

**Internship Report**  
**on**  
**HR and Marketing (Traditional and Digital) activities**  
**of**  
**Pechas Game Studios**



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**Internship Report**  
**On**  
**“HR and Marketing (Traditional and Digital) Practices of Pechas Game Studios”**

**Submitted To: Kamal Hossain**  
**Senior Lecturer**  
**BRAC Business School**  
**BRAC University**

**Submitted By: Mostofa Rafat Mahdi Adib**  
**ID: 16304160**  
**BRAC Business School**  
**BRAC University**

**Date of Submission**  
**5<sup>th</sup> April, 2018**

**Signature**

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## **Letter of Transmittal**

5th April 2018

To

Mr. Kamal Hossain

Senior Lecturer

BRAC Business School

BRAC University

Subject: Submission of Internship Report

Dear Sir,

It is my pleasure to submit my internship report on “HR and marketing (Traditional and Digital) Practice of Pechas Game Studios” as a part of BBA. The internship program was an excellent experience as it provided me with wide exposure to the professional knowledge and environment. I have written the whole report on the basis of some of the HR and marketing Practices of Pechas Game Studios and here my main focus is to understand the HR Practices like recruiting, staffing, motivation and Rewards, recruitment and selection. I have tried to gather the relevant information for constructing the report as outlined. I would like to express my gratitude for reading my report.

I could be continually available for answering any queries regarding this report. Any sort of query or any complaint will be useful for me, as it will deliver me the opportunity to research greater and enrich my understanding. I hope you will consider the errors that may take place within the report in the spite of my pleasant attempt.

Sincerely,

Mostofa Rafat Mahdi Adib

ID-16304160

BRAC Business School

BRAC University

**Acknowledgement**

The successful accomplishment of this project work is the consequence of the contribution of number of people. Here I would like to thank those who have given the time and effort to share their thoughts and suggestions to prepare the report and help me to understand the HR and marketing Practices of Pechas game Studios. At the very beginning I would like to express my deepest gratitude to Almighty for giving me the strength and the equanimity to finish the report within the scheduled time.

I would like to express my appreciation to my internal supervisor, Mr.Kamal Hossain, Senior Lecturer, BRAC Business School, BRAC University for providing me all the guidance and support that I needed mostly.

This was really a good way of learning and I really appreciate her efforts towards giving me proper line directions.

I would like to thank my supervisor Zaid Ahmed, Chief Operating Officer, Pechas Game Studios for all his support and co-operation. I also like to thank Munshi Saeed Hasnat, Chief Marketing Officer, Pechas Game Studios for rendering her valuable time and providing me with information that was very much needed in order to successful completion of this report.

## **Executive Summary:**

This internship report is prepared on the basis of the three months period internship program that I have done in Pechas Game Studios under Business Development Division from 04.01.2018 to 04.04.2018 as a requirement of my BBA program on BRAC Business School, BRAC University. **Pechas Game Studios** which is an android game development studio that creates and sells android games and applications as well as rich media advertisements and animation advertisements

The objective of the report is to identify how theories and concepts are discussed in my educational program can be practiced in the aspect of HR and marketing Practices at a business organization in Bangladesh.

The main goal of the internship report is to become mindful of how theories and concepts are mentioned in my educational program may be practiced within in the aspect of HR and marketing Practices at a business organization in Bangladesh.

Primary data and secondary data were used to prepare this report. Primary data have come from my day to day observation and interviewing personnel and on the contrary, secondary data was collected by Organization employee hand book, website, and relevant books. Here I tried to minimize bias and have tried to prepare an unbiased report.

Finally, the report allows focusing on theories and concepts used in Pechas Game Studios to relate with academic purpose.

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**Overview of the Organization:**

Pechas Game Studios was born out of the love and passion for gaming. We are a Bangladesh-based indie game developer focusing on developing unique simulation, sports and strategy games. Our mission is to create unique games that exemplifies the passion we as a team feel about gaming and its contributions to societies a human development.

Pechas Game Studios is an android game development firm in Bangladesh. It is an unique institution which vouches to produce top quality games in the country. We have been operating since 2013 and have produced several android titles so far. We also do digital marketing of several sorts via games.

Product placements within games are the preliminary form of business of our firm. We also work with our clients to set up different marketing campaigns.

We create HTML5 games for product placement purposes which are known as Rich Media Ads. the advertisements allow superior customer engagement and product interest rises. It also helps in hype creation about an upcoming new product.

In the context of Bangladesh gaming has a very saturated market for gaming. But we hope to contribute as much as we can through the limited scope we have to touch people in a way that not only markets the product we are preaching through our games but also impact the lives of our customers in a very positive way.

We as a company and as a band of game lovers want to share our love for gaming with the general population and the people around us with our awesome games.

## **1. Introduction of the report:**

### a.Rationale of the study:

The study is to share the experience I have gathered from working in Pechas Game Studios and to enlighten about the problems that I have faced during performing of these tasks of recruiting, staffing as well as running digital marketing campaigns for the company and suggest a few recommendations which might help the company in the future to perform these tasks a little easily. I will also talk about the digital marketing procedures that they use.

### b.Background:

The tasks I had to perform were not backed up by any such technical aids which should be available for managing H.R processes. There were no use of HRIS softwares which I could use. This firm operated in the traditional ways of human resource management procedures although they were way ahead in modernization of the marketing procedures and digital marketing procedures which they used.

