

**Internship Report**  
**On**  
**Digital Marketing Practices of PRAN Frooto**

**Submitted to**

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# **Digital Marketing Practices of PRAN Frooto**

Digital Marketing Practices of PRAN Frooto

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This report is submitted to the school of Business and Economics, United International University as a partial requirement for the degree fulfillment of Bachelor of Business Administration

# Letter of Transmittal

March 2, 2026

Dr. Md. Kaium Hossain

Associate Professor,

School of Business and Economics,

United International University.

**Subject: Submitting in a report titled “Digital Marketing Practices of PRAN Frooto.”**

Dear Sir,

I will be pleased to submit my report on Digital Marketing Practices of PRAN Frooto as part of my requirements for my BBA program in Marketing.

The objective of this report is to take a look at the company's activities of PRAN Beverage Limited, identify its strengths and opportunities, and evaluate the digital marketing strategies of PRAN Frooto in Bangladesh's dynamic beverage industry. I performed my best to maintain this report simple, helpful for learning, and helpful while I was creating it.

I truly appreciate all of your guidance and assistance, which helped me complete this report. If you require more details or are interested in discussing about the report, I am going to be available.

Sincerely,

Nazir Mahmood Niloy

ID: 111 201 226

Major: Marketing

School of Business and Economics

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## Declaration of the Student

The report that follows, titled "Digital Marketing Practices of PRAN Frooto," was composed by me, Nazir Mahmood Niloy, as part of the requirements for my Bachelor of business Administration (BBA) degree at United International University.

I also verify that this report has not been submitted to any other school or degree program, either in entire or in a portion.

Nazir Mahmood Niloy  
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# Acknowledgement

First of all, I thank the Lord for giving me the courage to complete this report. I also would like to acknowledge my parents for continually being there for me while offering me moral support. I would like to express my gratitude to my respected instructors and mentors for every one of the help and recommendations they gave me that helped me compose this piece of writing. at this point I would like to acknowledge the management of PRAN Beverage Limited for providing me useful information and secondary data that assisted me complete this study concerning their digital marketing, company operations and market approaches.

# EXECUTIVE SUMMARY

This report evaluates the digital marketing practices adopted by PRAN for its popular fruit beverage brand, Frooto Drinks, within Bangladesh's fast-moving consumer goods (FMCG) sector. To maintain its strong market position, PRAN has increasingly focused on digital marketing strategies, particularly through social media platforms and animated advertising content.

PRAN has successfully utilized platforms such as Instagram and YouTube to promote Frooto Drinks through creative, entertaining, and visually appealing campaigns. The use of animation, short videos, and storytelling techniques allows the brand to communicate its message in an engaging manner, helping it stand out in a crowded digital environment. The digital marketing strategy of Frooto Drinks primarily targets young and health-conscious consumers. PRAN emphasizes attractive visuals and engaging content that highlight the product's freshness, taste, and nutritional benefits. In addition, the brand collaborates with social media influencers to enhance credibility and reach. Influencer marketing enables Frooto Drinks to connect with consumers in a more authentic and relatable way, thereby increasing brand trust and encouraging engagement. A strong and consistent digital presence across multiple platforms has further strengthened brand visibility, consumer awareness, and brand recall in Bangladesh's competitive beverage market.

The purpose of this report is to analyze the effectiveness of PRAN's digital marketing initiatives, with a specific focus on animation and social media strategies. The report examines how these digital tools contribute to brand awareness, consumer engagement, and overall market growth of Frooto Drinks. It also explores how PRAN's digital marketing approach aligns with current consumer behavior and trends in digital media usage. By evaluating PRAN's digital marketing practices for Frooto Drinks, this report aims to provide insights into the strategic role of digital marketing in the FMCG industry. The findings may be valuable for marketers, researchers, and business professionals seeking to understand how innovative digital strategies can enhance brand performance and competitiveness in emerging markets such as Bangladesh.

**Keywords:** FMCG, Digital Marketing, PRAN, Frooto Drinks, Animation, Social Networking Sites

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## LIST OF ACRONYMS & ABBREVIATIONS

<b>Acronym</b>	<b>Full Form</b>
ATL	Above the Line
BTL	Below the Line
FMCG	Fast-Moving Consumer Goods
PRAN	Program for Rural Advancement Nationally
PBL	PRAN Beverage Limited
SR	Sales Representative
BSTI	Bangladesh Standards and Testing Institution
TVC	Television Commercial
OVC	Online Video Commercial
ROI	Return on Investment
HR	Human Resources
KPI	Key Performance Indicator
CSR	Corporate Social Responsibility
AI	Artificial Intelligence
CRM	Customer Relationship Management
ROI	Return on Investment
BBA	Bachelor of Business Administration
SEO	Search Engine Optimization

# **CHAPTER 1: INTRODUCTION**

## 1.1 Background of the Report

In the modern business environment, marketing has become one of the most successful ways to change how people act, build identities for brands, and stay ahead of the competition. As the internet has developed and digital technologies have become better, marketing strategies have changed from utilizing only traditional advertising methods to utilizing a mix of digital and traditional methods to reach a wider audience.

The Fast-Moving Consumer Goods (FMCG) sector, in particular the beverage sector, has become one of the largest, most profitable and rapidly changing industries in Bangladesh. Changes in the seasons, how individuals live their lives, and the constant development of new brands possess an enormous effect on what customers want in this market. Given this, good advertising techniques are extremely essential for keeping customers loyal and keeping a strong brand presence.

PRAN Group is among of the largest and most varied companies in Bangladesh. This has served as a major force in transforming the manner in which people market goods in the country. PRAN was established in 1981 with the goal to employ agro-based industries to assist rural communities grow. It has developed into an international corporation that does business in in excess of 145 countries all over the world.

