also not friendly and accommodating. The huge

workload had a negative impact on my academics. Adapting to the new environment was a valuable experience for me, and I learned that if a company's infrastructure is inadequate, it affects the lower-level employees the most, which can have a significant impact on the company's performance if managed efficiently.

## **Chapter 6: Conclusion and Recommendations**

## 6.1 Recommendations:

**Improve Forecast Efficiency:** In light of demand cyclicity, seasonality, competition, market trends, and industry insights, CCBB should reconsider its forecasting methodology and accuracy. To successfully execute a new technique, you need both enough training and transparent system data.

**Local Supplier Development:** In order to get long-term advantages, CCBB must support domestic suppliers in our nation. They must thus share their understanding of growing techniques with the nearby raw material providers. Currently, our neighborhood businesses are succeeding in producing high-quality products and materials. It is feasible to provide a local source for flavorings. CCBB will help our country by saving a ton of money and time.

**Upgrade to SAP:** Since the existing system is not automated, SAP should be added to the ERP software. When ERP software becomes a significant obstacle to a company's goal for complete flexibility, it has disastrous effects. Modern enterprise resource planning and system integration may be advantageous to businesses. If, for example, there aren't enough items in the storage facility, the system may phone the seller right away to make arrangements for additional items. This helps the business to meet the escalating expectations of our fast-paced environment by addressing supply requests on-the-go.



**Digitization:** Converting paper documents and information to digital format. Going through these documents by hand takes a lot of time, but digitizing the record will increase the final product's quality.

## **6.2 Conclusions:**

It's been a while since CCBB initially appeared on the market. They significantly aid in the expansion of our nation's economy. What actually makes a difference is how their diversity, interactions with the government, and a team of committed minds help them manage their business efficiently. It goes without saying that working with a company this size was a unique experience. I had the opportunity to see firsthand how CCBB successfully established their place in the business, something I never thought I would do. I will benefit from each of these experiences as I move forward in my career.

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# **Appendices**



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## WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 1<sup>st</sup> Week

Date: From 22<sup>nd</sup> February to 28<sup>th</sup> February

List of each activity with brief description:

1. Completed all the paperwork for the official joining.
2. Received the official on-boarding.
3. Got introduced to the team.
4. Learned the history of Coca-Cola Bangladesh Beverages.
5. Received insights on the functions and responsibilities of the Department of Public Affairs, Communications and Sustainability.
6. Learned about the Sustainability Plans and Commitments of Coca-Cola Bangladesh Beverages.
7. Had a session on internship responsibilities from the HR Business Partner.
8. Received insights on the different factories and plants of the company around the world.
9. Received insights on the stakeholders of the company.
10. Received an on-boarding on the upcoming WASH campaign organized by the department of PACS, which will be launched on International Women's Day.
11. Corrected, edited and modified a draft training module for the campaign.
12. Made mood-boards for the social media promotion of the campaign.
13. Designed and scheduled social media calendar for this campaign.
14. Drafted an (Audio-visual) AV content script as part of the social media campaign.
15. Drafted a প্রচার অনুমোদন ফর্ম for the participants of the campaign.
16. Attended several meetings regarding the upcoming পরিচ্ছন্নতায় প্রগতি campaign.



Company Supervisor

**Tasneem Tayeb**  
Head of Corporate Affairs  
Coca-Cola Bangladesh Beverages



Academic Supervisor

**Shobnom Munira**  
Assistant Professor  
Business and Technology Management  
Islamic University of Technology

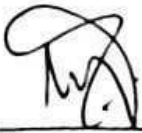
## WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 2<sup>nd</sup> Week

Date: From 1<sup>st</sup> March to 8<sup>th</sup> March

List of each activity with brief description:

1. Drafted a প্রচার অনুমোদন ফর্ম for the participants of the campaign.
2. Conducted Quality Assurance Check on Gift Packages for the পরিচ্ছন্নতায় প্রগতি campaign.
3. Helped sort, manage and label packages for the three different campaign locations.
4. Created thorough schedules for the different events of the campaign.
5. Participated in and helped manage the পরিচ্ছন্নতায় প্রগতি campaign in Manikganj and Savar.
6. Got introduced to the Director of Public Affairs, Communications and Sustainability.
7. Helped sort and compile material for the পরিচ্ছন্নতায় প্রগতি campaign's collaborators' social media marketing.
8. Drafted a narrative for CCBB to be published in Traditional Marketing Media.
9. Conducted social media regulation and created a presentation on possible social media defamation from various different individuals and media outlets.
10. Conducted a study on the Student Internship Program and participant satisfaction.
11. Drafted a case from the viewpoint of the participants and how to accommodate said participants to gain better response in the future.