The scope of this paper is limitless and will help a lot of the companies that are still using traditional H.R systems to regulate their HR activities. If the systems are implicated and the limitations I faced while working in this organization then a lot of companies including the company i worked in would be benefitted.

The amount of digital marketing strategy application that I have done will reflect the procedures of strategic digital marketing and how to implement these strategies within the landscape of Bangladesh's marketing arena.

### c.Objectives of the report

The objective of this report is to find out the procedures which would improve the HR processes of the company and make the process easier by eradicating the limitations which I faced and are also brought up on this report. The secondary objective is to look at the traditional and digital marketing strategies of Pechas Game Studios as well.



## **2. Review of related literature:**

- a. Books that I read during preparation of this report are:
  1. Organizational behavior by Fred Luthan : This was a key element in my structure of model formulation and policy formulation within the company while I worked in the organization. I followed the guideline in this book to create the report as well in some parts.
  2. Strategic management by Frank T. Rothermal : This was another important book which I followed in the creation of this report the HR processes were flourished by the guidelines of this books largely. It talks about How we should formulate organizational strategies.
- b. Reports that I have reviewed are:
  1. Strategic business guideline principles by bright line initiative: The principles provided in this report help in business guideline formulation and basically talk a bit about what is best for business and what works in which scenarios.
  2. Strategic management report by Nibras Aman: This was a very well structured report that I have gotten my hands on. This report talks about hands on tools In strategy formulation and theory of how a proper strategy implementation can be performed in an organization.

## **3. Activities Undertaken:**

- a. Work Related:

The Work related activities that I have performed are quite significant in number and they are :

1. Recruiting Interviews :

I was also present in the interview session of the applicants. I observed the way the interviews were being conducted. I observed the signs that companies look for while hiring an employee. Some of the applicants were very qualified and matured while the others were not that qualified and failed to answer the technical questions that were asked to them. Confidence plays a key part in the interview processes of the employees. Confidence is what companies look for. They like a candidate who is confident about what he knows and eager to learn anything he/she does not know. In the interview I observed one of the employees really stood out. He was very talented and qualified. He answered most of the questions with confidence and he presented himself in a great manner. The applicant was very bold about his answers and confident about the answers he did not know. He was eventually picked out along with 2 other candidates for a second interview. The second interview was with our C.E.O and it was the final hurdle in the process of

being selected. After the interview the most brilliant applicant was called and offered the job. He also joined the company after getting the opportunity.

## 2. C.V Selection:

I actively took part in the c.v selection procedure along with my C.O.O for the recruitment purposes of “Software developers”. We were hiring a developer for the empty position of an android application developer in our company. We had only one opening so the process of recruitment was very rigorous. We had about 35 applicants and out of them only 10 were supposed to be called for interviews. There were some minimum criterias which a c.v had to go through to get chance in an interview. The requirements were about experience, correct educational background, proper extracurricular activities and application development skills etc. I had to go through these c.v’s and call up the selected applicants for the interviews. I also had to time their interviews exactly so none of them would have to keep waiting while the another employee was in interview. These required some proper planning and execution.

## 3. Staffing:

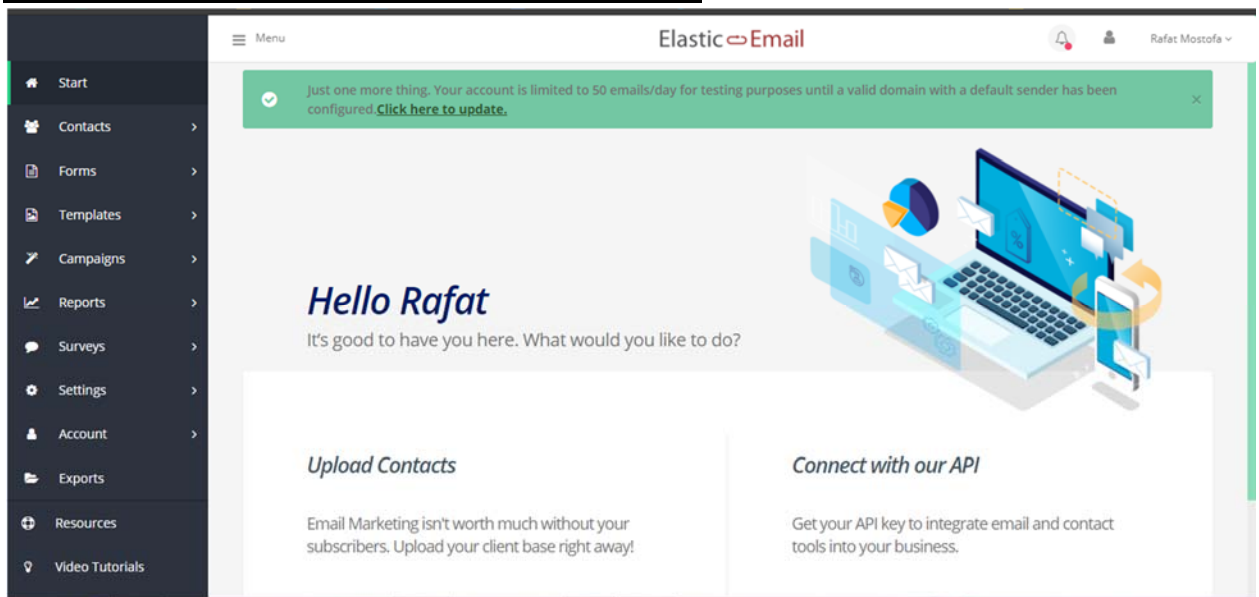
Staffing is categorizing employees in an institution according to the type of work they perform. I worked in a very small company with around 50 other employees. I had to create an organogram for the company which was implemented in their roster. The hierarchy was done according to the length of service for the company and the position the employee holds.

