



Inspiring Excellence

Internship Report

On
BRAC
Concord Entertainment Co. Ltd.

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Submitted by:

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Submitted to:

Inspiring Excellence
Feihan Ahsan

BRAC Business School

29.11.2018

Letter of Transmittal

November 29, 2018

Feihan Ahsan

Lecturer

BRAC Business School, BRAC University

Subject: Submission of Internship Report.

Dear Sir,

I would like to submit this report entitled “A comprehensive study of the role of Amusement Industry as a below the line communication tool”. Case study on Concord Entertainment Company Limited, prepared as a part of the requirement for my Internship under the BBA Program of BRAC Business School, BRAC University.

The period of my internship from September 2018 to December 2018 at Concord Entertainment Company Limited has been inordinately enriching learning experience for me. I have tried to apply all the knowledge that I gathered from BRAC Business School in the last 4 years of my educational life in scrutinizing the marketing strategies and the broad spectrum of international and practical marketing. I sincerely hope the quality of this report meets the standards of your expectations, fulfills the internship requirements and finds your acceptance. I also thank you for your guidance, support and time without which this experience would not have been as fruitful. I shall be glad to oblige, should you require any elaboration or clarification on any issue pertaining to this report.

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Sincerely,

.....

Samira Jahan

ID: 14304144

BRAC Business School

Acknowledgment

In the beginning, I am whole heartedly grateful to Allah for all the blessings. I would like to acknowledge my sincere gratitude to Anup Kumar Sarker, Executive Director (Marketing) ; Uzzal Kumer Basak, Senior Manager (Marketing) - my supervisor Medhad Nasser Chowdhury, Senior Executive (Marketing) and the whole marketing team of Concord Entertainment Co Ltd. The whole team has given me their valuable time and full support in carrying out the steps that were required to make my internship report. I am thankful to him for helping me out with leaning the elaborate branding process, and all other pertinent information that I required for this study.

I am much obliged to my honorable mentor Feihan Ahsan for directing me throughout this report. Without your apprenticeship and continuous support, it would be quite impossible for me to do the arrangements and procedures of this report. The in-depth understanding that I've received from you was very helpful for me. I am immensely thankful to you for giving me your time and your valuable insights into the project.

I would also like to acknowledge the entire colleagues of Concord Entertainment Company Limited for helping me out with all the rules and regulations of working in the pioneer amusement park in Bangladesh and welcoming me as a part of their team in this short period of time. Lastly, and most importantly I would like to thank my family, without their support I could not have come this far.

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Executive Summary

Branding is a broad subject in a world of marketing and plays a key role in this competitive market with products and services springing every day. In a competitive market branding and promotions has become a mandatory purpose to have in every organization. Concord Entertainment Co. Ltd. is the pioneer amusement industry of Bangladesh. It has the best quality European rides in its amusements parks. Concord has exclusive marketing strategies to compete with other amusement parks of Bangladesh and in the last 16 years has hold onto its market leader status in this industry. Other than that it has very strict corporate policy which is much beneficial for the employees. Moreover, Concord uses its large traffic as a promotional hub where brands from all over country run activations and events bringing a large chunk of the company revenue. Both activations and events work as an absolute advantage for the company. Concord Entertainment Company Limited started its journey on 2002 with the purpose of serving the best quality amusement park to the people of Bangladesh. To hold its leadership position Concord is maintaining its quality regularly by running its specialized marketing strategies.

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Internship Report

On

Concord Entertainment Co. Ltd.

Report Topic: Events Marketing

A comprehensive study of the role of Amusement Industry as a below the line communication tool.



