Internship Report

Practical Observation and Analysis of Partnership Management in The Daily Star

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Subject: Submission of internship report “Practical Observation and Analysis of Partnership Management in The Daily Star”.

Dear Madam,

With due respect, I would like to inform you that, it is an immense pleasure for me to submit the internship report on Partnership Management as it is a fulfillment of partial requirement to achieve BBA degree.

This report will help the organization to find out related factors of effective partnership with any other organization. This is an exploratory study in a complete form and I have tried my best to complete the study in proper format with the actual data collected from The Business Development Department within this limited time period. I will be always available for answering my query on this report.

I prognosticate that you will assess my report considering the limitations of the study. Your kind advice will encourage me to do further research in future

So, I fervently requesting and hope that you would be kind enough to accept my report and oblige thereby.

Sincerely Yours,

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Mahodi Hasan
ID no-12104176
Internship is a vital part of the BBA program. Moreover, it is an important step in the shaping up career of a student of the business discipline as it is an opportunity to witness the real-world applications of theories learned in class rooms. The internship journey will always be memorable to me as I have learned a lot in these few days that will help me in the future.

The successful accomplishment of this Internship Report is the outcome of the contribution and involvement of a number of people, especially those who took the time to share their thoughtful guidance and suggestions to improve the report.

First of all, I am expressing my heartfelt gratitude to the Almighty Allah, the most merciful and benevolent, for his special kindness to give me the opportunity to complete the internship successfully and prepare internship report timely.

Secondly, I would like to thank Asphia Habib, Lecturer, BRAC Business School, BRAC University. Madam, your instructions are what gave a proper shape to this report. Thank you for taking some of your valuable time in viewing my report and making all the necessary corrections. It has truly been an honor completing my internship under your supervision.

Then I would like to thank Mr. TanjimFerdous, In-Charge Partnership Management, my direct supervisor at The Daily Star. I am grateful to him for entrusting certain responsibilities on me and for guiding me at the office. I would also like to thank Mr. Tajdin Hassan, Head of Marketing and Mr. Arafat Hossen, In-Charge Digital Marketing.

Most importantly, I would like to thank my family for constantly supporting me in my endeavor. Their love and support kept me motivated and my life purposeful.

There are also many others whose names I cannot recall at the moment. I would like to express my heartiest gratitude to those who stood by me and helped me in many different ways, I may never be able to repay them. I shall be forever grateful to all of these people.
EXECUTIVE SUMMARY

We are living in the 21st century where everything is based on communication and we are fully depended on media. Modern societies and media relate to each other. From the moment, we woke up till we go to sleep we are constantly attached to communication in a different form. A newspaper is one of the most significant media and communication component which is related to our daily life and of our social life. From the very beginning of the society, it is the most common, famous and mostly used medium around the globe to convey the latest news to the readers. The role of a newspaper is not limited in delivering news to the entire world but it also creates public awareness amongst the people.

In this paper, we will see how to reach the targeted audience. How we set our partnership program to make people aware and known to our brand. How the youth and the other people are engaging and choosing The Daily Star to meet their source of information. Partnership management is working on that stage in which we promote The Daily Star to the targeted people.
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INTRODUCTION

The extent of what we see and what we hear is said to be “News”. It is the information that we get on a daily basis that enhance our knowledge and capacity and facilitates us to expand our vision when seeing the world. It widens our perspective regarding different parts of the world, it gives us information about the world we live.

“The Daily Star” was my priority for the internship because it is the top-ranking newspaper in Bangladesh and it is recognized worldwide. It does not give biased news and it is not politically affiliated. It concentrated on news about all political parties and gives solid information regarding the world and the other entertainment sectors.

As we are living in 21st century where everything is based on communication and we are fully depended on media. Our modern societies and media are connected with each other. From the moment, we woke up till we go to sleep we are constantly attached with communication in different form.