## 4. Digital marketing campaign administration:

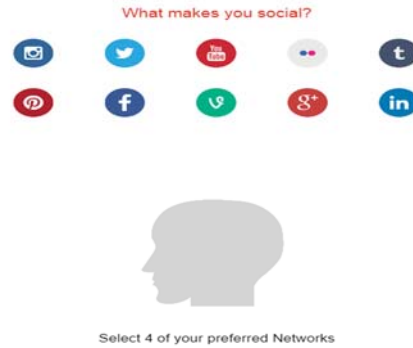
I have administered several digital marketing campaigns for different clients. I have run digital marketing campaigns for lovello ice-cream, Pepsi, and Prothom Alo while i was interning at Pechas Game Studios. I have been a part of several campaigns and client meetings during my tenure at the organization. I have implemented tactics such as:

- **Email marketing:** For the email marketing campaigns I operated in the organization I used elastic email tool. Which is very helpful for targeting around 40 clients per day. We can send around 40 emails for free through elastic email. Basically what the tool does is it gives you a lot of options to customize an email and send it to multiple clients or potential clients. By creating creative and informative emails about our clients we had acquired some clients while I was using elastic email. We had 2 main objectives while using this form of direct marketing which is email marketing . We first had to acquire the clients email ids who were looking for the animation advertising and the game marketing schemes that we were providing. We acquired the email ids through various channels such as their websites, acquaintances in the company, searching databases which store the email ids of several companies operating in the corporate realm which we were targeting. After acquisition of the email ids we found out different ways to engage the potential clients by enticing them with several snippets and examples that we prepared beforehand. Our motive was to engage the potential clients so that they would become interested to acquire our services. To engage a potential client we only have a very small space in the

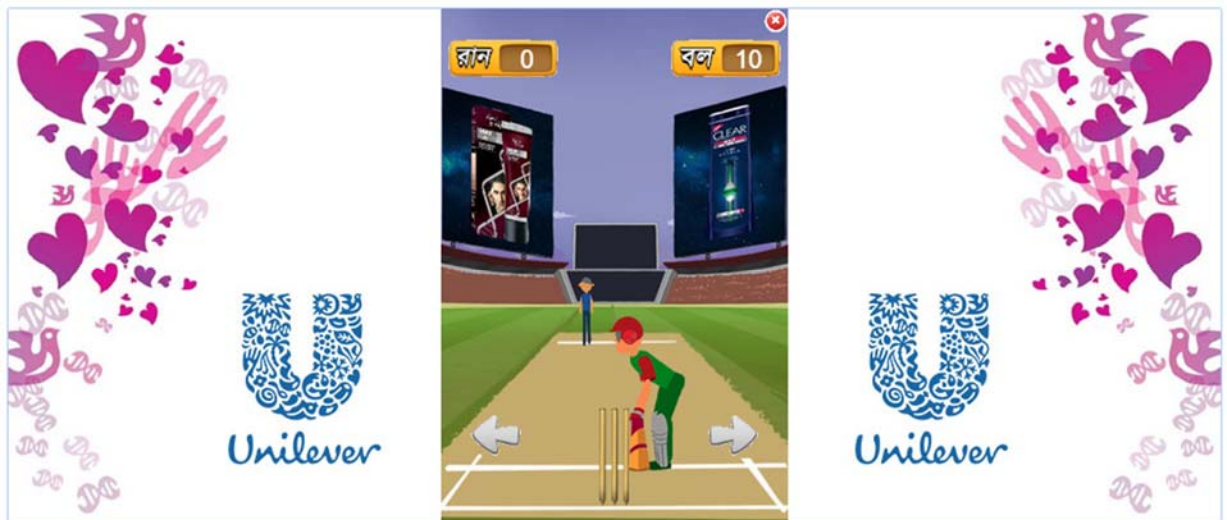
inbox of the person we are mailing to. We only appear as a line in the huge inbox of the potential client. We have to impress them enough with the small space we get in the inbox and entice them to open the email and observe what we have created and what we are offering to them. If we succeed in that then our chances of acquiring the client becomes a lot higher. The hardest part is getting to the part where the potential client opens your email. Then after composing an intricate email the client is likely to contact you back. Then the purpose of the email is served. The best part of this form of marketing is that it is trackable and the results can be analyzed to find the best patterns and how to make the processes work better for clients of different categories. *Some examples of the elastic email tool and sample emails are given below:*