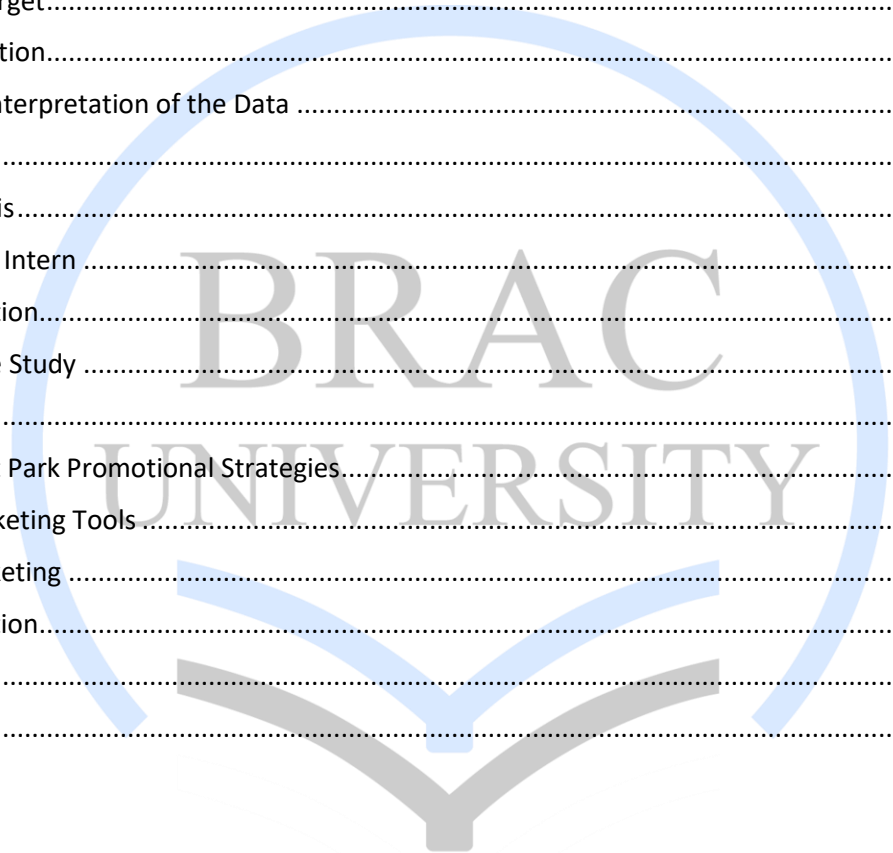
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Organization Overview

Organization

Concord Entertainment Company Ltd. was established in 2002, owned by S.M. Kamaluddin. It is a concern of Concord Group. Concord was the first company to introduce an Amusement Park in Bangladesh. Starting from 2002 Concord Entertainment Company is presenting new amusement parks in the country. Their first project was Fantasy Kingdom Complex. Under Fantasy Kingdom there are many sub projects as well. Time to time they are introducing newer offerings. They have an amusement park named Foy's Lake Concord located in Chittagong as well. Concord follows regular HRM practice and Marketing strategies in the company and also has different departments to follow up all sectors of the company. Competing with the other industries the company is doing tremendous business in the market. Starting from its birth the company is working restlessly to serve the best to its customers. Not only customers Concord ensure highest facilities to its employees. All the projects done by Concord are firstly examined by the best and fine architectures and engineers of the country. After their feedback all the project is run and opens for general people. Concord believes every customer is equal and treats all of them in a prestigious manner. The projects and the sub projects which have done by the Concord are as follows:

1. Fantasy Kingdom Complex
2. Water Kingdom
3. Xtreme Racing
4. Heritage Museum Corner
5. Resort Atlantis
6. Lia Convention Hall & Restaurant
7. Foy's Lake Concord
8. Sea World
9. Foy's Lake Resort
10. Foy's Lake Bungalow

Under these projects there are some rides, restaurants and other facilities. These are as follows:

Fantasy Kingdom:



In Fantasy Kingdom there are 11 rides. They are:

- a. Zuzu Trains
- b. Bumper Boat
- c. Vortex Tunnel
- d. Magic Carpet
- e. Roller Coaster
- f. Santa Maria
- g. 3D Cinema
- h. Izzy Dizzy
- i. Giant Splash
- j. Whirly Bird
- k. Bumper Car

In Kids Zone there are 9 Rides. They are:

- a. Highway Convoy
- b. Happy Kangaroo

- c. Sun & Moon
- d. Pony Adventure
- e. Kid's Bumper Car
- f. Mini flight
- g. Baby Carousel
- h. Truck on Rail
- i. Moving Tower

In Fantasy Kingdom there are 3 Restaurants. They are:

- a. Ashulia Castle Restaurant
- b. Water Tower Café
- c. Lia Restaurant

There are also 5 Conference Hall inside the Park. They are:

- a. VIP Lounge MB 1
- b. VIP Lounge MB 2
- c. Skill Zone
- d. 3D cinema Hall
- e. Lia Convention Hall

There are also some mini snacks Kiosk all over the Park. Food such as: chips, ice-cream, burger, pizza, soft drinks, fast food, cakes etc. are sold in these mini counters. There is also ticket system to buy all food from these zones. All the food is very hygienic and healthy as well. The sitting arrangement and other surroundings are cleaned properly every day. Meal is not served in these mini snacks corner. However, the price of the food is a bit high as the maintenance cost is very high.

Water Kingdom:



In this Zone there are 11 Rides. They are:

- a. Wave Pool
- b. Slide world
- c. Family Pool
- d. Tube Slides
- e. Multi Slide
- f. Lazy River
- g. Waterfall
- h. Doom Slide
- i. Lost Kingdom
- j. Play Zone
- k. Dancing Zone

There is also a Restaurant in this zone named - “Aqua Restaurant”. Guests who visit Water Kingdom or Resort Atlantis mostly avail food from this restaurant.

Heritage Corner:



In This corner there are 13 Rides and 10 Replica of some of the greatest monument of Bangladesh. They are:

Rides:

- a. Coffee Cup
- b. Family Roller coaster
- c. Pirate ship
- d. Family Train
- e. Bouncy Slide
- f. Dry Slide
- g. Paddle Boat
- h. Giant Ferris Wheel
- i. Flume Ride
- j. Battery car
- k. Circus swing
- l. Bouncy Castle

m. Igloo House

Replica of Monuments:

- a. Sitakot Bihar
- b. Kantojir Mondir
- c. Ahsan Manjil
- d. Chunakhola Mosque
- e. Natianal Assembly
- f. National Monument
- g. Puthia Palace
- h. Shatgambuj Mosque
- i. Greek Memorial
- j. Paharpur Biahar

Xtreme Racing:



Available option is given bellow:

- a. Sodi LR5 – 4Karts
- b. Sodi GT3 – 6 Karts

- c. Sodi GT5 - 4 Karts
- d. J&J Single Seat – 6 Karts
- e. J&J Double Seat – 2 Karts
- f. Billiard

Resort Atlantis:



There are some categories of rooms in the Resort. They are:

- a. Economy category has 6 rooms.
- b. Deluxe category has 20 rooms.
- c. Exclusive Deluxe category has 8 rooms.
- d. Super Deluxe category has 12 rooms.
- e. Exclusive super deluxe category has 9 rooms.
- f. Suite category has 4 rooms.
- g. Exclusive Suite has 4 rooms.

Foy's Lake:



In Foy's Lake there is 15 rides. They are:

- a. Circus Swing
- b. Bumper Car
- c. Racing Boat
- d. Family Roller Coaster
- e. Giant Ferris Wheel
- f. Dry Slide
- g. Carousel
- h. Children's Play Ground
- i. Family Train
- j. Paddle Boat
- k. Speed Boat
- l. Big Boat

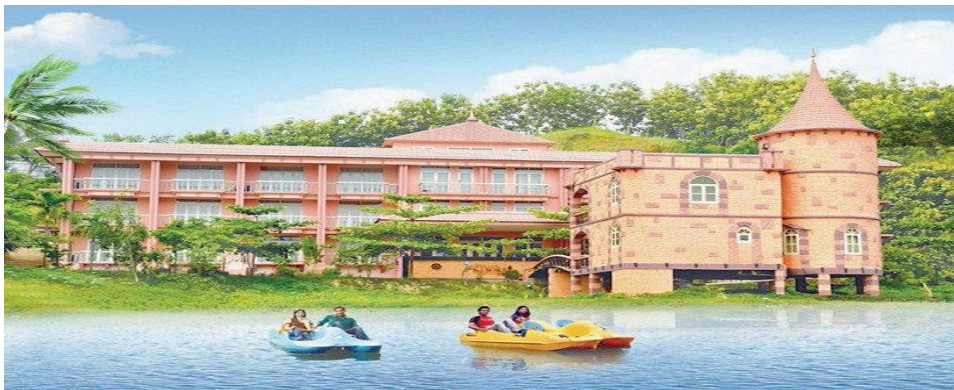
Sea World:



In this Zone there are 11 Rides. They are:

- a. Wave Pool
- b. Tunnel Slide
- c. Family Pool
- d. Tube Slides
- e. Multi Slide
- f. Children Pool
- g. Dry Slide
- h. Dancing Zone

Foy's Lake Resort:



e n c e

There are some categories of rooms in the Resort. They are:

- a. Superior (Hill View) has 2 rooms
- b. Superior (Lake View) has 8 rooms
- c. Deluxe (Hill View) has 10 rooms
- d. Super Deluxe (Lake View) has 4 rooms
- e. Royal Suite (Surrounded by Lake & Hill)

Foy's Lake Bungalow:



There are some categories of Bungalows. They are: **Inspiring Excellence**

- a. Silver Bungalow
- b. Gold Bungalow (Ground Floor)
- c. Gold Bungalow (First Floor)
- d. Silver Bungalow (Ground Floor)
- e. /silver Bungalow (First Floor)

Lia Convention Hall & Restaurant:



There are 2 floors in Lia Convention Hall. Many international seminars and meetings are arranged here. The capacity of Lia Convention Hall is as follows:

- a. Ground Floor Capacity of 100 Guests
- b. 1st Floor Capacity of 150 Guests

Concord strictly maintains its quality. That is why it always import European rides which are best in quality. Moreover, the rides are also test runs multiple times to assure the safety. Concord takes care of its customer immensely. Thus if any kind of complain is made by a customer they immediately solve the problem. The company follows different marketing strategies for its promotional activities and has stringent procedures for the corporate practices.

As it is the first amusement park of Bangladesh so it has the scope to establish an international value. Moreover, there are many amusement parks in Bangladesh now nevertheless Concord has the quality at its best than others. The main significance of the company is its quality.

Even though Concord has good reputation in the industry there are some complications as well. The main park is a bit far from Dhaka so it's difficult to interpret with the park for both the employees and customers.

The main objectives of the company are to serve the premium class quality service to its customers.

Introduction

The report is done for completing the Undergrad Internship program of Bachelors of Business Administration. The report is based on the marketing practice followed in the organization. All the marketing strategies followed by Concord while organizing an event and collecting sponsorship will be described in the report. The report is an essential part of Internship program. In BRAC University BBA program, every student have to complete three months of internship program after completing all the BBA courses. An internship database represents for providing on the training of corporate sector to the students. Students are being visible to the genuine job consequence of an organization. Students are allocated to do different kind of job where they can emphasize their academic knowledge. In the time period of internship Students are assigned in organizations, enterprises, research institutions, as well development projects for the conceptualization of actual life job site. This three month internship program gave me the chance to gain practical knowledge of Marketing in the Entertainment industry. I have completed my internship program in “Concord Entertainment Company Limited (CEnCL)” at their head office located in 43 North Commercial Area, Gulshan-2, Dhaka-1212, . This report is about “Events Marketing, a comprehensive study of the role of Amusement Industry as a below the line communication tool”.

Background of the Report

Internship is mandatory to complete before concluding Undergrad so it was essential for me to do. I worked in “Concord Entertainment Company Limited (CEnCL).” (A Concern of Concord Group)” as an Intern, for a period of 3 months started from 22nd September 2018 to 22nd December 2018. During this time period I have got the chance to perform diverse task related to

the events marketing. Moreover, the works helped me to enlarge my hands-on knowledge about branding and organizing various events. The paradigm shift of moving from the theoretical knowledge of marketing into implementing practical marketing activities has been big leap in the career progression. The report will encompass a breakdown of the events marketing and how its role in effectively reaching both niche segments.