PRAN Beverage Limited (PBL) is in responsibility for producing and marketing a wide range of drinks, including PRAN Frooto, a popular mango-based beverage that has become an international sensation in Bangladesh and beyond. PRAN Frooto has earned the trust of millions of consumers because of to its refreshing mango flavor and simple production process. The business achieved this through innovative advertising strategies and high-quality products.

This report discusses my internship of three months at PRAN Foods Ltd. During the period in question, I was able to work with various components of the organization, particularly those related to sales and marketing, and human resources. The objective of this report is to take a look at PRAN Frooto's marketing strategies, in a focus on how it employs both digital and traditional marketing channels. It also discusses regarding the way the company works and what I learned while working there.

The objective of this report is to see how PRAN Frooto is using both traditional and

innovative marketing methods to stay one of the best-known companies in Bangladesh's competitive FMCG market.

## 1.2 Objectives of the Report

### Broad Objective

- Digital Marketing Practices of PRAN Frooto

### Specific Objectives

The specific objectives of this report are as follows:

- To review the organizational structure, operational activities, manufacturing processes, and brand management strategies of PRAN Beverage Limited.
- To analyze both traditional and digital advertising strategies used by PRAN Frooto in promoting its products.
- To evaluate the marketing environment of PRAN Frooto by conducting a SWOT analysis to identify its strengths, weaknesses, opportunities, and threats.
- To gain practical industry knowledge and professional experience by participating in marketing, human resource, and sales-related activities during the internship period.
- To provide practical and strategic recommendations to PRAN Frooto for improving and strengthening its advertising and promotional strategies in the future.

## 1.3 Rationale of the Report

In modern times, marketing involves far more than simply making consumers aware. It's about developing connections and building long-term connections with consumers. As an undergraduate student in marketing, you're required to have an understanding how an established FMCG company creates and implements out its marketing strategies in the real world of business. PRAN Frooto was an excellent instance because it integrates traditional principles with innovative advertising ideas.

Coca-Cola and Pepsi are just two of the several multinational companies that the contend in the beverage market in Bangladesh. In such circumstances, regional businesses like PRAN Frooto continually come up with innovative concepts to stay in front of other companies as they maintain their place in the market.

Studying the advertisement strategies of PRAN Frooto offers helpful perspectives into:

- How regional brands can contend with international multinationals using insights that connect with regional consumers.
- How the digital transformation is changing traditional advertising practices.
- How consumer opinion, market consumer demand, and transitional factors impact marketing decisions.

This report provides an exhaustive overview of PRAN Frooto's marketing by connecting real-world advertising experiences with mathematical models like the 4Ps (Price, Place, Promotion, Product), the STP (Segmentation, Targeting, Positioning) and the SWOT analysis.

## 1.4 Scope and Limitations of the Report

This section defines the scope and limitations of the report to clarify the coverage and boundaries of the study. The scope highlights the areas examined in this report, focusing on the advertising strategies and operational practices of PRAN Beverage Limited, with particular emphasis on the PRAN Frooto brand. It includes an analysis of both traditional and digital advertising strategies within the FMCG beverage industry in Bangladesh.

This section also acknowledges certain limitations of the study, such as time constraints, limited access to confidential information, and restricted data availability during the internship period. Identifying these limitations ensures transparency and supports a proper understanding of the report's findings.

**Scope:** An investigation at the way PRAN Beverage Limited will be set up and the way PRAN Frooto operates the company's name. A look at how PRAN Frooto uses new as well as traditional ways to market. The abilities that I learned during an internship were very useful, especially when they came to managing people, sales, and marketing. A comprehensive look at PRAN Frooto's position in the Bangladeshi beverage and food market and how it stands in relation to competitors.

### Limitations

- The report depends primarily on information that was already available and what I saw while I was doing an internship. It was hard to get to confidential marketing data within the framework of the business.
- The internship lasted only three months, which limited the amount of of primary data that could be collected.
- The customer surveys and financial evaluations were not done simply because there weren't enough time or financial resources.
- Based on the information we currently possess, this report's outcomes may not fully reflect the whole scope of PRAN Frooto's marketing tactics.

## 1.5 Definition of Key Terms

- **Marketing Strategy:** A business's overall plan for achieving its marketing objectives. This involves discovering what is the best form of communication for this market and how to spread information about the brand.
- **Fast-Moving Consumer Goods (FMCG):** These are low-cost items that people frequently purchase and use right away, such as food, drinks, grooming products and cleaning supplies.
- **Digital Advertising:** Applying technology and even the internet which includes social by social networking, online search, email promotion in addition to web sites for promoting merchandise in addition to manufacturers.
- **Traditional Marketing:** The traditional marketing which includes television commercials, print ads, radio ads and outdoor advertising are the practices that have been existing for too long.
- **IMC (Integrated Marketing Communication):** a tactic consisting of different types of advertising and marketing which send the same message to an audience.
- **Brand Management:** the way in which a company is perceived and handled, its overall appearance and reputation over time as determined by consumers.
- **SWOT Analysis:** a structured planning method that considers a company's strengths, weaknesses, opportunities and threats to its business environment.
- **4Ps:** (Product, Price, Place, Promotion): a model for marketing showing the four essential components that should be included while marketing a product: what is actually being sold the product The cost to buy it Advertising and promotion.
- **STP:** was a means to segment a market, target groups and position a product to satisfy the needs of these specific consumer segments.
- **Above-The-Line (ATL):** Marketing activities that use mass media such as TV, radio, print and online to reach a wide audience.
- **Below-the-Line (BTL):** These are stringent advertising campaigns focused on targeted audience, for example, in-store ads, postal direct mails and trade shows.