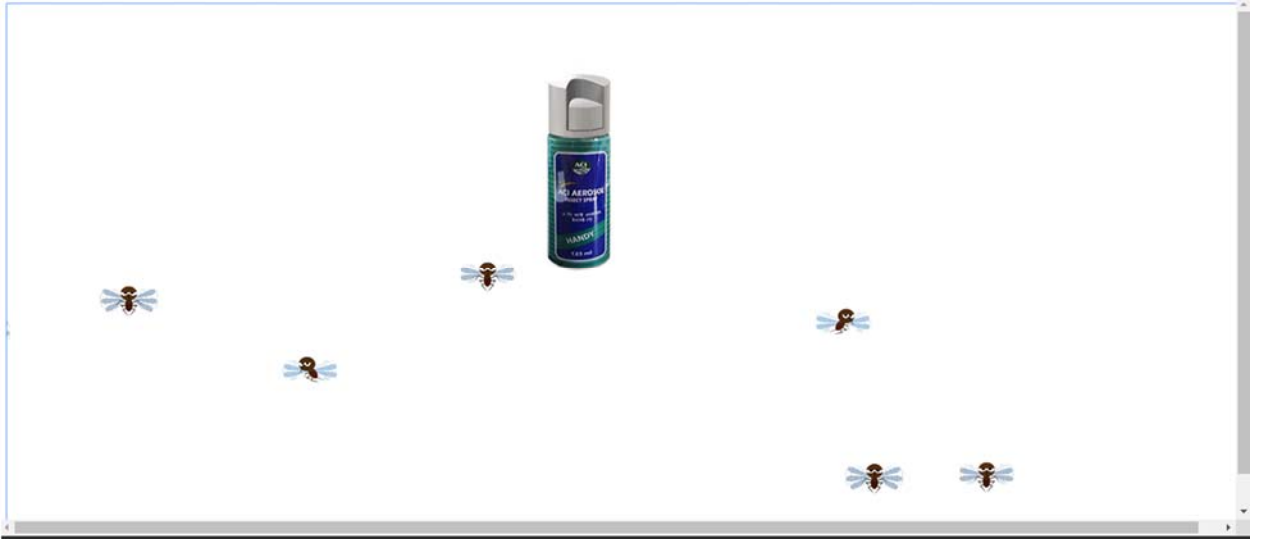


- Facebook marketing: Facebook marketing is a big aspect of internet marketing these days. There are several advertisement campaigns that is possible via facebook. Insertion of tools such as simple advertisement to complex customer engagement tools such as video ads, boosting, games and animations etc have made facebook a truly versatile medium of customer acquisition and engagement. It is way easy to access a variety of customer targets with facebook than it is through traditional channels. The response we get from facebook is much larger and more time efficient as well as financially efficient.



- Marketing via video games: Marketing via video games are a new concept that I was interested in after joining the company. PGS does some very interesting marketing through video games. They market products/ services by creating games in html coding formats. We made very interesting games via html codings and these games were then linked to the clients website or played in an offline medium. These games could be played in cell phones as well as desktop computers. Many organizations and brands are now using these techniques to generate customer engagements. These games allow for a greater customer engagement and competitions can also be done with these games which will allow for an increased customer engagement as well as customer acquisition. These games were very small in file size. They were almost always within 1 Megabyte so they were instantaneous and did not require any loading time. The links of these games could also be sent through emails, which were used by our direct marketing system.





- Animation advertising: One of the more traditional forms of marketing are animation marketing. These type of marketing techniques have been used for a long time to have more customer engagement. We made 2D and 3D animated advertisements which were used to market certain products, services of our clients. We did several animation advertisements during our tenure in the organization. PGS also used to market their products by the use of animation advertisements. We marketed our skills and game development examples via animations.
  
- Search engine optimization (S.E.O): The global trend of digital marketing has a shining new star which is the S.E.O. This enables us to make our business very well known to the customers who are looking for our products and having trouble finding them. The idea of an S.E.O is very simple it uses its huge array of resources in any particular search engine to create a certain group of keyword acquisition techniques which allow the searcher to easily locate the products or the services they are looking for. What this does is it connects people with the services they want to acquire. This form of digital marketing allows a very strong promotional platform and We at PGS did this through Google adwords. We added the keywords that are associated with our company and made an adwords S.E.O so that our potential clients could find us easily and avail our services. It also makes the game players more aware of our services.

#### 5. Business promotion activities:

I have undertaken several initiatives to promote the business of my company. Perhaps the most significant of these would be the devising of a marketing plan (both digital and traditional.) and creation of an organogram for the company.

##### b. Organization wide:

1. Company Promotional activities: I was engaged in various organization wide promotional activities which were preparation of marketing plans (both traditional and digital ) for the company. They are provided below:

## Planning description

We are to define whether our game will be sold as a product or service then we have to define our business model and look at our demographic segmentations. We are to define the platforms of release and then look at the several different marketing channels that we want to pursue. The measure of returns from those channels are to be considered and also taken into account in order to make progress of the marketing phase.

## Procedure

If we are to publish a game then the key things you need to cover in our marketing strategy are:

- a. Gaap or Gaas : Are we going to sell our games as a product or as a service is to be determined first. We are to define whether the games will be sold at first as a product amounting to the number of units the game is being sold or will it be sold as service in which the game will be provided for free and later in-app purchases which will turn the players into paying customers will drive the revenue that we are objectively trying to acquire.
- b. Business model: We have to come to a decision which will say whether we will charge a premium for the game or the game will be a freemium (which is a game which is initially free to play). This process will basically define how we will generate revenue. Will it be by selling games on a unit basis or will it be by selling virtual products within the game which will generate reviews by in-app purchases..
- c. Target audience: We have to select a target audience via demographic segmentation. We can choose an audience which we would target to satisfy the most. For example: for **“Goli Cricket”** we have to target the age bracket between 12-35 years. The cricket enthusiastic public of our country can be targeted which will not be bound by an age limitation but by their enthusiasm towards cricket.
- d. Platforms/stores: Based on the revenue distribution system of the different stores we have to choose a store which is offering the most benefits. For example: the **samsung store is offering 90% revenue to the developers** whereas the **google play store is offering 70% revenue to the developers** but the player base of google store hugely exceeds that of the samsung store. Keeping all these options in mind we have to determine where we want to sell our games and where we want to publish our games. There are lots and lots of factors at play here so careful attention should be given to the choices made here. Of course, with development tools like Unity and Marmalade, games are becoming a lot more

transferable across platforms so the trend is for games to be released across several platforms.