It is a great inclination for me. I have got appropriate regulation of my academic supervisor all over my internship period for the fruitful accomplishment of the report

Significance of the Report

This report basically covers the performance of entertainment industry in contrast with the marketing activities and their direct correlation with the revenue generation process. To sustain in the competitive market and holding it leadership position is very important for each every company. Though the main motive for this study is to project my business knowledge and expertise which I have assembled in four years of BBA program and also to match my academic knowledge with practical experience.

However, another major reason was to re-discover the potential of events marketing which is subsequently related to the activities of Concord and discover the way of using marketing strategies to organize events.

Problems

There are some major problems in various departments which can be addressed and utilized for better business prospect. Beside the competitive structure and seasonal nature of the market there are some issues for which the target market is moving forward to other parks. Majorly customers take promotional offers as stimuli for decision making. Thus the lack of good offers is major problem. Though concord gives huge discounts and offers throughout the year, people are less interested to go in the parks. Even though there are some offers the price range is still very high for the mass market. Visitors mostly feel uncomfortable to go to this far and spend high price for the rides. Again the food price is also very high inside the park. So, mostly the visitors do not purchase food from the park. Also taking food from outside is not allowed in the park. So it is difficult for the visitors to have their meal of their choice. The HRM practice is not up to the

mark of the organization. Recruiting process is not good and the salary range is not satisfying at all. That is why most of the employees are moving to different companies to switch their job.

Literature Review

Overview of the Report

The main significance of this report is to gain practical knowledge of a real life industry. Furthermore, in our 4 year of Undergrad program we get the chance of getting in touch with various academics knowledge which helps us to support our practical knowledge. Considering the fact that a lot of past researches has been there in order to find the antecedent of the effective communication methods. The role of events had been vital when a two way communication technique has been best utilized. From the presidential campaign in the United States to the campaigns focusing on women sanitization in rural parts of Bangladesh, BTL activation along with targeted communication has been the drill. A study also showed Disney World to be the hub for one of the biggest platform for brands to interact with a large traffic of their target audience caught off guard from their usual mental state in which they make their purchase decisions.

Marketing and Promotional Strategies

Marketing is the progression of receiving a business observed by the people who might need or want the products or services. A lot of small trades come up with an excellent business indication then again fail to achieve it success. Amusement falls into a specific industry where a diminished demand always pertains. But demands have to be built upon various pillars with the market size key in order to set best promotional strategy. Breaking down the key aspects in the theoretical marketing practice are vital in order for building upon practical strategies.

Basically there are six vital features that are needed to emphasis on when marketing products or services. These features are demonstrated as the 6 'Ps'. They are:

1. Product
2. Price
3. Promotion
4. Place

5. People
6. Processes

Product

It refers to the goods or services are being offered. It might be considered as an assortment of features such as packaging, branding, labelling, and quality when emerging a product. Core attributes of the business to its most tangible form stands first place. Amusement park falling in the middle of the paradigm weighs on both sides with product and service as constituents.

Price

Setting a suitable price for the items alternately benefits will help an organization to make it gainful and remain aggressive. Begin with all the costs related with manufacturing and bringing the products and services, then investigation of the target market to regulate how much they would be enthusiastic to spend. If the gap scale is large then reducing the costs or concentrating on a diverse market.

Promotion

Promotion states to the approaches the uses of promote and sell products or services. Promotional procedures may comprise:

- Social Media
- Website
- Blogging
- TV, Radio or print advertisement
- E-newsletters
- Networking
- Brochures and flyers
- Word of mouth
- Loyalty and reward programs
- Mail-outs and letter drops

- Sponsorship
- Cold calling
- PR activities

Place

This feature of marketing denotes to how the customers will be able to obtaining products or services. Distribution channels may include:

- Direct business to the public through a supply or opening
- Selling goods through the wholesalers
- Transaction online
- Using suppliers, specialists or representatives to sell your products

When determining which network to use, consider your target market and the logistics intricate in getting the products and services to them.