## **CHAPTER 2: COMPANY AND INDUSTRY PROFILE**

## 2.1 Company Analysis

### 2.1.1 Overview & History

The Program for Rural Advancement Nationally, or PRAN Group, constitutes one of the largest and most influential food and beverage companies in Bangladesh. PRAN established in 1981 with an obvious objective: to improve the lives of people who live in rural areas through the development of agro-based industries. At first, PRAN limited itself to produce from farms, but it rapidly expanded to include a wide range of items, such as drinks, snacks, dairy products, packaged food, and more.

PRAN Beverage Limited (PBL), a part of the PRAN-RFL Group, produces and distributes drinks. PRAN Frooto is a mango drink that is very popular in customers. There are many different kinds of it, among which are tetra packs and plastic bottles, to name just a few. Over the years, PRAN Frooto has come to be one of the most popular drink brands in Bangladesh. consumers know it for its cheap, refreshing, and excellent-quality fruit drinks.

PRAN continues to grow in its native nation and around the world because it focuses on procuring its products from local sources and coming up with new ways to marketing. The company is now an important competitor in the international beverage market.

### 2.1.2 Trend and Growth

PRAN Frooto has grown rapidly for a number of reasons, such as affordable costs, a wide range of flavors, and good advertising. Anyone of any generation can easily drink PRAN Frooto and feel more refreshed. Young people are really like this. The brand changes its promotional materials a lot to get young people to buy its drinks. The biggest group of people who drink soft drinks and fruit-flavored drinks are teens and young adults.

In the ten years since it started, PRAN Frooto has grown significantly. It now has a wider range of goods and serves more consumers. At first, the brand was limited to selling to people in the country where it started, but it later expanded to other countries in Asia, the eastern Mediterranean, and Africa. Digital advertising has played a big part in this development. PRAN Frooto was capable of reaching customers all over the world as it advertised on sites like Facebook, Instagram, and YouTube, among others. The company additionally becomes more

popular because of seasonal sales during busy times like summer and Ramadan. Sales are additionally increasing up.



In PRAN Frooto's advertising strategies become better, the brand has used increasing amounts of technological advances as part of traditional marketing. The following has contributed to significant growth in the global as well as local markets. Its digital campaigns, particularly during significant periods of the year, have brought in younger people, making social media an important component in the brand's continuous success.

### 2.1.3 Product/Service/Customer Mix

**Products:** PRAN Frooto possesses a lot of different drinks that you can select from to meet the preferences and requirements of various consumers. Some of the more important drinks in the line are:

1. Frooto Mango Drink is offered with various pack sizes, which include 200ml, 500ml, and 1L.
2. PRAN Juice, that's available in a variety of fruit flavors such as orange, apple, and mixed fruit.
3. Beverages with bubbles, like Coca-Cola, lemon, and fruit flavors
4. It is easy to carry PRAN Water for Drinking in bottles.

### **Services**

**Distribution across the Globe:** PRAN Beverage Limited has an extensive network of distributors that works in both urban areas and rural areas. it's not hard to find products in Bangladesh as they can be purchased in wholesale as well as retail stores.

**Export Products and Services:** PRAN Frooto's products have been distributed to more than 145 different nations around the world, which include parts of Asia, the Middle East, and Africa.

**Consumers:** PRAN Frooto has an extensive number of consumers, demonstrating how popular its beverages are.

**Households in Cities and the Outside:** A significant number of people in Bangladesh drink PRAN Frooto regularly, both in cities and in the country.

**Young consumers:** A lot of the brand's customers are young adults, like students in high school and university who like fruit drinks since they taste good and are affordable.

**Institutional Consumers:** PRAN Frooto provides drinks in large quantities to restaurants, coffee shops, and canteens, in addition to various other companies.

## 2.1.4 Company Operations/Activities

PRAN Beverage Company Limited has a fully automated supply chain, which lets it possess more control over the quality of the products and services that it provides. The company has an established way of performing things, starting with getting raw materials from producers in the region. The main things in these components are mangoes as well as additional fruits. Then, modern businesses use the most recent innovations to process these fruits in order to ensure their final products stay fresh and of exceptional quality.

One of PRAN Frooto's most significant responsibilities is ensuring sure that every product meets global requirements by doing strict evaluations of quality. PRAN Frooto meets international standards for food safety and quality.

- Advertising: PRAN Frooto runs a lot of advertisements all year long and focus on animation. These campaigns are centered around parties, getting kids involved, and pushing sports alongside various activities.
- Focus on Digital Marketing: The company uses a great deal of digital tools to talk to customers, like social networking sites, advertisement on the internet, and working with famous people to get the word out to a lot of interested people.

## 2.1.5 SWOT Analysis

Some of you are able to determine how well PRAN Frooto is performing in the market at the moment by analyzing its strengths, weaknesses, opportunities, and threats.

### **Pros**

- It has a good title: People across Bangladesh know and trust PRAN Frooto as a premium drink brand.
- Large Distribution Networking: People in large towns and tiny towns can easily get PRAN Frooto because there are numerous locations where they can purchase it.
- Good prices: Many people utilize PRAN Frooto because it comes in different sizes for packaging and the prices are easy to make fit into their financial capabilities.
- Global Presence: The company is now effectively operating in marketplaces all over the world, which may affect how people who are unable to reside in Bangladesh have access to the information they possess.

### **Weaknesses**

- A lot of competition: The beverage company is very competitive. There are also both foreign companies, like both Pepsi and Coca-Cola, and local businesses that want to get a piece of the marketplace as well.
- Demand changes with the seasons: the company is most popular during periods of congestion like summer and Ramadan, but profits usually go into when demand is less. This means that the amount of money you earn changes depending on what period of year.