An effective marketing strategy is required to retain the current customers as well as need to attract potential ones. A newspaper as a product can satisfy the need for getting the information that helps indecision-making process of the social and family life. The people of Bangladesh are getting conscious about the need information; the number of readers of the national dailies is rising. This study aims to overview how "The Daily Star" authority can improve their marketing strategy and fulfill the need of the readers when not only print media but also electronic media which are online based is contesting very aggressively to attract current as well as potential customers.
OBJECTIVE OF THE REPORT

In this paper, we will see how the Partnership management team is working under Marketing department and promoting the brand to the targeted people effectively. The main objective of the study is to make an overview of the partnership management and its marketing strategies of "The Daily Star". However, the specific objectives are as follows:

• To define an effective strategy for the youth readers and motivating them to be a potential partner of "The Daily Star".

• To suggest how "The Daily Star" can remain in a position of competitive advantage among other English newspapers in Bangladesh.

• To get an overview of the marketing strategy of the entire media industry of Bangladesh

LIMITATIONS

Few limitations are still their people out of Dhaka can’t make proper communication with Partnership management team. They can send us their proposal letter but can’t meet us instantly. Students have no any coordinator to convey their message to us.

METHODOLOGY

To get proper knowledge about the Partnership management I had an opportunity to observe and work with the officers. For getting more information, I wanted to know their subjective experiences.

Primary Sources of data:

• Face to face conversation with stuff
• Practical desk work
Secondary Sources of data:

- Visit website of TDS
- Notes of another trainee

COMPANY PROFILE

The Daily Star is the most popular and English daily newspaper in Bangladesh. All kinds of people read the newspaper it has no limitation by ages or classes, from home and abroad they read the newspaper. From “The Daily Star” website I came to know that, this newspaper started its journey as an independent daily English newspaper on January 14, 1991. Founder of The Daily Star is Syed Mohammed Ali he founded this newspaper at a very crucial political moment when the military autocratic regime was failed and Bangladesh was ready for a new era for establishing democracy. It is a subsidiary of Mediaworld Ltd, which is associated with Transcom Group Bangladesh. It is also a sister concern on Daily Prothom-Alo. The motto of this newspaper is “Committed to People’s Right to Know”.

Now Mr. Mahfuz Anam is the Editor and Publisher of The Daily Star newspaper. He is also the publisher of another two Bengali weekly newsletters Shaptahik and Anandadhara an entertainment fortnightly. The Daily Star is a very good platform for everyone and creativity has its own space. This newspaper is also maintaining the transparency and accountability with its administrative and national interest. In one word, we can say that in Bangladesh The Daily Star is the most widely distributed and appreciated English newspaper. It has also an online version which helps those Bangladeshi people who living far away from the country to keep connect with their motherland.
Our Competitors

The organization needs to have knowledge about the products of their competitors through an effective planning among competitive marketing strategies. At first, it must identify its actual and potential competitors. Presently, "The Daily Star" is the highest circulated English newspaper of Bangladesh. But to maintain its leading position in the market, it must focus on the competitors. Competitors of "The Daily Star" are "New Age" and "Daily Observer".
Quality improvement is a never-ending process. "The Daily Star" is enjoying the competitive advantage. However, in the case of a newspaper, a good marketing strategy is required. And this is necessary for an English newspaper in Bangladesh to make a good headway business in Bangladesh. In the competitive world of the Journalism, the Daily Star that can only adjust with the changing demand of the newspaper readers and can attain comparative advantage will be able to thrive. For successful marketing strategy is not alone sufficient. It would be ineffective unless a market plan can be properly implemented. Market research can create benchmarks and helps to ascertain increase of circulation of the daily. This can also help to evaluate the success/failure of the newspaper. It is important on the part of "The Daily Star" authority to evaluate the materials for the readers with a view to attract them and to adopt the marketing strategy for better circulation.

**INTRODUCTION TO PARTNERSHIP MANAGEMENT**

The information which we get on the daily basis that enhances our knowledge and capacity and make us able to expand our vision when seeing the world. It widens our knowledge and the perception regarding distinct parts of the world.

To know about the ongoing scenario of the world and your soundings news is an essential factor. As the world is changing and in this globalized world news or the media industry are also rising high.