People

Engaging with suppliers, wholesalers, stakeholders, distributors and employees is important to get the service or product in the market. All these people is a part of the team of the organization. Understanding the importance of providing quality products and customer service is mandatory. As these people is the major part of distribution of an organization.

Processes

To support the company's goal the right customer service and business are essential. For ordering new stock and ensuring product or services are delivered in a proper time, to provide opportunities for the customers to give feedback and reviewing sales regularly and transactional reports.

The marketing promotional strategies are run following the 6 'Ps' manners in Concord. Moreover, the product, price, promotion, place, people, processes are the major part of company

sales and promotion. Without a proper manner of marketing promotion it is very tuff to survive in the industry as the market is very competitive.

Methodology of the Study

Research Type

The research type is exploratory research as it led to an issue that need not been concentrated on additional clearly, planned on secure priorities, create operational definitions also enhance the last investigate outline. Exploratory Scrutinize aides figure out the best examination design, data-collection strategy and choice of subjects.

Sources of Data

All the information of this report is taken from both primary sources and secondary sources. Mostly the information was collected from secondary source.

Primary Sources

An improvement of using primary data is that researchers are gathering data for the precise purposes of their study. In core, the questions the researchers ask are custom-made to cause the data that will aid them with their study. Researchers collect the information themselves by using surveys, meetings and direct observations.

In the field of research, for example, straight observations may include a researcher observing people at work. The researcher could count and code the quantity of practices or behaviors relevant to the work.

All the data were collected from the supervisor of the internship program. According to him all the ratio and offers are provided in the report. A questioner was made to collect all the data which was clearly answered by him.

A set of questioners were made to collect the data. The questions are as follows:

- Q.1: How is the strategic alliances of Concord Group?
- Q.2: How strictly the company follows the rules and regulations?
- Q.3: How much all the parks taken care of?
- Q.4: How much promotions are done?
- Q.5: How is the corporate culture?
- Q.6: How much effort is given to organize an event?
- Q.7: Does all the employees maintain proper rules of the organization?
- Q.8: How much facilities the employees get?
- Q.9: Is the employee's recruitment process good in the organization?
- Q.10: How much visitors visit the park annually?

Secondary Sources

Some information of this report was collected from secondary sources. Such as: Website, Newspaper, Online portal, Magazines, Brochures and some other sources. As all the data cannot be collected from primary source so some secondary source had to use.

As all the data cannot be collected from the primary source so, secondary source has to be used. There are numerous types of secondary data. They can comprise data from the countrywide inhabitants' survey and other government data collected by Statistics Canada. One type of secondary data that's used progressively is organizational data. This term denotes to data that is collected regularly as a part of the day-to-day actions of an organization, institution or agency.

Compared to primary data, secondary data tends to be enthusiastically available and low-cost to obtain. In addition, organizational data inclines to have large samples, because the data collection is wide-ranging and monotonous. Moreover, administrative data (and many types of secondary data) are collected over a long time period. It allows researchers to distinguish change over time.

Researchers could also inspect secondary data in order to the information providing by their primary data. The type of data researchers select can be contingent on many things including the research question, their budget, their skills and available properties. Based on these factors, secondary data are collected. Some sources of secondary data from where the data of this report is collected are as follows:

- Newspaper
- Magazine
- Boucher's
- Website

Concord Entertainment at a glimpse

From Inception till Date

Concord Group started its journey in 1975. Concord Group introduced the first ever amusement park, Fantasy Kingdom, a multimillion dollar project, in 2002 in Savar. In 2004, the Government of Bangladesh leased the momentous Foy's Lake to Concord Group for 50 years to recover into a resort and amusement park. Time to time it is introducing more premium projects to its customers. Under colossal projects there are many sub projects in the park which appearances good quality.

To time, Concord developed a standout amongst those biggest development also excitement conglomerates for Bangladesh. Their proficiency and commitment should caliber will be great made and need won them a few of the mossy cup oak prestigious and actually testing activities for Bangladesh.