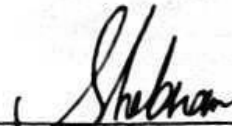


Company Supervisor

**Tasneem Tayeb**

Head of Corporate Affairs

Coca-Cola Bangladesh Beverages



Academic Supervisor

**Shobnom Munira**

Assistant Professor

Business and Technology Management  
Islamic University of Technology

## WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 3<sup>rd</sup> Week

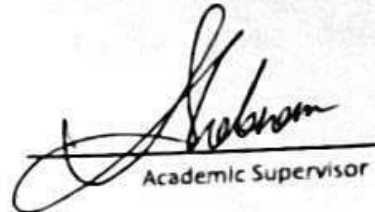
Date: From 8<sup>th</sup> March to 14<sup>th</sup> March

List of each activity with brief description:

1. Attended the International Women's Day function organized by Coca-Cola Bangladesh Beverages.
2. Translated and drafted an allotment application for coke and water on behalf of the Bhaluka Press Club.
3. Received Induction and Introduction along with every other SIP intern.
4. Attended a photoshoot for a social media content for the Student Internship Program of Coca-Cola Bangladesh Beverages.
5. Drafted a questionnaire for the students and teachers of Jhalopaja High School for World Water Day as a part of the sustainability initiative, জনবি.
6. Designed a PowerPoint case to give a complete overview of the recruitment process for the Student Internship Program and the social media aspect of it.
7. Drafted a project brief for an upcoming CSR initiative focusing on the World Environment Day.

  
Acting Company Supervisor

**Fareha Meem Raisa**  
Assistant Manager  
Communications and Sustainability Affairs  
Coca-Cola Bangladesh Beverages

  
Academic Supervisor

**Shobnom Munira**  
Assistant Professor  
Business and Technology Management  
Islamic University of Technology



## WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 4<sup>th</sup> Week

Date: From 15<sup>th</sup> March to 21<sup>st</sup> March

List of each activity with brief description:

1. Visited the জনধি sustainability initiative site at Jhalopaza High School, Bhaluka, Mymensingh.
2. Got introduced to the stakeholders at the sustainability site.
3. Helped inspect and conduct quality assurance and stakeholder satisfaction check at the sustainability project site.
4. Visited the Coca-Cola Bangladesh Beverages Bottling Plant at Bhaluka, Mymensingh.
5. Received induction and introduction at the plant.
6. Got introduced to the team at the bottling plant.
7. Reevaluated, polished and updated the Student Internship Program recruitment process case.
8. Developed an itinerary and visited the জনধি sustainability initiative site to help create a dynamic content.
9. Helped scope the Jhalopaza High School premises and the stakeholders in order to plan and draft social media promotion.
10. Helped shoot and direct the filmography of a dynamic content for the জনধি initiative.
11. Helped conduct interviews of the students and teachers for the dynamic content for the জনধি initiative.

  
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## WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 5<sup>th</sup> Week

Date: From 22<sup>nd</sup> March to 28<sup>th</sup> April

List of each activity with brief description:

1. Drafted an elaborate budget with the overall cost breakdown for the **পরিচ্ছন্নতায়** **প্রগতি** project.
2. Drafted a thorough stakeholder cost analysis, accounts payables and cost breakdown for all three stakeholders; Mumanu, Shaathi and IMS.
3. Conducted a comparative analysis of the actual overall budget against the projected budget.
4. Connected to and managed stakeholders for an upcoming project in association with North South University.
5. Looked into and ensured the legal obligations and necessities in accordance to the embassy of Singapore for official and business purposes.
6. Attended a meeting regarding an upcoming managerial training program and got assigned with the task of assisting in the management and planning of the entire project.
7. Attended a meeting regarding a sustainability awareness renovation of the Bottling Plant at the advent of the visit from BIG President, Murat.
8. Drafted a 2D model of the renovation layout priorly discussed in the meeting.
9. Attended a meeting with team members and stakeholders regarding the upcoming sustainability project in association with North South University.

  
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## WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 6<sup>th</sup> Week

Date: From 29<sup>th</sup> March to 4<sup>th</sup> April

List of each activity with brief description:

1. Visited the plant at Bhaluka with the agenda to formalize an agreement.
2. Visited Jhalopaza High School to formalize an agreement.
3. Conducted location scope, placement and adjustment measurements at the plant in Bhaluka for a future project.
4. Attended several meetings with the stakeholders of সৃষ্টি, জলধি, and পরিচ্ছন্নতায় প্রগতি sustainability initiatives.
5. Visited Jhalopaza High School for branding and quality assurance check of an ongoing sustainability construction under the initiative জলধি.
6. Visited the plant at Bhaluka for the design and branding for the Sustainability Talks wall depicting CCBB's sustainability milestones.
7. Connected with stakeholders to discuss project scope and purpose and helped design the branding strategy for a segment of construction under the জলধি initiative.
8. Drafted an Approval Letter for a project under the initiative সৃষ্টি.
9. Designed a two-dimensional storyboard to streamline the circular waste management that will be achieved through an upcoming project.
10. Attended a meeting with officials and directors with the agenda to discuss every upcoming project.