- e. Next comes the selection and implementation of the marketing channels and evaluation of the effectiveness of the implemented marketing channels which are mentioned below.

## Marketing Channels

The marketing channels which have to make a use of simultaneously in order to get the attention and awareness from mass people that we are seeking. The marketing channels that we will be using depend totally on our marketing budget and the amount of exposure we are looking to achieve.

### 1. Traditional Marketing Channels

- a. Banner ads: Banners can be used in different areas to create brand awareness.
- b. Paper ads: Although this method requires transactions but this method is highly effective to create awareness and to publicize the games and the assets we want to sell.
- c. Poster ads: Similar to banner ads we can use posters to create brand awareness but placement of these posters need to be strategic and placement would require demographic targeting.
- d. Events: Hosting a gaming event will result in awareness creation amongst the gaming community.
- e. Telemarketing: Includes requested calling and cold calling of consumers over the phone
- f. Direct mail: Includes flyers, postcards, brochures, letters, catalogs, and other material that is printed and mailed directly to consumers.

### 2. Digital Marketing Channels

- a. Search Engine Optimization (S.E.O): ‘Google adwords’ is to be used to optimize the search engines to stand out and pop up to the customers when they search for games.
- b. Email Marketing: E-mail listings are to be created and “Elastic Email ” can be used to create a email marketing campaign to let people know about us thus elaborating our sales horizon.
- c. Social media marketing: Free ads on the social media can be used to generate a small amount of awareness amongst the gaming community which will result in significant presence online. Continuous posting in gaming groups will allow us to generate some awareness and the gaming community will also be aware of our products.
- d. Boosting: Paid boosting can go a long way to improve the promotions we are trying to make because it results in the social medias to spread our page to a vast amount of consumers who are still not aware of our presence in the gaming market.



- e. Youtube channel: A youtube channel is to be created in which we would upload regular gameplay footage of our recent and old games which will further allow the consumers to review our products and it will also help us to make better games in the future along with the creation of public awareness about our company.
- f. Website publicizing: We need to update our website regularly and also need to update the website with the current and the most recently finished projects allowing us to showcase the products that we are selling to the masses a top of the line website can go a long way to improve the marketability of our products.
- g. Individual Messaging: Cell phone or facebook messaging individual consumers or gamers in general will allow us to generate a huge amount of promotional prowess. Contact information of individuals are to be gathered and from there they are to be targeted for direct communication via individual messaging methods.
- h. Pop up ads: Although it is a paid service but it allows a company to generate a lot of traffic to their sites or the publisher's site from which the game has been published.

### Detail Breakdown of the marketing procedures

#### Traditional Channels:

<b>Scheme</b>	<b>Details</b>	<b>Implementation Timeline and Requirements</b>	<b>Remarks</b>
Banner Ads (Bill boards)	To Hang big banners from billboards in Gulshan area. Banners will be colored and detailed. Banners will contain infographic details of the game.	Minimum of 10 working days required (Might Change according to release date of the games). Banner and big poster ads may differ according to the duration of the renting of the bll board. Costs may range from 50,000 BDT to 1,000,000 BDT or even higher.	Banner ads will be live for a short period of time.
Paper Ads	Small black and white ads on the middle pages of the “The Daily Star” and “The Prothom Alo”.	Paper campaign will be run for 7 days and dates depend on the time of the release. Costs depend entirely	Paper ads to be posted with interval or no intervals is to be decided.

		on the paper.	
Sticker Ads	Infographic Stickers to be printed and stuck in various places such as public transportations, buildings, universities, schools, colleges, restaurants. Basically any public place can be used as a promotional place.	Will take a 10 day time period from printing to sticking of the stickers. Estimations for around 1000 stickers will be $10 \times 1000 = 10,000$ BDT at maximum.	Stickers are to be put up with permission from the relevant authorities.
Poster Ads	Each member of pgs will put up 10 posters of the game in their areas of residence which will go a long way in the creation of brand awareness	Printing and posting will take around 15 days to accomplish. Costs will be around 20,000-30,000 BDT at most.	Around $20 \times 10 = 200$ posters to be printed.
Leaflets	Leaflets with infographics and QR codes to be distributed amongst the students of schools, colleges and universities. For 1000 leaflets 500 will be distributed to universities, 200 will be distributed to colleges and 300 will be distributed to schools. Qr codes will contain sites of the game and some in-game rewards.	Printing and distributing will take around 10 days. Costs will be around 10,000 BDT at maximum.	This is an integration of digital marketing inside traditional marketing schemes.
Production discount or project promotions	We can promote offers like providing a discount in our content producing charges which will	Depends on the clients requirements.	Will boost our brand and create interest in our line of work.

	not result in charge reduction because the charges will be marked up before discount providence.		
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Bangla Integration: We need to include bangla texts in the advertisements because most of the people who know English know how to read Bangla but most of the people get confused about the English words in the advertisements. So, if we are to do aggressive mass marketing then Bangla text is a must.