Concord is Bangladesh's heading a gist development aggregate with again 500 great known undertakings on their name (Commercial, private and enormous administration projects in last 30 years). Concord need embraced some of the prestigious and actually testing tasks in the country, moreover is referred to for setting measures over their field. It need you quit offering on that one aim- to move forward the caliber of existence of the kin from claiming Bangladesh.

Concord Entertainment Co. Ltd. makes theme parks and exactly stimulation project throughout the country. Fantasy kingdom theme park to Dhaka - the main for its sort for south Asia! those to start with stage from claiming this mega stimulation undertaking from claiming harmony aggregation of Bangladesh might have been finished over December 2001. The put may be more than the thing that we recognize something like and doubtlessly past the picture from claiming surge hit and destitution stricken country. The Foy's lake undertaking comprises of an amusement stop alongside recreation spots from claiming regular excellence including convenience offices. Concord constructed an alternate euphoric Park, named "Water Kingdom" toward Ashulia. A water park may be an entertainment mecca that offers water assume areas, for example, such that water slides, sprinkle pads, spread fact (water playgrounds), sluggish rivers, or different recreational showering situations.

Concord set up Fantasy Kingdom On 2002 in Asulia, Dhaka in a record breaking period from claiming just 10 months. Fantasy Kingdom may be Bangladesh's principal globe class amusement park. Those Fantasy Kingdom Entertainment mind boggling right away comprises about Fantasy Kingdom, Water Kingdom, Heritage Corner, Xtreme Racing- try karting & the Resort Atlantis. Fantasy Kingdom has designated a bizarre "Tourist Spot" Eventually Tom's perusing a legislature for Bangladesh to 2002.

The Foy's lake Entertainment Complex is situated over 350 sections of land for delightful lakes and rises in the heart of Chittagong. It comprises from claiming Foy's lake diversion World, ocean reality and Foy's lake resort.

Annually around 2 million visitors visit Concord parks. Concord has another end in the stimulation & cordiality business previously, Bangladesh. It has a significant number quick in this sector. The country's principal reality class Theme Park, Water Park, Go kart track, high class resorts and Bunglows. Concord focuses on mass crowd as every day in all the parks of the organization has a huge traffic. On special occasions the traffic in all the parks get higher. For different rides there are different prices and different maintenance.

Vision

To maintain its market leadership in the coming future amongst the other world-class amusement parks.

Mission

Its mission is - Persistently provide pioneering and trustworthy amusement flair to the people of Bangladesh

Competitors

Initially Concord was the first and only company in Bangladesh to introduce amusement parks. Then some other companies came shortly with their projects of amusement parks. Such as: Nondon Park, Jamuna Amusement Park, Toggy World, Aladin Park, Dino Park, Dream Holiday Park, Vinnyajagat, Fun Town, Dino Park, Bangabandhu Safari Park, Zinda Park, Shishu Park etc.

However, all these theme parks have their own significance. The quality and quantity is also different from each other. Moreover, the pricing segments and its environment is major part which is different as well. Some parks runs Chinese rides, some have European rides. Mostly, the other parks use the Chinese rides which are not a very good quality product. Those rides sometimes stop in the middle of the round which creates confusion among the visitors.

Strategic Alliances

Concord has major partnership with many food and beverage companies, which sponsors in various events of the company. Concord has great strategic alliances with the most reputed companies of Bangladesh. In all the events these companies get the chance to brand their products on billboards, signage, banners and posters. Similarly the sponsors give complementary products to the visitors and guests. Some of the major strategic alliances are:

- Akij Food & Beverage
- Transcom BD

- Dhaka Ice-cream
- Keya Cosmetics
- Meredian Chips
- Square Toiletries
- Impress Teleflim LTD.
- Ifad Food products
- CBL Munchi Biscuit BD LTD.
- Kazi Food & Industries
- Vision Electronics
- PRAN RFL Group

All these companies have a strong partnership with Concord and in any kind of events they are always there to sponsor. Concord also provide them a good number of promotional materials to promote their product.