  
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## WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 7<sup>th</sup> Week

Date: 5<sup>th</sup> April- 11<sup>th</sup> April

List of each activity with brief description:

1. Drafted a design for a booklet manual for the সৃষ্টি campaign.
2. Connected to the collaborators of the সৃষ্টি campaign on the campaign agenda.
3. Connected to the stakeholders of পরিচক্ষমতায় প্রগতি on the agenda of budget and payment.
4. Attended meetings on the agenda of the visit of the president of BIG.
5. Attended meeting on the agenda of Sustainability Talks.
6. Suggested tentative names for the corporate target pillar of Sustainability Talks.
7. Redrafted the design for the booklet manual for the সৃষ্টি campaign.
8. Suggested one liners on Bengali traditions and heritage for gift boxes for the visit of the president of BIG.
9. Drafted a dynamic content in Canva on the sustainability initiatives of Coca-Cola Bangladesh Beverages for Sustainability Talks.
10. Visited North South University for the সৃষ্টি campaign.



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## WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

**Week: 8<sup>th</sup> Week**

**Date: 12<sup>th</sup> April- 18<sup>th</sup> April**

**List of each activity with brief description:**

1. Added photos to and sorted the one drive album for the factory visit of BIG president Murat.
2. Helped try sort and assemble the album for the factory visit but to no avail due to the technical difficulties.
3. Connected to Arif bhai and received brief on the agenda of an upcoming project.
4. Connected to Mahin bhai on the agenda of an upcoming project.
5. This entire week was remote as per prior instructions.



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## WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 9<sup>th</sup> Week

Date: 19<sup>th</sup> April- 25<sup>th</sup> April

List of each activity with brief description:

1. Connected to Arif bhai on the design and concept of the upcoming project.
2. Drafted a social media template for the upcoming project.
3. Suggested tentative names for the project.
4. Connected to one of the stakeholders of the project with the agenda of social media collaboration.
5. Redrafted the design for the social media static for the upcoming project.
6. Received brief from Raisa apu regarding the concept, contents and purpose of the upcoming project.
7. Connected to Arif bhai on the aspect of the new outlines for the social media aspect of the project.



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## WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 10<sup>th</sup> Week

Date: 26<sup>th</sup> April- 2<sup>nd</sup> May

List of each activity with brief description:

1. Suggested tentative names for an employee collaboration and volunteer program.
2. Suggested tentative names for the upcoming project based on prior feedback.
3. Drafted a caption for the social media collaboration with the BTM department of Islamic University of Technology for the upcoming project.
4. Suggested probable tentative dates based on the UN calendar 2023 for the phase two of পরিচ্ছন্নতায় প্রগতি WASH campaign.
5. Visited Bhaluka plant for official purposes.
6. Visited two CSR sites, হবিরবাড়ি কৃষি খামার সরকারি প্রাথমিক বিদ্যালয় and জমিরদরিয়া সরকারি প্রাথমিক বিদ্যালয় for the purpose of future probable sustainability projects.
7. Drafted a Forethought PR Agreement for Coca-Cola Bangladesh Beverages Limited.
8. Suggested tentative names for the upcoming project with further feedbacks.



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## WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 11<sup>th</sup> Week

Date: 3<sup>rd</sup> May- 9<sup>th</sup> May

List of each activity with brief description:

1. Connected with the stakeholders of an upcoming project on the aspect of social media promotion in order to get verbal consent for further proceedings.
2. Connected on guidebook for the purpose of an upcoming SINC Workshop.
3. Came up with several concepts for the social media dynamic of an upcoming project.
4. Came up with a concept for the social media dynamic teaser of an upcoming project.
5. Connected to officials from the Bhaluka plant to collect media content for the upcoming project.
6. Connected to stakeholders from collaborator Universities to collect media content for the upcoming project.
7. Drafted two separate scripts for the social media dynamic of the upcoming project.
8. Drafted a script for the social media dynamic teaser of the upcoming project.
9. Drafted an invitation for the upcoming SINC Workshop.
10. Drafted a Corporate Global Communication Guideline for Coca-Cola Bangladesh Beverages.



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## WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 12<sup>th</sup> Week

Date: 10<sup>th</sup> May – 16<sup>th</sup> May

### List of each activity with brief description:

1. Made a list of the 30 policy reforms imposed by the International Monetary Fund on the monetary aid to Bangladesh.
2. Listed the trade reforms in Bangladesh proposed by the World Bank.
3. Listed and categorized the twelve conditions imposed by the World Bank in order to provide monetary aid to Bangladesh.
4. Attended a meeting with stakeholders with the agenda of the decoration and interior of the SINC Workshop.
5. Took meeting minutes of said meeting.
6. Attended several meetings on the SINC Workshop.
7. Helped formulate and design ideas for the said workshop.
8. Helped draft and edit a budget and cost overview for the workshop.



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