## **Possibilities**

- More and more young people: A growing number of young people in Bangladesh are using social media sites, so PRAN Frooto may be able to reach this group of people through digital channels.
- People love to drink ready drinks which has good packaging. They spend more money for packaging and transportable.

## **Threats**

- Comparing with International Brands: PRAN Frooto has to compete with major international companies like Coke and the Coca-Cola Company, respectively, which rely extensively on marketing and have satisfied customers.
- Health Awareness: Nowadays people prefer sugar free drinks in there day to day life. People who care about health they prefer sugar free or natural drinks to consume.
- Higher cost: If the cost of materials and production increase up, it may be more challenging to make profit, therefore, if the advertise has to raise prices in an environment that is very adaptable when it comes to pricing modifications.

## 2.2 Industry Analysis

### 2.2.1 Specification of the Industry

The beverage business in Bangladesh is growing extremely rapidly, making it one of the most rapidly expanding parts of the FMCG (Fast-Moving Consumer Goods) sector. This group sells a lot of various types of drinks, such as bottled water, fruit juices, carbonated soft drinks, energy drinks, and nutritional drinks. Customers like PRAN Frooto along with other fruit drinks for the reason that don't cost much and are easy to find. New foods and beverages are always coming out. There is too much demand in the summer and during vacation.

### 2.2.2 Size, Trend, and Maturity of the Industry

**Size:** The Bangladeshi beverage industry is valued at more than a million dollars, and sources say it is getting bigger every year. More consumers are buying beverages that are already made, the middle class continues to expand, and it's easier to get drinks in both towns and the countryside thanks to better distribution systems.

**Trend:** Increasing numbers of individuals are choosing bottled water, juices made from fruits, and energy drinks that are readily available to find as cities grow and everyday life gets more difficult.

- Demand by Season: Consumer like beverages which made by organic fruits and the demand increase in summer, Ramadan and other festive.

**Maturity:** The food and drink business in Bangladesh is still developing and getting more established. You can come up with new ideas, particularly whenever it comes to healthier, a greater variety and more luxurious options. Beverage and fruits industry is increasing day by day. One can come with new tactics or idea to include greater variety and more luxurious options.

## 2.2.3 Industry SWOT Analysis

### Strengths

- Lots of people: Bangladesh has a large number of people who purchase products, so the beverage business has a much of potential consumers.
- High Demand During Peak Seasons: Summer and festival periods are excellent opportunities to sell drinks for the reason a lot of people desire to drink them.
- More stores and ways to buy things: Beverage brands are able to reach a wider demographic now that there are more shops and ways to purchase goods.

### Weaknesses

- Price Awareness: Many people in Bangladesh, particularly those who remain in the countryside, are very conscious of prices. That's why companies need to keep constantly coming up with inventive methods to package and advertise their products so they can stay ahead of the competition.
- Products with Sugar: Many drinks, particularly fruit drinks, are very sweet in flavor. This may make it hard to sell a lot of different things that consumers who are healthy would find appealing.

### Opportunities

- Higher Middle-Class Incomes: The middle-income bracket in Bangladesh is getting increasingly wealthy, which means they are more inclined to buy high-quality, packaged drinks. This means that there are a lot of opportunities to get ahead.
- The Growing Popularity of E-Commerce: As e-commerce and food delivery companies become increasingly common, online platforms could assist businesses reach more customers and make greater profits.
- New ways to make better choices: As a growing number of individuals learn about their

physical and mental well-being, beverage companies have a great chance to make fresh beverages that are low in sugar or without sugar as well as have an objective.

## **Threats**

- A lot of competition: The food and beverage sector is extremely competitive, with both global brands like Pepsi and Coca-Cola and local brands competing for a share of the market.
- What health-conscious people are doing: In more people learn about the health risks of drinks with sugar, that they may start selecting healthier drinks alternatively.
- Issues with rules: As worries about the quality of foods and promotional rules grow, it may be more difficult for businesses to sell their goods, specifically to young adults and teens.

## **CHAPTER 3: METHODOLOGY**

## 3.1 Introduction

This section outlines the methodology used to conduct the study and prepare the report. It describes the research approach, data sources, and methods of data collection and analysis applied to evaluate the advertising strategies and operational practices and this chapter describes the research design and data gathering methods utilized for analyzing PRAN's digital marketing strategies, in particular for their Frooto Drinks brand. The analysis provided in this report depends only on secondary data to a few both public and private sources. In this is an internship report, the methodology includes feedback and recommendations made during the internship. This gives an informative and current overview of PRAN's online marketing strategies.

## 3.2 Research Design

There are three primary categories of research design:

- **Exploratory:** This type of research is done when the issue in question is not clear. It helps you comprehend more fully a situation or event. Exploratory research is an opportunity to learn concerning new ideas and ways of conceptualizing. It usually involves interviews, group discussions, or analyzing previously gathered data. It provides no clear answers, but it does point the way to more research.
- **Descriptive:** Descriptive research is utilized to provide a lot of information about a problem or situation. The objective is to answer the questions " who," "what," "when," "where," and "how." Descriptive research utilizes surveys, observations, and case reports to collect data, in order at providing a complete and accurate overview of the subject matter.
- **Causal:** Causal research analyzes into relationships between effects and their causes. It is used to find out how a particular event or variable changes another. Researchers often do this type of research by changing one variable and observing how it impacts the others.

The research methodology used in this report is descriptive.

### 3.3 Data Collection

To prepare this report, accurate and helpful data was collected from sources that could be reasonably trusted. because the report is about the digital marketing of PRAN's Frooto Drinks, secondary data sources were selected because they were simple to find and relevant to the topic in question. These secondary data sources let us observe PRAN's advertising campaigns from a lot of different points of perspective.

