

Report on



Rectangle Communications Ltd.

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Submitted To:

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Letter of Transmittal

10th December, 2014

Mohammad Rezaur Razzak

Associate Professor

BRAC Business School

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Subject: Submission of Internship report.

Dear Sir,

I would like to submit my report titled 'Rectangle Communications Ltd' prepared as a part of the academic requirement for BBA program of BRAC Business School.

I have successfully completed my internship program in RCL and I worked there as an intern for three months. While working on this report, I got a great learning experience and knowledge as I got to learn the new and different perspective of advertising and communication industry. I hope you will find the report to be objective, organized and reliable.

I would like to thank you for all the support and guidelines that you have provided throughout the process of completing the report. Therefore, I sincerely hope that you will appreciate my effort and I will be grateful if my report is accepted for the appropriate purpose.

Sincerely yours,

Adnan Khalil Fahim

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Acknowledgement

At the beginning of preparing this report, I would be thankful to the Almighty Allah for his blessing in completing this report. This internship report is a total effort of many people. For this, I am grateful to a number of people who helped me to organize and prepare this report and because of their kind opinion, suggestions, instructions and support and appropriate guidelines for completing the report. I would like to take this opportunity to thank them all from bottom of my heart.

First of all, I would like to thank my Internship Supervisor Mohammad Rezaur Razzak, Associate Professor, BRAC Business School, BRAC University for his continuous guidance and supervision in preparation of this report. His valuable advice and direction has helped me a lot in writing this report. I am immensely thankful to him for the supports he has provided during my Internship period.

Again, I would also like to convey gratitude to my organizational supervisor at Rectangle Communications Ltd, Arefin Tamim, Senior Executive, Client Service. He directed me towards the right information and regularly reviewed my progress in preparation of this report. Finally, I would like to thank each and every person who has facilitated their valuable contribution for the successful completion of this report.

Executive Summary

Nowadays advertising and communications industry is very much complicated. In Bangladesh, this industry is growing so rapidly. For an advertising agency, the service quality is very significant to please its clients and delivering the service in less possible time is another competitive challenge.

The overall situation becomes sensitive when an ad agency needs to deal with Social Client as well as Corporate Client. Both of these client categories has a distinguished set of complications in order to provide the service but Rectangle Communications Ltd. has managed it for last couple of years in best possible way to provide best service to its clients. RCL always maintain a standard to deal with the clients and again it also has some specific rules and compliance to handle every project and clients.

Again, RCL's strategic level decisions and SWOT analysis of business aspects always have an impact to overall business growth and future opportunity. Apart from these issues, RCL has some upcoming projects with some key clients, such as Robi, Hatim Group, Rakhsaani Foundation and Al- Arafah Islami Bank Ltd etc.