#### Digital Channels:

<b>Scheme</b>	<b>Details</b>	<b>Implementation Time and Requirements</b>	<b>Remarks</b>
Search Engine Optimization (S.E.O)	Google Adwords will be used to create an advertising campaign in search engines like google, Yahoo. Transactions are involved. More we invest the more hits we will get.	As soon as possible which will emphasize the whole company not only a particular game. Takes only 1 day to do. Costs depend on our budget.	Global audiences can be targeted easily. Created immense brand awareness.
E-mail Marketing	Elastic e-mail is to be used in order to send email campaigns to different vendors and contacts of ours. Does not require initial investments.	Takes about 2 days to complete. Free of cost initially. For further enhanced application costs may be incurred.	List of potential clients already acquired.
Youtube Channel	The animated advertisements and the game samples and trailer that we have need to be uploaded in our youtube channel and the generated views will result in a wide array of promotions and it might act as samples	Continuous updates required. Free of cost but might require boosting.	Social media platforms might be used to promote the channel.

	of our work as well.		
Youtube Ads	We might publish our own 5 second youtube ads which will generate greater awareness as the ads are unskippable and are not annoying initially.	Cost Per View (CPV) of youtube is around 0.10\$ to 0.30\$ depending on durations.	Google analytics might be used to look up the cost to click generation ratios.
Website Design	We can design websites for other companies for a charge them for the end product.	We can produce websites based on demand of the clients it might take 10 working days to complete. The revenues might be from 10,000 BDT to 100,000BDT.	Order based production of websites are to be done.
Watermark inside webgames	On the bottom left of the screen of the Web Games and Animations we design there should be a mark saying that made by pgs.	No cost integration here.	Should be implemented in future projects.
Player discovery process(P.D.P)	In progress have to know how people find our games. How reachable are we.	Process design will be very elaborate and will take around 14 days to complete.	Process implementation will be a prerequisite of Search Engine Optimization.

Community group posts in social media sites	Groups such as the community groups of P.S 4, Xbox 360, P.S 3, Xbox one, PC gamers groups are to be targeted and posted regularly from the pgs page.	These groups need to be posted to daily because they are the biggest audience of games in Bangladesh.	Consistent posts are key here. The views it can generate are really immense.
CPC (cost per click)and CPV(cost per view) improvement.	The amount of clicks and amount of views will need to be improved because they improve at a substantial rate when you have a certain number of people following.	Will be effective immediately when the implementation phase starts.	May or may not require transactions.

Consistency issues: the procedures mentioned are to be started and to be implemented consistently to get results. The implementation has to be prompt and the follow up has to be consistent and regular which is the only way to succeed in game marketing. Consistent updates are to be done each day in social media sites as well as the other tools that we are going to use.

2. Employee motivation training: I was also a part of employee motivation training deliverance while I was at the organization. I attended and received motivational training from our C.E.O which was very fruitful and gave me insights in how to develop my career and focus on a more positive work ethic. It helped me realize that taking work only for the sake of working will be very fruitless and unproductive and rather working with a positive mindset and loving your work will not only make you are more productive but also result in better enjoyment of work. The work hours will also not feel like a burden rather it will result in a better amount of dedication at work.
3. Digital platform maintenance: Digital platform maintenance and integration was also one of my key duties in this organization. Which resulted me to be active in social media and have our games marketed in various social platforms. I used some of the most popular social networking platforms to do digital marketing. Then I used the website known as [www.buffer.com](http://www.buffer.com) to keep track of the advertisements and the postings that were being used on a regular basis. The most important part of doing digital marketing is consistency and continuity. That is the key to success in the field of digital marketing.

c. Others:

1. Contest administration: As i have worked in a game studio we organized quite a few contests. We promoted our brand and the companies we were working with. We administered a lot of contests. We scheduled the contests and arranged for the participants to come to our office and check out our new games. They gave us feedbacks which were immensely helpful. We were also able to promote some of the brands that were endorsing us by this method of contesting. We had to have several rounds of contests which resulted in selecting a winner who received a cash prize. These contests helped us to receive a lot of attention and to promote our games and the products we were working for to our potential clients.
2. Event Management: I have organized an event while i was with Pechas Game Studios. The event was named Grace Pop Culture Exposition. It was mostly a comicon type of event which we participated in because of our marketing purposes. We had a stall in the event in which we marketed our new game by organizing 1v1 contests amongst the attendance of the fair. I also organized the stall in the Basis Software Exposition which was also done by marketing purposes. The results of which were immense. We gathered a lot of following and caught the eyes of a lot of our potential clients. We showcased our games again with contests. The contests were a hugely important and immaculate part of the events and they helped generate a lot of attention which was purely our intention being a small company which was seeking any marketing opportunity it gets. Organizing and participating in these events taught me how to organize programs in an efficient way and also how to manage the people of the organization in an effective way as well. There had to be shift determinations and day off determinations as well because these programs would often go on for a prolonged period of time and throughout several days as well. So, I had to make a schedule of shifts of who will be attending in which session of the program and who would run the stall at which point in time. These scheduling criterias and schedule creation experience resulted in me having a very good idea about managing people.

#### 4. **Constraints/Challenges and Proposed Course of Action For Improvement:**

a. Identified/Observed in the organization: Being a part of a small organization I faced a lot of troubles and challenges in the organization and in the processes I worked on and about.

Some of the constraints are:

- Lack of manpower: As a part of a small organization which had only around 25 people working for it I had a lot of issues regarding lack of manpower. We sometimes had to refrain from taking in more work due to overwhelming pressure on our programmers, artists and developers. Turning work down from potential

clients have a very bad impact on our reputation. Returning business is hampered due to turning down work as well. The time frame it took us make a game was also very high due to our lack of manpower. If we could expand a bit from our existing size we could take in a lot more work and the burden on our developers, artists and developers.