We got the details for this report from the following secondary sources:

- PRAN Website: Find out about PRAN's historical background, what products it sells (such as Frooto Drinks), and how it does digital marketing.
- Social media: Check out PRAN's digital marketing campaigns on their Instagram, YouTube, and Facebook pages, where they frequently share and update animated advertisements and promotional campaigns.
- Internal Internship Reports: I worked as an internship at Frooto Drinks and acquired knowledge about the company's online advertising tasks, like how to make animated ads and campaign strategies as well as how to use various tools for advertising.

## **CHAPTER 4: ANALYSIS AND FINDINGS**

## 4.1 Market Position of Frooto

PRAN Frooto is one of the most popular and profitable fruit drink brands in Bangladesh. It has become a well-known company in the local market because it has a strong brand identity, consistently high-quality goods, affordable rates, and is easy to come across. Frooto is a well-known local brand that does well against both local and international beverage brands.

The brand's place in the market is also helped by the way it can be seen on different types of media. Television advertisements, billboards, and print media represent a few of the conventional advertising techniques that keep PRAN Frooto in the public eye. This marketing strategy that uses numerous channels lets the brand reach a lot of different customers, from teenagers to people in their late twenty-somethings.

Frooto is an established company because it tastes great, always has high quality, and is capable of communicating with people on a personal level. People select PRAN Frooto as their drink option because they possess a connection to the brand and because it has a strong advertising network.

## 4.2 Target Market

PRAN Frooto is mostly for young and middle-aged individuals, but consumers of all ages will like it. Frooto is an excellent option for a lot of people, such as students, people working in an office, and families, because it tastes excellent and is cheap.

The brand's advertisements are meant to appeal for both emotional and functional shoppers, with a focus on young and active people and family themes. For example, commercials often say that Frooto is a drink that connects people together, such when they are on a break at school or consuming meal with their family. This emotional strategy is based on what others want and how they live their lives each day. They consider Frooto as a more than just a beverage because it makes them cheerful and helps them connect with strangers every day.

### 4.3 Competitors

PRAN In Bangladesh, attempt to get more customers by offering various costs, flavors, and times when they are readily accessible. Frooto continues to perform well in a market with a lot of competition because it has an extensive distribution network, satisfied consumers, and great products.

Frooto is better than other brands because it is cheap and has a strong brand identity. This is very important when it has to compete with brands from this country and different nations. Frooto has lots of loyal customers because it markets its products in both cities and rural areas and uses smart marketing. Since other brands might have similar flavors, Frooto has continually been able to maintain its customers satisfied.



## 4.4 Marketing Strategies

PRAN Frooto uses a marketing strategy determined by demand. This means that the marketing department develops up with good campaigns by maintaining updated on shifts in the market, how consumers act in different seasons, and what consumers are saying. This plan makes certain that the brand stays relevant and meets the needs of customers as they change.

### **Traditional Marketing**

In order to maintain its name in the general population's awareness and make it stronger, PRAN Frooto contributes to events and runs advertisements on television, in newspapers, and on billboards. This particular type of advertising is great for spreading information to a lot of people, particularly for places where internet connectivity is not very popular.

### **Digital Marketing**

Frooto would like to do a growing amount of online marketing. The brand communicates to people on social media platforms like Facebook, Instagram, and YouTube by making actions that make them feel a particular way. Digital advertisements that tell stories, frequently with the help of artificial intelligence, are a great way to get teenagers and young adults into purchasing things. Frooto can reach a lot of people across Bangladesh through both digital and traditional marketing.

## 4.5 Marketing Mix (4Ps)

The Marketing Mix, commonly known as the 4Ps—Product, Price, Place, and Promotion, is a fundamental framework that guides organizations in strategically marketing their products and meeting consumer needs. PRAN Frooto Drinks has effectively utilized this framework to strengthen its position in Bangladesh's competitive beverage market. The following presents a brief overview of each element as applied to Frooto Drinks:

## **1. Product**

PRAN Frooto Drinks is a fruit-based beverage designed to cater to the preferences of young and health-conscious consumers. The brand emphasizes high-quality ingredients, refreshing flavors, and attractive packaging to create a product that is both enjoyable and visually appealing.

Continuous product innovation and consistent quality have helped Frooto Drinks build trust and loyalty among its consumers.

## **2. Price**

The brand follows a competitive and affordable pricing strategy, ensuring that Frooto Drinks is accessible to a wide range of consumers, including students, young professionals, and families. By offering value for money without compromising on quality, PRAN maintains a strong market appeal and encourages repeat purchases.

## **3. Place**

PRAN Frooto Drinks employs a wide and effective distribution network, making its products readily available across supermarkets, retail shops, convenience stores, and online platforms throughout Bangladesh. This extensive reach ensures that consumers can easily access the beverage, reinforcing brand presence and convenience in both urban and semi-urban markets.

## **4. Promotion**

The brand integrates traditional and digital promotional strategies to engage its audience effectively. PRAN Frooto Drinks leverages social media platforms such as Instagram and YouTube to run creative campaigns featuring animated content, interactive posts, and influencer collaborations. These strategies not only enhance brand visibility but also foster meaningful engagement with younger audiences, strengthening the connection between the brand and its consumers.

## 4.6 Market Trends

The market for fruit drinks in Bangladesh has grown rapidly in the past few years, particularly over the summer when more people select packaged drinks for safety and convenience.

Consumers are becoming more mindful of health and hygiene, so drinks that come in packages, like Frooto, are believed to be less harmful than regular drinks.

Digital channels are growing more and more significant, but old-fashioned marketing is still useful. Young people are spending more and more time online, and platforms like Facebook and Instagram make it less difficult for brands to talk to them directly.