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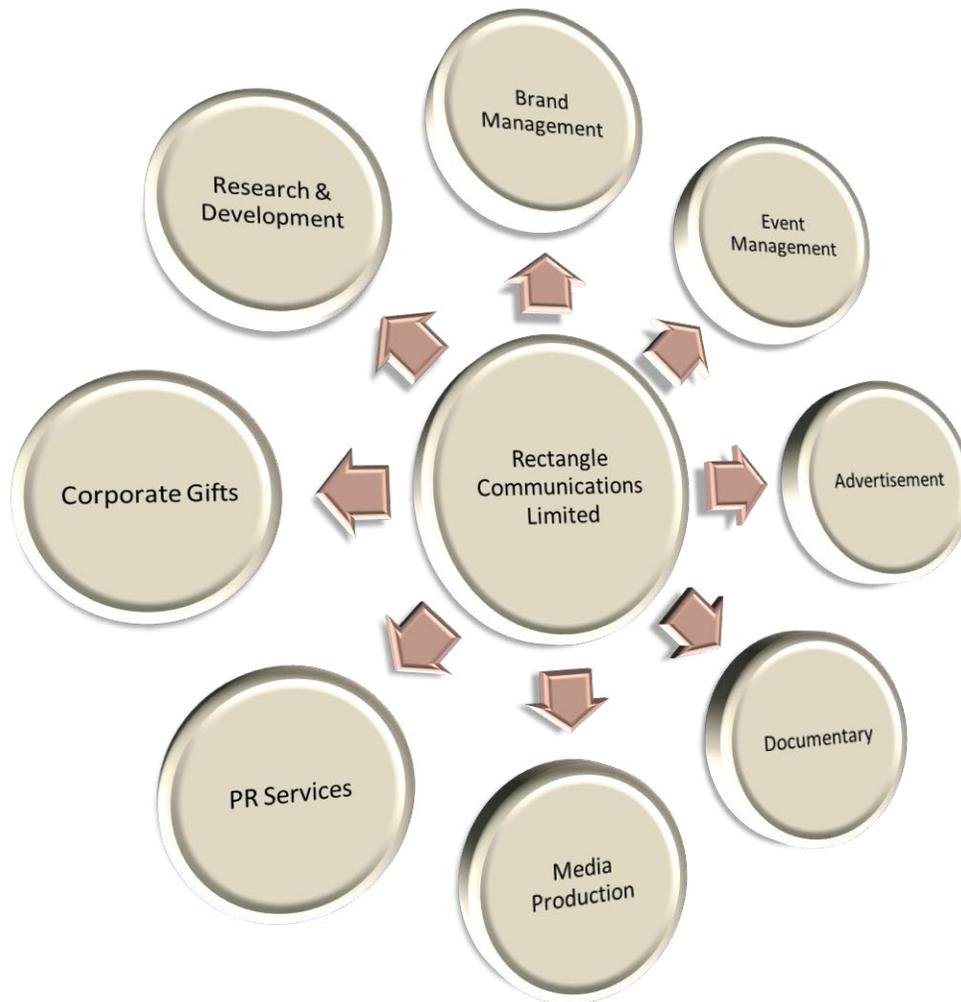
Introduction

Rectangle Communications is the one stop solution for Brand Management, Event Management, Public Relations, Advertisement, Documentary, Media and Creativity. They pride themselves in their ability to deliver quality products and services that match the best interests of their client base. The company ethos revolves round delivering the most effective, customized and target-oriented solutions for clients. RCL offers solutions to businesses that really make a difference to each activity that they undertake. Whatever the event, with their support, client can remain stress free with the knowledge that the event will be delivered professionally and responsibly. They make their business to understand client's requirements completely and to satisfy every detail, add lots of value, and ensure everything runs smoothly.

Communicating successfully in today's overcrowded world is challenging especially achieving visibility in a saturated market and with RCL; client will find an experienced team that knows how to break through the 'clutter' and deliver results that connect with them.

Rectangle Communications Ltd. has a very highly experienced team of associates who perfectly complement according to clients need. This gives their clients added value with a full range services to ensure that they get real benefits from working with RCL. The philosophy behind this company is a commitment to the highest level of efficiency and professionalism where we aim to provide excellent communications and services.

RCL Area of Concentration



Brand Management

Rectangle designs holistic branding strategies and programs for corporate leaders and business owners to leverage the power of their corporate brands as a strategic weapon in building successful and sustainable businesses. By carefully designing and managing brand portfolios for each of their clients, Rectangle helps create messages and strategies that connect with the competitive marketplace and increase profits. The brand process of RCL:



Figure: The Brand Process

Event Management

Rectangle Communications Ltd. has a great team that is expert in event management and organizing lifestyle publicity. They provide a wide range of services to ensure that every campaign, event, or project is a complete success. They can assist their clients with the details that can often become a hassle. Areas such as contract administration and production-based issues, such as sourcing and coordinating suppliers and vendors, including day-of-the-event management, are organized and taken care of our competent team enabling you the luxury of more time and focused concentration on other areas of client's event.

They implement sponsorship initiatives and marketing strategies for projects and events. There are numerous avenues to explore and a multitude of resources available and RCL is here to ensure that client's project and event shines above all the rest. The combination of commitment, determination and hard work makes the best in what they do.