- Lack of decision makers: Our organization was a bit biased on the decision of only our C.E.O. which resulted in a lack of decision makers and which in turns hampers an organization's functional applications. The lack of certain line managers and decision makers resulted in too many opinions which cost us valuable time and money to try to portray according to everyones opinions. So the decision makers are the key to maintain a strong business.
- Lack of finances: Like any small company we had to gather funds for our own marketing and advertisements. We sometimes had to perform our campaigns or shorten the lengths of our online campaigns because of funding which was really not something ideal. To gather funding we had to pull in more profits from the works that we already had done but the profit margin in game marketing for a small game studio is not quite as much. If we wanted to make more profit then either we had to decrease the quality of our work or we had to ask our clients for more money. Neither of them were ideal.
- Lack of marketability: Game marketing works for a certain socio economic class. We have to market to a certain audience who are able to avail the means to get access to the games in the first place. So the market reduces. The market is not like the market of any consumer goods or any other daily needed products. We marketed games for those products but we could not appeal to the general population because of the lack of availability of means to do so and the market being so saturated.
- Lack of credibility: The amount of credibility that Ubisoft or Activision would get if they market their games with their taglines are significantly more than what we got by being a small studio. If you look at the appeal that mindfisher games took with their game "Heroes of 71" then you see a sudden boost in marketing credibility which you do not see in the other forms of game marketing schemes. So we can say that small studios like ours lack the credibility it needs to hold a strong campaign for game marketing.
- Lack of HR personnel: Managing the workforce is the key role of HR personnels which we had a tremendous lack of in our company. Along with me there were only one other person managing around 25-30 people which were there in the studio. So the load on us was very high and we could not perform these tasks with such low HR manpower with better efficiency.
- Lack of Managerial personnel: Similar to HR personnel the company lacked managerial personnel to manage the artist and programmers. The company ran mostly by collaborations of artist and programmers who did not have someone managing their ordeals. This was a great impact because lack of managerial capabilities led to the demise of many of our projects.
- Affinity to traditional marketing: The country in general still tends to go for traditional marketing instead of digital marketing in some ways I faced the bad effects of that. What our bosses wanted to do was to do traditional marketing for

a digital products (Video Games) . This was in itself a recipe for disaster. Because the people who will play these games are active digitally and to market to those people would have been a lot more easier by the digital media platforms. But instead by doing this traditionally the company lost valuable budget and could actually create very less amount of awareness about the games to the potential people who would actually have looked at the advertisements if they were digital.

- Lack of automated HR procedures: The company lacked automated HR processes such as HRIS softwares and payroll management softwares which were done by hand by me which was very time consuming and a very repetitive process.

b. Academic Preparation (Mismatch between assigned tasks and other operational functions of the organization with my academic preparation/major. Relevance of the academic preparation /major to the present assignment and future job requirements of the organization)

Similarities:

- Interview procedures: Some of the interviews that we took of candidates applying for the positions of developers and artists were very structured and were a perfect match to the types of interviews that we read about in our university lives. these structured interviews were taught to us in management classes all year long and how to conduct them were very easy in real life because the patterns that the interviews were conducted on are very similar to the way it was taught.
- Staffing procedures: Staffing procedures that were taught in class were very helpful because we had to pick the candidates with the right set of qualities as well as the knowledge base for the job that was at hand. We also had to look for the people we could socialize with because we were a small studio and looked for like minded people. The KSA requirements were also very important in this aspect. I was very efficient in staffing because we learned all these processes beforehand in classes.
- Organizational strategies: Organizational strategy formulation was also very similar to the one's taught in class. I devised marketing strategies and HR strategies based on what i learned on the courses i had in the university.
- Marketing mix 4ps: Application of this very popular model in the marketing sector is immense. Almost in every marketing model or strategy this model of product, place, price and promotion are very important. A good idea in this model gave me a lot of advantages in the strategy formulation part of my job.
- SWOT analysis: Yet another very popular model in business is S.W.O.T analysis which needs to be done to locate the Strengths and weaknesses of a business which are the internal parts of a business and it also helps us to capitalize on the opportunities and prepare to face the threats that follow. This model was regularly used by us to get knowledge of where our business is standing at this point in time as well as it let me to know about the opportunities in the gaming industry now and the threat that my company faces from rival studios.
- Motivational training: Employee motivation training is something that have been taught in HR classes all the time. It is a very important part of organizing and



running a company which allows us a great deal of employee satisfaction if provided correctly. Different companies motivate in different ways such as bonuses, day-offs, paid vacations and such benefits. But our company motivated our employees by providing day-offs if someone has done something very valuable for business or have acquired a big client which will generate a lot of revenue.

- Recruitment procedures: They are the same as taught in strategic marketing. As mentioned above the whole recruitment procedures are a lot similar to the processes taught in our classes. The time frame that the recruitment procedure takes is also very similar. The selection criteria management is also very similar.
- Tasks performed by digital marketing tools: The marketing tasks i performed with the help of the tools that i learned in class were a lot. I implemented elastic email, wordpress, google adwords, google my business, facebook business etc applications in my workplace which were all taught to me in my courses of digital marketing. While i was in the university. I can say that the tools i used to do most of my digital marketing campaigns were taught to me in the university.