Seasonal demand is a further significant trend in the fruit beverage market. During Ramadan and the summer, sales are at their highest. During these times, people tend to drink more. Brands like Frooto take advantage of these circumstances by running special deals and advertisements to increase sales.

## 4.7 Frooto's Unique Selling Points

PRAN Frooto differentiates out in an increasingly competitive marketplace because it has a lot of unique selling points (USPs) that customers love:

- The product is made in factories that do not require any assistance from humans. This maintains the factories fresh and the quality always the same.
- Prices that are easy on the wallet: Frooto has prices so that everyone may purchase it. This is a good choice for families with middle-class or lower-income people. The product stays in an excellent market position because it is economical and meets the highest standards.
- Strong Marketing Presence: Frooto uses either digital and conventional advertisements to reach as many people as possible. People are far more inclined to remember and remain loyal to a company when they see it in a lot of environments.

These unique qualities help PRAN Frooto keep its current customers by giving those trust and maintain loyal.

## 4.8 Promotional Practices

Frooto uses both Above-the-Line (ATL) and below-the-line (BTL) marketing to get as many people as possible curious about the brand.

- ATL Activities: These are the variety of media channels that get a lot of consideration, like ads on television and radio, in newspapers, on billboards, and on digital advertisements. These things help Frooto get a lot of people to know about it, especially during campaigns for celebrations.
- BTL Activities: Frooto focus on investing on educational campaigns, event marketing, sponsorship. These are mostly platforms that Frooto spend their resources.

Frooto offers various tactics such as discounts on purchases to get customers to buy more and more. For example, the price of a 500ml pack goes down from BDT 45 to 41, and the price of an 1L package goes down from BDT 80 with 71. These reductions in price help more people buy things during promotional periods or price reductions.

## 4.9 Social Media Activities

Frooto is very popular on internet platforms, and it talks to its consumers directly on platforms such as Instagram and Facebook. The brand has an abundance of different kinds of content, such as short videos, creative graphics, and commercials that communicate a narrative. These posts often make others feel a certain way, like the excitement of finding new things, the comfort of spending time with friends and family, and the enjoyment of being with friends.

Frooto's advertisements on the web now have pictures that digitally made as well. They change the way the posts on the website look in a fun and new way. Frooto makes material that is both fun to read and easy to understand. This helps them communicate with their younger customers on an emotional level that is greater.

## 4.10 Distribution and Customer Service

PRAN Frooto is one of the most extensive distribution networks in Bangladesh and reaches all 64 districts. You can easily find and purchase Frooto in cities and towns across the country. The goods manufactured by the business is sold in more than 140 countries, which helps it expand around the world.

The customer assistance staff at PRAN Frooto only handles complaints and bad reviews from customers. The marketing team works with organizations like the BSTI to address problems at quality or complaints from customers. When circumstances get really bad, the brand goes to court to protect its reputation and keep the confidence of consumers.

## 4.11 Findings

After analyzing the digital marketing strategies of PRAN Frooto, the following key points have been identified.

- PRAN focus on animation marketing most because their prime target consumers are mostly fond of animated video. By using animation, they can create more image that their consumer can relate.
- PRAN uses unique online advertising methods that are specific to each type of customer, from big audiences to smaller ones. These methods include campaigns that show off the many benefits of Frooto Drinks in various formats.
- There are a lot of different types of content in a digital advertising plan, such as animated ads and collaborations with influencers, that will reach to different types of customers. This makes people become more invested in the brand and keeps them interested in an extended period of time. Frooto Drinks ads can be seen on many digital sites, such as the likes of Instagram, Facebook, and YouTube. Campaigns use either free and paid techniques to reach as a lot of individuals as they can and have the most significant effect.

- The brand has an ongoing online presence which performs well on all platforms. This results in sure that the message fits with the company's fundamental principles. Digital marketing tools are utilized to make sure that every element works well to consumers, from online advertisements to social media discussions.
- Digital channels make it clear how PRAN sets prices and runs ads. They get and keep customers by running ads that are relevant to different types of customers, as well as frequent social media campaigns, discounts, and special deals.
- PRAN uses influencer marketing and online contests to get people to know their brand and want to buy their things.
- PRAN's use of animation and creative visuals in digital ads has made people remember their brand far more effectively, especially in crowded digital spaces where people are more likely to remember something that stands standing out.

## **CHAPTER 5: INTERNSHIP EXPERIENCE**

## 5.1 Position, Duties, and Responsibilities

During my internship of three months at PRAN Foods Ltd., I primarily worked in the sales and marketing departments. I additionally helped out in the department of human resources for some time. This two-part knowledge taught me a lot about how PRAN, a big fast-moving consumer goods (FMCG) company, works and how it distributes itself. I possessed a lot of different jobs that taught me how the marketing and sales teams work each day of the entire week.

During my internship, these were the main things I had to do:

- **Survey Data Collection and Entry of Data:** Another of my main jobs was to collect market data from a number of places, especially representatives and websites. It was essential to know what consumers wanted and how that they acted. The company would put this information into its database so that it could be analyzed additional.
- **Follow-up Calls to Sales:** I had to reach out to the Sales staff (SRs) to check on how they were doing, push them to make greater profits, and make sure they were on track to meet their goals.
- **Management in both the marketing and sales groups** checked the records of sales activities I helped keep making sure everything was proceeding well with the sales process.
- **Market Research:** I was in charge for looking at the prices, advertising, and marketing strategies of other beverages on the market to see what they were doing in contrast to ours. This helped us establish out where Frooto was standing relative to its competitors as well as to plan the advertisements.
- **Help with Sales Training:** I assisted in setting up sales conferences for field staff and went to them. I helped with training schedules, collecting the materials, and then took care of the other tasks. This experience taught me how PRAN makes sure that its representatives have the skills to meet the needs of the market.