Advertisement

TV advertisement is generally considered the most effective mass-market advertising format, and this is reflected by the high prices TV networks charge for commercial airtime during popular TV events. Rectangle Communications Ltd. understands the art of generating sustained ideas in advertisements which will remain in the minds of television viewers long after the span of the advertising campaign. They understand the usage of humor and emotions as tools in their creative work based on client's need. They also know the techniques of non-commercial advertisements which are services aimed to inform, educate and motivate the public about issues such as HIV/AIDS, climate change, energy conservation and family planning etc. They also do billboard advertisement as they understand the science of it. RCL designs billboards to catch a person's attention and create a memorable impression very quickly, leaving the viewer thinking about the advertisement after they have driven or walked past it.

Documentary

RCL has an expert team who can turn the documentary subject in to a fascinating and compelling film that is easily understandable for all. They research the documentary subject as thoroughly as possible and gather relevant knowledge on the subject matter before starting the work. They also create a structure/outline for client's film before shooting which work as guidelines but they also understand that it is what they shoot that informs the final structure of the film. They have an expert time that is able to develop innovative ways to documenting film within client's project parameters. Throughout the process of research and development they keep their clients involved and incorporate for valuable feedback when making the film.

Media Production

➤ Pre Production:

Every production is unique. Rectangle Communications Ltd. analyzes client's need and determines the best way to achieve fulfillment. During the pre-production phase, RCL staff develops a battle plan and offers only the services the client need. They then give their client a detailed outline of their production with timelines, services included for the entire production, and delivery specifications. Some of the many individual services offered in pre-production are storyboards, script writing, research and development, and location scouting.

➤ Production:

All their production crews are professionals and experts in their field of work. They offer full service crews that include directors, cinematographers, production manager, costume designer, and production audio etc. They will use only the crew members needed to get the production done right, no more, no less. Additionally, they are well-versed in all formats and styles of filmmaking and no production is too big or small.

➤ **Post Production:**

RCL additionally offers a full range of post production services. During picture editing, we work with the client so that they can get client's vision right. They invite their clients to give them feedback during post production and work together to see the production through. In terms of audio, RCL audio mixers and editors adhere to strict television broadcast standards and deliver a final mix that shines. Their music composers and extensive sound effects libraries bring the production to life as well as the team of graphic designers. Lastly, they are experienced in all delivery formats. They have all the necessary resources to deliver client's final cut in any format and in a timely manner such as any production which needs to be going on-air or online or on a specific tape format.

PR Services

RCL is the team of dedicated professionals comprises industry veterans with combined experience in the field of public relations and communications over the years.

Serving a vast array of industry clients from Manufacturing to Retail, Finance to Telecom sector, Institutional to Government, they employ proprietary tools that almost always guarantee outstanding and effective results.

At Rectangle Communications, client can expect a high standard of professionalism, swift and creative execution, prompt delivery and above all, a dedication to personalized servicing. They aim to give their client's businesses a boost with a strategic PR campaign and by providing consultancy in developing essential marketing communications tools.

Public relation is about building relationships and is a powerful branding tool. RCL believes that the effective use of PR is the difference between a good company and a great company. From building and maintaining media relationships to securing speaking engagements, their role is to get the client closer to final consumer. They make sure that their client's messages are received by the right audience at the right time and in the right media.

Corporate Gifts

RCL is focused on their clients and their corporate gift or promotional requirements, aiming to exceed expectations of service, while providing cost effective and innovative promotional products and gifts within short turnaround times.

They pride themselves in taking the hassle out of ordering promotional items, they know ordering products for a conference or exhibition is not the most important task client has to complete in a day. Clients can give them a call, they will not bombard with technical terminology just ask straight forward questions. From there sit back, RCL takes over, client will be kept up to date at each stage of the order process, given a direct telephone number so client can speak to their account manager if they have any questions, then get on with the rest of the day safe in the knowledge that everything is in hand.

They have carefully selected the right tools to help brand client's business or send personal thank you gifts as part of the marketing strategy. Many of their suggestions for business gifts are unique. They recognize the importance of branding a business with useful promotional products along with the importance of rewarding clients and employees with gifts that are personal and unique for use at home as well as the office.

Research and Development

At RCL, they have a dedicated Research and Development Department. The R&D Department helps the team anticipate audience preferences and devise ways of satisfying them. The research department's mandate includes instrument design and application, data collection, data processing and organization, data analysis, report writing and presentation. Some of the research packages on offer include market surveys, communication research, media and audience surveys, socio-economic surveys, demographic, public opinion surveys, baseline surveys, feasibility studies, situational analyses, monitoring and evaluation surveys.