News media is also responsible for investigating the truth and facts and sharing it with the entire world through its all kinds of a channel like print media, online media. In the newspaper media, it is in the form of newspaper, magazines, books, blogs and social media. Journalism is a very broad aspect and it has many different forms. Breaking news, Feature stories, Investigative stories are the part of news; Editorials, Columns, Reviews are the part of opinion and Blogs, the Online news is the part of online journalism.
PRACTICAL OBSERVATION AND ANALYSIS OF PARTNERSHIP MANAGEMENT

I had the opportunity to work at The Daily Star as an intern as this is a part of my Bachelor of Business Administration (BBA) program. At The Daily Star, I was responsible for the Partnership Management. This department is managed by the Partnership Manager he is assisted by assistant Partnership Manager and a Partnership Management Executive. In total, this department has three members. All of them are an enlightening company who made my transition from a student to a professional easier and very interesting. Staffs of The Daily Star including The Head of Marketing and The Editor welcomed me and helped me in every step during my internship. Beside the pears and colleague, all the other working environment of The Daily Star is so friendly. Instead of burdening me with pressure, they helped me learn things slow but effectively. It was the first time for me to work in any newspaper and dealing with the partnership. Therefore, initially it was a little difficult for me as I had to work a lot but as days past I could see the meeting point of academic writing and professional journalism and was able to find my style. Overall to work and learn about the corporate world this the organization is very friendly, gracious and sociable. I joined “The Daily Star” on 1st January 2017. On that day, they introduced me with the entire department, after that gradually I have learned the process of whole working process. With this, I came to know who the person is responsible for. After that, I started to learn my work and responsibility as Partnership Management Intern.

KINDS OF PARTNERSHIP

The Daily Star takes the leadership in the English newspaper in the country. With more than 60 thousand copy of daily print news and more than 2.9 million unique visits and 6.5 million monthly web page visit. In the partnership management, we do go for any of this two engagement pre-event coverage and post-event coverage. Based on the offer letter or proposal we the team partnership management at first, we decide that how we go for the partnership as we have two form of partnership plan.
YOUTH ENGAGEMENT PARTNER
In this format of partnership, we do only focus on the youth. Campus related program and career-related program are the main focusing area of this format of engagement. The main objective is to promote the youth and young people through our newspaper and supplement SHOUT, NEXT STEP and SHIFT supplement are mainly focusing on the youth engagement related program. In the team, my responsibility was to manage and schedule engagement on SHOUT and NEXT STEP.

MEDIA PARTNER
In this category of partnership, management is basically focusing all the other category. It may be round table discussion and any event or program that the team thinks The Daily Star can go as a media partner. In the team, my responsibility was to manage the Business page.

PROCESS OF PARTNERSHIP
In partnership management, we follow a five-step process in any successful partnership. From the offer letter to publish on the website or printed version. When an organization runs any program and they want media coverage from The Daily Star. We ask them to make an email or the hard copy with a proper description of the event. We do not accept any kinds of verbal offer.

Figure 2 Partnership Management Process
OFFER LETTER
In this letter, the organization sends us the detail of the event. What is going to be in this event, the time and date, the participants, estimated number of people will take part in this event, Guest and this kind of fundamental information.

ANALYSIS AND SCOPE OF PARTNERSHIP
We make some analysis and background checking on the event if it a new event then the prospects of the event all those things in the team.

ATTENDING MEETINGS
To make it clearer and more concrete we call them for a meeting. We invite two or more responsible people who can take a decision. In the case of any educational institutions and club, the President and the Secretary General is must to join us. In that meeting, we discuss face to face and hear from them about the event. With all that information, verbally we make some commitment.

CONFIRMATION
At this stage in response to the proposal or the discussion with we send them a formal letter with all the condition which apply in the partnership. We also provide them the Logo support as we made the partnership. For Youth Engagement Partnership, we go partnership with SHOUT and NEXT-STEP supplement. SHOUT is the weekly supplement which we publish on Thursday, this supplement is only focusing the youth related program. NEXT-STEP is also youth related but it is more focused on the career-related program and this is also a weekly supplement and it publishes on Friday. If the engagement is not related to youth and for other issue but which has a significant impact in the society then we make our partnership as Media Partner.
CHECKING AND TRACKING

When we successfully make an agreement then we need to track on the program and need to keep an eye on its activity. If there is any violation of agreement. Need to check the positioning of our logo or brand image correctly using in the banner, poster, back drop and any online promotion or in social media activity. The team partnership management works at the middle point between the organization and The Daily Star. Partnership management team need to make a win-win situation for both side.
TIMELINE OF PARTNERSHIP MANAGEMENT

In the time of my internship program we the partnership management team made twenty-seven partnership with different organization.