- **Assist with Advertising Campaigns:** I had helped the staff plan and run marketing campaigns and sales events in the area. This meant working with people from various departments to keep an eye on the way the campaign was going while making sure that everything went effectively at the event.

- **Working together across departments:** When I worked for a reputable business like PRAN, it was essential for me to talk to people in a variety of departments all the time. I learned how to get products to people by assisting the logistics department. I additionally assisted the human resources department make sure all hiring and sales needs were met.

In addition to my work in marketing, I additionally assisted the HR team with a few essential tasks, such as:

- **Help with hiring:** I assisted in setting up and run interviews for Customer Representatives and Sales Representatives. This consisted of getting the test papers ready, making sure the candidates followed the rules, and making sure everything was ready beforehand the test days.

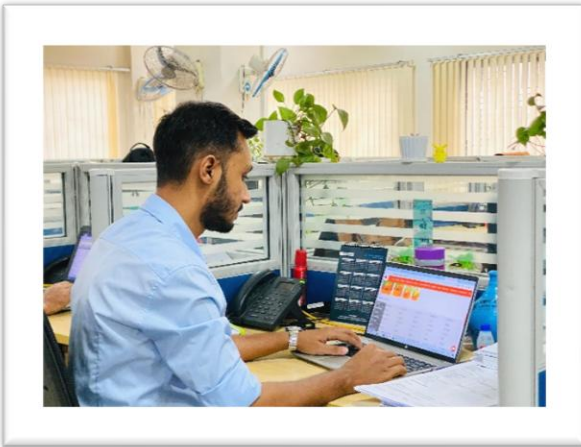
**Onboarding New Employees:** I supported new employees get acquainted with PRAN's HR procedures and company culture as they joined the company.

**Data Entry:** I assistance with importing data for recruitment records while making sure that every piece of paperwork needed was current and accurate in the system.

**Job Posts on social media:** I contributed to the HR team get information out about open positions through publishing job posts on communication platforms like LinkedIn and Facebook.

**Candidate Coordination:** I was in the position of getting in communication with candidates, confirming interview dates and times, and conducting follow-up calls in order to make sure they were prepared to take the next steps in the recruitment procedure.

These tasks assisted me get an improved comprehension of the HR function and how it works with the sales and marketing teams to reach the objectives of the organization.



## 5.2 Working Environment

The environment of work at PRAN Foods Ltd. was extremely professional, friendly, and inspiring. From the very beginning, my superiors and fellow employees were very friendly and eager to share everything they knew and what they had gone through. They made it clear that they valued what I did and pushed me to take on significant duties that would help me grow as a person and in my professional life.

PRAN has a working environment of discipline and inspiration which motivates employees to work hard to reach both team and company goals. The way they managed was friendly, but they still made certain that things were successfully done.

The team worked together and which made me realize that my concepts were always accepted. I had experienced mentors who assisted me through my internship through explaining how the company operated and answering every inquiry I had. This mentorship allowed me to feel surer

of myself and assisted me understand how important each department's role is in helping PRAN reach its intended objectives.

I saw firsthand the significance of good communication, collaboration, and controlling time are especially when it concerns teamwork in an organization setting. I gained an understanding of how it is to work in a large business by working with various groups and going to meetings. The situation taught me how important it is to keep an upbeat disposition under pressure, meet deadlines, and balance a variety of priorities.

### 5.3 Skills Applied and Gained

During my time working at PRAN Foods Ltd., I was capable to apply and enhance a number of essential professional skills, both technically and soft.

- **Communication Skills:** I was required to speak to team members, clients, and candidates everything the time while employed in both the marketing and HR departments. This assisted me improve both my verbal and written skills because I learned how to express my thoughts in a straightforward manner in a variety of circumstances.
- **Analytical Skills:** I gained the ability to work with sales data and research on markets. I gained insight into how to look at market trends and sales reports and determine out what they represented. This helped me understand how various advertising initiatives and sales activities affected the overall success of the business.
- **Understanding of digital marketing:** I gained insight into how to use social media platforms to talk with consumers by assisting with digital marketing campaigns. I learned more about how to use social media sites like Instagram, YouTube, and Facebook to tell stories, connect to consumers, and get them to become acquainted with the company you represent.
- **Organizational Skills:** I gained knowledge of how to organize things well by performing many tasks all at once, such as arranging sales events, completing reports, and helping with recruiting. I learned how to organize tasks together in terms of importance, deal with tight deadlines, and give attention to specifics in an active environment.
- **Professional Discipline:** I acquired a lot regarding how to conduct myself in an office along

with how to act as a professional in an office environment. During my time at PRAN, I learned concerning professional discipline, which involves turning up on time, being polite, as well as making sure that my work remains continually the same.

## 5.4 Contribution to the Organization

I had the pleasure of being able to support PRAN Foods Ltd. in a number of significant capacities during my internship. Some of the most important contributions are:

- **Helping with Data Collection and Analysis:** I helped the marketing team collect and process market data, which helped them make selections. The information we gathered assisted us plan future campaigns and find out what customers want.
- **Contributing with promotional events:** I assisted with plan and run market events and advertising campaigns. Because of my job, PRAN Frooto became more popular in certain regions, resulting in to more sales during busy times.
- **Working collectively across departments:** I helped make sure that tasks went smoothly by talking to people in various departments. Being capable to talk to and work with people from various divisions helped things run more smoothly. For example, I made sure that hiring requirements matched sales goals and that goods were split between marketing and logistics.
- **Representing the Brand:** I took steps to make sure to represent the PRAN brand in an excellent manner when I was doing fieldwork and chatting to customers. In all of my relationships with people outside of the company, I acted professionally and as an effective spokesperson of the company. This helped maintain the company's reputation.