24/7 OPU Facility

For the first time in the whole world of communication industry, Rectangle Communications Ltd. has introduced 24/7 online project update facility for their clients, where clients can get easy access to all the project related information, work progress status/bar, delivery status, recorded time and date of last update and also interactive messenger through website nonstop 24 hours seven days in a week.

They are also very proud to inform that this facility has truly raised the transparency and accountability between clients and them and substituted the conventional business communication process to the extent where all different level of officials from an organization has access to accurate information simultaneously without making a single phone call to each other.

Client Feedback Form

Client Feedback Form is designed to facilitate the clients to evaluate and rate Rectangle Communications Ltd. overall performance. The following questions are asked to the clients where they rate Excellent, Good, OK, and Poor about RCL's performance.

- How will you categorize RCL client services?
- How much creative and unique RCL's services have been?
- How much available RCL was during the entire operational process of the project?
- How much stress could RCL take over?
- How good RCL was in terms of understanding your preferences/choices?
- How will you categorize RCL in terms of reliability?
- How significant RCL 24/7 OPU facility is in terms of adding value to this project

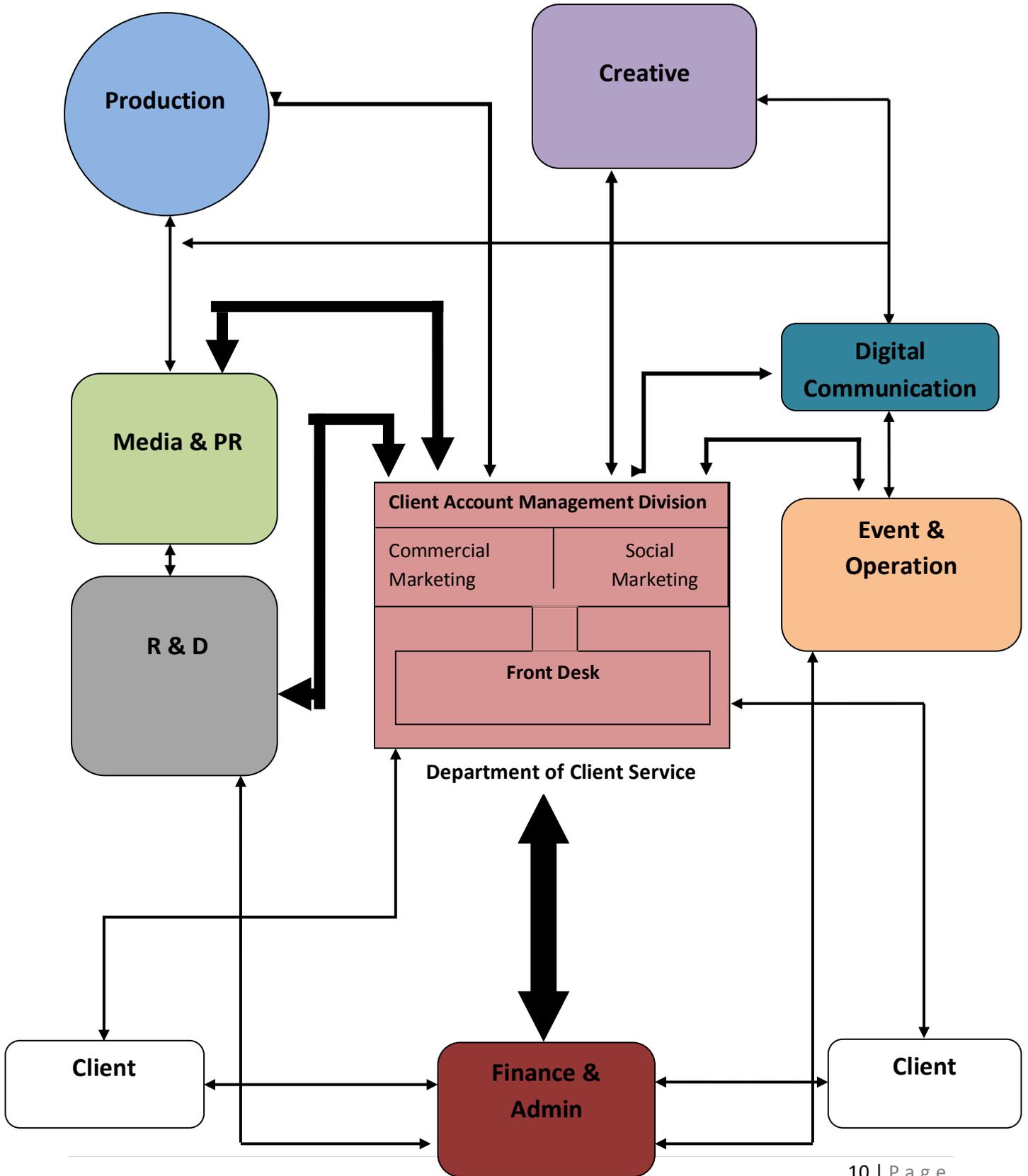
Mission Analysis

- **Mission:** Our success comes from helping our clients to be successful.

- **Customers:** Customer satisfaction is essential. We deliver superior value to our customers through creativity, technology and reliability. We grow and prosper by serving the needs of our customers better than our competitors, while effectively controlling costs. We strive to exceed our customers' expectations in affordability, quality and on-time delivery.

- **Team:** Our success is possible because diverse specialists and personalities join our team. This diversity allows us to perceive a problem from different angles and thus develop efficient and holistic solutions. That's the reason why we create superior products and services and routinely seek ways to better performance.

RCL Functional Framework



Porter's Five Forces Model related to Rectangle's Strategic Levels

Porter's five forces model is an analysis tool that uses five forces to determine the profitability of an industry and shape a firm's competitive strategy. It is a framework that classifies and analyzes the most important forces affecting the intensity of competition in an industry and its profitability level. Five forces model was created by M. Porter in 1979 to understand how five key competitive forces are affecting an industry. The five forces are:

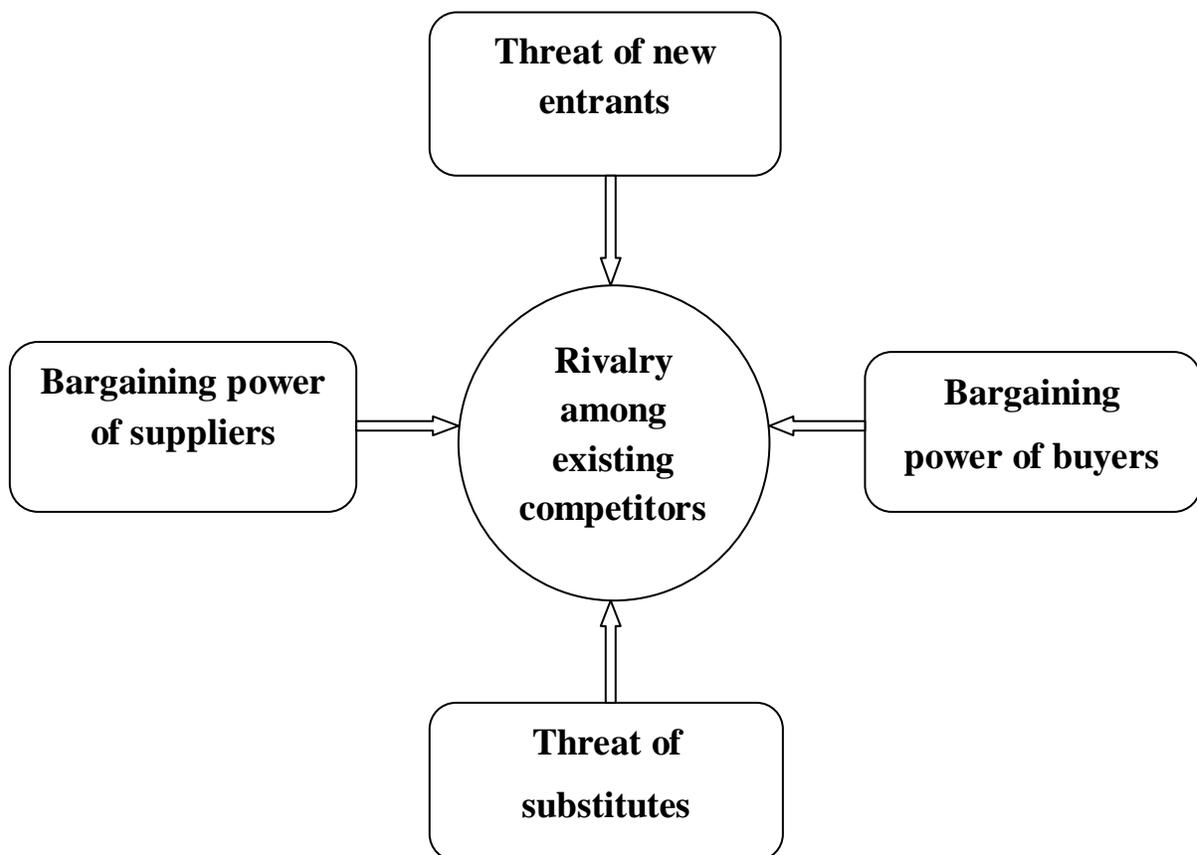


Figure: Porter's Five Forces Model

As porter's five forces model determine the profitability of an industry and shape a firm's competitive strategy then, Rectangle Communications Ltd. is defined as an Unattractive Industry with low profit margin and again if the nature of unattractive defines as:

- Low barriers to entry
- Strong suppliers bargaining power
- Strong buyers bargaining power
- Many substitute products
- Intense competition

Again, how porter's five forces model is involved in Rectangle's strategic levels are described following:

➤ **Threat of new entrants**

This force determines how easy it is to enter a particular industry. If an industry is profitable and there are few barriers to enter, rivalry soon intensifies. Threat of new entrants is high because:

- Low amount of capital is required to enter a market. Any entity can start the business because to manage office premises and a small team of 10 to 12 members is very easy which came out feasible for Rectangle.
- Existing companies can do little to hit back; as companies like Asiatic, Grey; Ogilvy has already the high market share against the new business like RCL.
- There is no government regulation as it is easy to get trade license for such business.
- There is low client loyalty because if a client finds better opportunity from another agency, they just switch to them.
- Products are nearly identical as it is an advertising and communications industry; each and every agency has involvement in corporate branding, TVC, billboard, print media and media buying etc.

➤ **Bargaining power of suppliers**

Strong bargaining power allows suppliers to sell higher priced or low quality raw materials to their buyers. Suppliers have strong bargaining power for some points:

- Considering Rectangle’s strategic levels, they got several third party vendors and those vendors have strong bargaining power against Rectangle. The vendors are: Newspaper companies, TVC, Event firms and Media etc.