Figure 4 List of Partnership
The list showing the name of the event, the name of the organization and the mode of partnership and the date of starting with a proposal.

**ROUNDTABLE DISCUSSION**

Roundtable discussion is a kind of engagement platform in which we mainly focus on the NGO who are working with an issue or a problem. It can political, economic, social any other issue. Based on the issue we find out the people who have data on that issue who are working on that issue. We basically target the NGO sector in this platform. With an NGO like BRAC, UN or Save The Children we make a one year or two yearlong contracts and run few round table discussion in The Daily Star Center. The discussion covers up as the special supplement in The Daily Star. To make a special supplement we always need to go through the analysis on the NGO that what particular platform they are working and what might be the round table issue they may sit for the discussion. The team partnership management needs to make a proposal on that and make a presentation on the round table issue. We need to set the budget and invite guests and take key point noted and during the discussion. Though one of our chief correspondents takes part in that discussion. We should keep an eye on each and everything during the discussion.

![Round Table Discussion](image)

*Figure 5* Round Table Discussion
ANALYSIS AND BACKGROUND CHECKING
Before we are approaching any issue to an NGO we must research on it. With some potential data or statistics and a very good presentation, we need to present the issue to that NGO.

PROPOSAL LETTER
We send a proposal letter by mentioning all the terms and condition. They review and send us a reply then the team Partnership Management Give them a confirmation letter along with an

SPONSORSHIP MANAGEMENT
The NGO will also send us their budget for the publication in the newspaper and for the conference room rent. Sometimes we also look for some sponsorship, to do that we need to make another presentation and proposal letter.

IMPORTANTANCE OF PARTNERSHIP MANAGEMENT
In the news media partnership management team play its role in between its own organization and the other organization. They make a very good relationship with the news coverage. People always try to go someone who dependable and trustworthy partnership management work on that stage in an organization. The partnership management team work with both The Daily Star and the organization with which they are going to make a partnership. This team make an understanding between this two organization and come to a point in which both will be benefited.
FINDINGS

My internship period was three months in Partnership Management. In this three month, I worked in youth engagement partnership management. To make it more effective and organized they need some more improvement.

➢ No use of server-based communication in the department.
➢ People face difficulty in logo using in Banner, poster, and backdrop.
➢ We have only one day to meeting to a discussion on partnership this is sometimes not possible to meet all of them.
➢ There is no campus coordinator and the shortage of youth engagement correspondent.

RECOMMENDATION

As the daily star is the leading newspaper in Bangladesh the organization may think about the findings. It will take a very good outcome if the authority will take few steps to solve those problems.

➢ Server based documentation should implement.
➢ How our logo will be present should be clear by using a demo banner, poster and backdrop.
➢ Meeting date should be more than one day in a week.
➢ Should more involvement of youth engagement coordinator in the campus related program.
CONCLUSION

Journalists are the guardian of the society and they are providing us the truth. In this modern time, the role of a newspaper is noteworthy in the trade, commerce, and business. To promote new products big corporate houses and business houses promote products or services through ads on the newspaper. Not only advertisements but also sports, educational, entertainment, editorials are also a part of the newspaper. The readers get the knowledge of everything in one place. Today this newspaper is making the highest circulation compared to the other English newspaper because of proper strategy and involvement with the people. To test the professional atmosphere at The Daily Star was a wonderful opportunity for me. The experience without any doubt will be very memorable and will be very helpful to productive in my professional life. I have not learned about partnership management but also learned how to be a professional in managing and how to make a proper communication and how to support a team in any crisis.
BIBLIOGRAPHY


APPENDIX

Figure 6 Round Table Discussion on Gender Violence
MUNers unite at workshop by Drishty Chittagong

STAFF CORRESPONDENT

A workshop on Model UN took place on February 4, 2017 in the city of Chittagong organized by Drishty Chittagong, an educational and cultural organization. Over 150 participants from 30 institutions joined in this event which was organized in association with the Rotary Club of Chittagong City and supported by SHOUT, The Daily Star.