#### Dissimilarities:

- Business communication methods: The business communication models that are taught in class seem outdated to the processes actually used these days. The reliance on traditional forms of emails and phone calls are not there anymore rather more innovative techniques of business communications such as intensely modified emails and messaging systems are used these days. The business meeting conduction processes are also required to be learnt which are not taught in class and should be taught with detailed ideas of how to create and execute business meetings and agendas.
- Traditional marketing tactics: The traditional marketing tactics that are used now a day are significantly different than the ones that are taught in the classes. There is a mix of traditional and digital marketing schemes that companies follow now a day. These methods are rarely ever mentioned in the courses. The most interesting of these methods are the incorporation of QR codes in leaflets which allow the targeted people to instantly turn a traditional marketing leaflet into a tool for a digital marketing platform because scanning the QR code instantly takes the user to the digital page which he is supposed to visit. These sort of tactics are widely used today.
- Office management: The office management tools that we learn in university are not enough to complete the tasks that the companies throw at us. The companies expect us to know the in depth functionalities of all the basic office tools such as Microsoft word, Microsoft powerpoint, specially microsoft excel which are vital to the office works that are given to us to perform. The tools are only taught in basic. Detailed Excel usage is not taught in universities which is a very crucial asset to any employee.
- Sales pattern analysis: The fresh graduates are very weak in business development or direct sales jobs at the beginning of their careers because they do not have experience in sales pattern analysis and to see which procedures work

in which environments. Sales pattern analysis is never taught in universities and is a matter of great experience in the corporate arena. This would be very helpful for the students if some ideas about sales pattern analysis is provided to them. Development of these skills to an acceptable level takes years and years but the ideas help the fresh graduates a lot. I was faced with a daunting task of sales pattern analysis which I later learned by myself through different aids and seniors.

- Client acquisition techniques: Similar to business development work client acquisition is very important the tactics and techniques of those are various. These tactics are not taught in class as a result the fresh graduates face a lot of problems in the business development job aspects. Client acquisition and client handling techniques carry a lot of importance in the realm of business acquisition and vendor management.
- Vendor management: Although this is a topic of supply chain management but this is a managerial technique that the corporate companies value a lot. The techniques of vendor management and vendor management software orientation should be properly introduced to the students so that these topics are not alienated to them when they join the workforce and are immediately thrust into scenarios in which they need to manage vendors as well as acquire new vendors.

## 5. Lessons learnt from the internship program:

### a. Implications to organization:

1. Hands on experience in staffing criteria management was learnt by me and that would help me throughout my career if I choose to persue an HR career.
2. I have gained huge experiences in Digital marketing campaign management which will help me the case that I choose to persue a career in digital marketing.
3. I have learned a lot about strategy formulation having formed some of the marketing plan myself.
4. Organizational behavior techniques have been learnt intensively by me.
5. Business communications skills I have acquired will help me in the future and had tremendous implications in the organization.
6. Business negotiation skills that I have learnt impacted the organization as well.

### b. Implications to University's internship program:

Based on the recommendations provided in this report to the university the implications can be immense. The recommendations that I have mentioned are the key gaps between the practical works and the theoretical things that are taught in the university. I can share my experiences of the competitive corporate world and

suggest what the students need to be best prepared for when they start to enter the job market. I have provided an overview on this report of the experiences in HR and marketing that I have gathered throughout my tenure in Pechas Game Studios. The recommendations that I have suggested will be of great help to the universities internship program because they showcase the gap between the real world implication and rhetorical knowledge deliverance that we are used to.

## **6. Concluding statements:**

Summary: In conclusion, I would like to look at the extent to which Pechas Game Studios hold themselves accountable for effective HRM systems and support to the Merit System Principles (as appropriate) or other organizational values and policies. In sum, the organizational performance of Pechas Game Studios could be explained by its recruitment and selection practices and marketing practices. A research showed that the value of a company's human resource assets may not show up directly on its balance sheet; it nevertheless, has great impact on an organization's performance. There was not sufficient information to show that Pechas Game Studios remuneration practices as well as its training and development practices contribute positively towards its corporate performance, as received by the employees. In addition, copies of the HR policy should be available to all employees of the company to confirm widespread dissemination and application of the policies and it will be better for the employees. Management should continue to ensure that the recruitment and selection process is fair. There should be measures that will confirm that all recruitment and selection practices support to the standards and policies of the company since effective and efficient recruitment and selection process will ensure positive financial returns for the company, either through confirming effectiveness on the part of employees, or cost deduction linked with training and retraining of employees. They should also streamline their organogram and improve their marketing practices as mentioned throughout this report.

- Recommendations:

- a. To Pechas Game Studios:

1. To increase manpower.
2. To improve HR processes.
3. To incorporate HRIS and other HR soft wares to the management processes.
4. Streamline their organogram.
5. Change the methods of traditional marketing used.
6. To improve digital marketing tactics.
7. To improve managerial improvisations.
8. Increase revenue flow by creating endorsements.
9. Improvise on primitive HR process management and modernize it.
10. Create a more appealing concept of game design.

b.To the University:

11. Detailed ideas about office management tools should be imparted.
12. Vendor management should be incorporated in the universities curriculum.
13. Client acquisition techniques should be taught.
14. The curriculum for business communication systems should be overhauled.
15. Sales pattern analysis should be included in the curriculum.
16. HRIS process management should be incorporated in the curriculum.
17. Traditional marketing methods taught should be overhauled as well.
18. Practical applications of digital marketing should be practiced.
19. HR systems management should be incorporated.
20. Business strategy formulation should be taught a little deeper.

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