- When Rectangle goes to any print media for their projects, those newspaper companies bargain for the price of per column inch and the prices vary in size and placement in different pages of newspaper.
- Considering the media book buying for TVC, every TV channel has their rate card, daily schedule, minute basis telecast, and pick hour, off pick hour and mid break. The daily schedule for telecasting the ads between programs known as “chunk.” So, the TV authorities have strong power for bargaining of pricing of chunk.

➤ **Bargaining power of buyers**

Buyers have the power to demand lower price or higher product quality from industry producers when their bargaining power is strong. Buyers have strong bargaining power because:

- Considering Rectangle’s situation, overall industry has large client base and because of clients favorable position they demand concessions.
- Clients are very critical related to price quotation and they are price sensitive. Rectangle got a previous project of ‘Rakhsaani Foundation’ named “Audio Quran Project.” When the project ran for English version of Al- Quran. Clients demanded for DVD with headphones for a reasonable price quota. Again, Spanish version of Al-Quran for same project, clients demand for iPod which is high quality product. So, the demand and price variations changes because of bargaining power of clients.

➤ **Threat of substitutes**

This force is especially threatening when buyers can easily find substitute products with attractive prices or better quality and when buyers can switch from one product or service to another with little cost. Threat of substitutes is high:

- Competitors in market place like Asiatic, Grey, Adcom, Ogilvy and Bitopi are considered as substitutes for Rectangle as clients can easily find other agencies to perform their projects and works.