Model United Nations (MUN) is an academic simulation of UN activities where participants learn about the art of diplomacy, negotiation, foreign policy as well as providing an opportunity to the participants to get practical knowledge about how the UN actually works.

A lot of interest was seen among the volunteers regarding this simulation International award-winning Md. Nurul Islam, Assistant Editor at The Daily Star, conducted the workshop session on the rules, procedures, and regulations of Model UN committees, delegations, diplomatic relations, art of negotiation, and mediation. Professor Dr. Molkhuuddin Chowdhury, Vice-Chancellor, University of Chittagong, was the chief guest at the closing ceremony following the workshop.

Figure 7 Drishty Chittagong (Youth Engagement Partner)
Figure 8 Pharma Fest, North South University (Youth Engagement Partner)
Figure 9 Route to Excellence (Youth Engagement Partner)
Figure 10 Future Bangladesh (Youth Engagement Partner)
ENHANCING BANGLA SKILLS OF ENGLISH MEDIUM STUDENTS

6th Bangla Olympiad at International Turkish Hope School

By the recent efforts of communication, the Bangla Olympiad organized by the Language Research, International Turkish Hope School (ITHS) organized its 6th Bangla Olympiad on February 12. The Olympiad received over 1200 entries from more than 80 schools including multiple branches of many of the schools from around the country. The Olympiad had six categories of competitions - proof reading, drawing, essay writing, music, debate and poetry. Each category was judged by leading personalities in those respective fields. Of the 36 distinguished judges, there were many well-known names such as renowned artist Chumil Shobhony, writer and poet, and writer Shohidul Alam, among others.

The event, attended by over 2000 students, was a national and international event. It was a wonderful experience for the students from Bangladesh and other language-speaking students. According to the Head of Department, Prof. A. K. Hossain, many students from the international community have been attending the event over the years.

The event was a great success in terms of attracting students from Bangladesh and other countries. The students from different countries have been attending the event for the past few years and are expected to continue to do so in the future.

The Olympiad has evolved to be open to all students, and it has attracted participants from across the world. In the first edition, the category “Composition” was introduced to allow students to express themselves through music and art. The event was a success, and the winners were awarded certificates and prizes.

This year, the competition was open to all students, and the winners were awarded certificates and prizes. The winners were selected based on their performance in the competition.

Figure 11 Bangla Olympiad (Media Partner)
LPG: an alternative to conventional fuels

The government has also recognized the potential of LPG for its environmental benefits. It is estimated that the use of LPG can reduce greenhouse gas emissions by 90% compared to fossil fuels. LPG is also a cleaner fuel, emitting less carbon dioxide and other pollutants. The demand for LPG is expected to grow in Bangladesh as the country's industrial sector expands.

Firms building up capacity

Several firms are already investing in the LPG sector in Bangladesh. For example, LPG Gas Limited has been expanding its capacity to meet the growing demand for LPG. The company has also been working on the development of a new LPG storage facility in the country.

Consumption of LPG rising fast

The consumption of LPG in Bangladesh is growing at a fast pace. According to recent statistics, the consumption of LPG in the country has increased by 50% in the past five years. This growth is due to the increasing use of LPG in the cooking and heating sectors.

Awareness key to raising demand

To increase the demand for LPG, the government is taking various initiatives. One such initiative is the distribution of LPG cooking stoves. The government is also working on the development of LPG distribution networks to ensure that LPG is accessible to all segments of the population.

Bangladesh: a promising market for LPG

Bangladesh is a promising market for LPG due to its increasing energy needs and the growing demand for cleaner energy sources. The government's initiatives and investments in the LPG sector are expected to attract more firms to enter the market.

Figure 12 4th LPG Summit (Media Partner)
Figure 13 Team Business Development