I gained a lot and made an immediate impact in the organization through these contributions. This helped me understand the manner in which a large FMCG company like PRAN functions on every single day.

## **CHAPTER 6: CONCLUSION AND RECOMMENDATIONS**

## 6.1 Recommendations

After three months of doing an internship at PRAN Foods Ltd. while looking at the company's marketing strategies, I have come up with a few recommendations that could help PRAN Frooto get additional consumers and be more prominent in the market. These suggestions have the goal to help the brand grow, get more consumers, and stay ahead of the competition.

**1. Get greater numbers of individuals involved with digital media on new platforms:** PRAN Frooto is already on Facebook, Instagram, and YouTube, but it could reach more people by focusing on a younger audience on platforms like YouTube Shorts. These platforms are rapidly growing popular with younger people, and the short, captivating posts on these channels might really assist people learn about and connect with your brand.

**2. Work with influencers:** Influencer advertising is an excellent method to connect with customers who are younger. PRAN Frooto should think about collaborating up with social networking stars to promote specific campaigns, like the ones occurring in the height of summer and during Ramadan. Influencers may develop content that is both real and interactive, which helps their followers develop a stronger connection to the brand. This makes the brand look more real and approachable.

**3. Develop a mobile app or a program for loyal customers:** More and more people utilize smartphones and shopping online. A mobile app or a loyalty program could help maintain customers returning back. With a mobile app, you might be capable to obtain attractive discounts and keep track of what you've bought.

A loyalty program could give points, complimentary goods, or special deals to customers who come back again and again. This would make them more loyal while encouraging them to buy more often.

**4. Pay attention to health-conscious products:** a greater number of people, especially young people who care about their health, choose healthier drinks. PRAN Frooto could make drinks in less sugar, more vitamins or other beneficial substances that would appeal to this group of people. providing healthier options can not only meet the increasing demand for wellness products, but it may additionally set Frooto ahead of its competitors, who mostly sell sugary drinks.

**5. Make the content more varied:** Right now, PRAN Frooto's digital content is predominantly about promoting products. I believe that the brand could have produced more types of content to make it more approachable and fun. This might involve more stories, funny videos, and footage from behind the scenes showing how the products are made, who is associated with the brand, or fun, immersive challenges that the audience will enjoy. Multiple types of content can make the company's name more intriguing and reach more people.

**6. Improve how you handle feedback:** social media is an extensive platform for people to share what they are thinking. PRAN Frooto could do an improved career of managing feedback by responding to positive as well as negative things reviews on social networking sites more quickly. Quickly responding to queries from consumers shows that the organization cares about keeping them happy. Also, posting positive reviews from customers on social media can help build trust and get greater numbers of individuals to share their own experiences.

By complying with the aforementioned recommendations, PRAN Frooto can improve its marketing, build a more powerful customer base, and keep expanding in a market that is exceptionally fiercely competitive.

## 6.2 Key Understanding

I learned a lot about the way an FMCG company markets its own and runs its business while interning at PRAN Foods Ltd. Here are some of the most important things I learned from my experience:

- **Success Through Consistency:** PRAN Frooto's continued success is mostly because of the fact that it can keep its products high-quality, cheap, and easy to find. All three of these concepts have helped the brand become recognized and widely recognized in the market, both in the nation it represents and around the world.
- **The business in question A good mix of both digital and traditional marketing:** The company's marketing works well because it utilizes both traditional and contemporary ways to talk to others

at the same time. Billboards and television commercials are both types of traditional advertising that may reach a lot of people. But advertisements on communication sites make sure that consumers who aren't very tech-savvy are fascinated.

- While helping PRAN execute its advertising, I came to understand more about how companies use marketing in order to accomplish their objectives.

Why Digital Transformation is Important: To stay in front of the competition, most manufacturers of consumer goods need to do digital transformations with increasing frequency. PRAN and other businesses like it need to continue using digital resources and techniques to stay ahead of the competition while attracting new clients. That's as the world of internet is changing swiftly, and so is the way consumers buy things.

## 6.3 Conclusion

The report that I wrote for my internship helped me see how the company concepts we learned in school can be used in the real world. PRAN Foods Ltd. is a well-known and innovative company in its field that is concerned about quality and new ideas. I know that PRAN Frooto has an excellent standing with customers as they always make good products and use smart advertising methods that work in Bangladesh. The company can still compete in the fast-changing FMCG industry by using traditional as well as contemporary marketing methods. PRAN Frooto performs well in its home country as well as around the world as it knows what people want, has effective advertisements, and keeps prices low.

This internship has taught me a lot and helped me improve as a person. Not only has it helped me do my job better, perceive more clearly, and talk to people better, but it additionally taught me how marketing, collaboration, and innovative thinking can assist a business like PRAN Foods Ltd. achieve its goals. Being here has demonstrated to me how important it is to maintain an open mind in business. It has also made me want to learn about the field of marketing and advertising, that keeps changing.

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## Appendix



27 October 2025

### **TO WHOM IT MAY CONCERN**

Sub: **Internship Completion Letter for Nazir Mahmood Niloy**

This is to certify that Nazir Mahmood Niloy, Marketing Department, United International University, has completed his internship program from 20<sup>th</sup> July 2025 to 27<sup>th</sup> October 2025 in PRAN Group under the supervision of the HR & Marketing department.

He was found sincere & hard working during this internship and showed his keen interest in learning. We have no dues with him & he is free to pursue his career anywhere.

We wish him all the best in his future endeavours.

Sincerely yours,



**Manager- HR  
PRAN Group**

Telephone number(s): +88-02222281792 Ext: 372