➤ **Rivalry among existing competitors**

This force is the major determinant on how competitive and profitable an industry is. In competitive industry, firms have to compete aggressively for a market share, which results in low profits. Rivalry among competitors is intense because:

- There are many competitors against Rectangle like Asiatic, Grey and Ogilvy etc.
- As exit barriers are high as it is not a matter of time for new player like Rectangle has to shut down their business.
- Low customer loyalty because of intense competition and clients can easily find ways to do their projects and works with other industry competitors like Asiatic, Grey, Adcom, Ogilvy and Bitopi.

SWOT Analysis

➤ **Strengths:**

- Working ethics and culture
- Functional framework
- 24/7 Online Project Update (OPU)
- Young and energetic team
- Location of the business
- R&D innovation

➤ **Weaknesses:**

- Low head counts
- Minimum client base
- Low employee motivation
- Vertical organization chart

➤ **Opportunities:**

- Upcoming trends like Digital marketing as company has 24/7 OPU
- Explore of extensive talent
- Upcoming projects with new companies
- Potential growth of organization as the industry is growing rapidly

➤ **Threats:**

- New in this Advertising and Communications Industry
- Less favorable political situation
- High competition as market consists of big players
- Low capital for the business

My Role

I was assigned as a Client Service Intern at the company in Client Service Department. I was a multi task player in the team and participated in several tasks within the company from past three months. My job duties were:

➤ **First Month:**

- My role was to get acquainted with company rules and compliance and to learned company's Manual or Constitution for Project Management and Monitoring.
- I went through the basic functions of Client Service, different project proposals which were approved by the clients and previous client profile and project details.
- I learned how to write proposals, how to manage Potential Project Meeting (PPM) and to assist client service department.

➤ **Second Month:**

- I shifted to Event and Operations Department and learned how to manage vendors for project purpose over phone.
- I went for field visit to conduct different meetings with vendors for upcoming "Spanish Quran Project."
- I managed third party vendors for any events and give them brief regarding events and requirements.
- At the end of the month, I was shifted to Accounts and Admin department and learned some basics of that department.

➤ **Third Month:**

- In this month, my role was mainly focused on Accounts and Admin department and I performed different tasks like how to manage cheque requisition forms, how to prepare cheque and manage Director's Accounts and other administrative works.
- I worked on copy writing and content writing and learned to create effective contents.
- I went through some research assignments of the employees to maintain an organized Microsoft Excel version of overall data for Research and Development department.

Findings

From last three months I observed every functions and business practice of Rectangle Communications Ltd. There are few keys points I want to include:

- Company's overall business practice is good. However, the functional framework and work ethics and culture of the company are very commendable.
- Their 24/7 online project update facility is unique feature for the agency which make them different from other agencies.
- Employee motivation is low which is really harmful for the business growth.
- They are very selective to hunt their clients or to attain a project which hinders their business growth.

Recommendations

When I worked at Rectangle Communications Ltd. as an Intern, I find some positive and negative aspects over the period of time. So, I want to recommend some points and those are:

- Rectangle should have focus on new marketing trends which are popular nowadays like Digital Marketing.
- There should be proper performance appraisal like salary increment, bonus and promotion etc. for the employees as employee motivation is less.
- There should be some regular training for employee to make them proactive and motivated.
- Rectangle should work with some famous companies like Uniliver, Grameenphone and BATB etc.
- They should go for self branding as they are new at market place. With the help of self branding, they can create buzz among clients and people.

Conclusion

Rectangle Communications Ltd. is a bit different from any other communications agency. One of the main purposes of this company is to create a knowledge-based organization which will be a unique by its nature. As a part of that knowledge-based organization, I have learned many different things through research on several business and ad topics which was really informative for me. Last three months were a huge learning experience for me. I learned many new aspects like proposal writing, media book buying and content writing. It was a blend of my academic knowledge with a practical atmosphere. Finally, the overall knowledge that I got from my three months experience will be an advantage for my future career path.

References

- www.rectanglebd.com
- RCL Profile
- Raksaani Foundation (RCL Project File of GMS)