SWOT Analysis

SWOT analysis classifies the strength, weakness, opportunities, and threat of an industry. The practice of SWOT analysis is to take the data from an ecological inquiry and distinct it into strength and the weakness delinquent (opportunities and threats). Within strength and opportunity is an optimistic side for the organization and weakness & threats are an adverse side for an organization.

SWOT analysis is a tactical planning method used to help an organization categorize strengths, weaknesses, opportunities, and threats associated to business rivalry or planning project. It is projected to identify the purposes of the business scheme or development and classify the internal and external factors that are fortunate and unfortunate to accomplishing those goals. Operators of a SWOT analysis often ask and answer interrogations to engender evocative information for each classification to make the tool beneficial and recognize their competitive advantage. SWOT has been termed as the tried-and-true tool of tactical breakdown.

Strength

The strengths of the company are given below:

1. First mover theme park in Bangladesh.
2. Premium quality facility at convenient price
3. Guarantee customer safekeeping
4. Practice of contemporary information expertise
5. Efficient & advanced correspondences and exceptional offers.
6. Introducing unique entertaining program
7. The authorized beverage of Fantasy Kingdom is Pepsi.
8. Enormous aptitude to organize public events like racing, dance show, concert, beauty pageants etc.
9. Have the most strong European rides

Weakness

The weaknesses of the company are given below:

1. Incompetence to assure entirely the tourist spot in Bangladesh
2. The price of food is very high.
3. Some machines do not work appropriately.
4. Location is a severe problem as it is located in faraway from the city side.
5. Absence of technological progression.
6. Deficiency of maintenances.

Opportunities

The opportunities for the company are given below:

1. Establish new tourist zones in Bangladesh
2. Engrossment of government inducements
3. Expansion of business in abroad
4. Expansion of new branches in Bangladesh
5. Extension potentials advantaged in the park

6. New parks can be introduced in every division of the country
7. Expansion of Xtreme Racing business to an international level.

Threats

The threats for the company are given below:

1. Applicants of new competitors in marketplace
2. Instability in politics
3. Financial inflation
4. Lack in communication capability
5. At the time of power failure, maximum of the rides come to standstill at any kind of position they are.
6. Running old model rides for a very long time
7. Government tax policies expropriation threat

Market Strategy

Every company has its own marketing strategies. Concord has a very creative marketing strategy for doing promotions and branding. In almost every event sponsors are collected and then the program is organized. Annually school campaign is done to grab more audiences in the park. Also concord participates in different categories of fair where they distribute coupons for marketing. The policy which they follow, grabs a huge audience. In some event days Concord throws discount offers for more audience. Due to offering discount coupons and vouchers the traffic of the parks changes with the ratio. Some of the samples of offers which are given regularly are as follows:



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১৪ - ২৩ এপ্রিল পর্যন্ত

প্রবেশের সাথে **২টি রাইড ফ্রি!**

১৪ এপ্রিল (বৃহস্পতিবার)

- সাংস্কৃতিক অনুষ্ঠান • পান্তা-সর্বে ইলিশ
- ডিজে শো (@ ওয়াটার কিংডম)
- বিভিন্ন বৈশাখী আয়োজন

১৫ এপ্রিল (শুক্রবার)

- বৈশাখী কনসার্ট (ফিডব্যাক, সোলস্, মিলা ও হাসান)
- ডিজে শো (@ ওয়াটার কিংডম)

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THEME PARK
CONCORD
আতলিয়া, ঢাকা

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Target Market

Concord targets always their latent customer and other comparative company which are concomitant with Fantasy Kingdom for sponsorship. There are three categories of traffic Fantasy Kingdom target. Such as:

- a. Higher class individuals.
- b. Kids and Students.
- c. New client.

Higher class individuals

The main potential customer of Fantasy Kingdom is elite class people. Concord offers membership card for numerous visitors. This card helps the frequently visitors to get some additional accommodations than other visitors. Concord have three kinds of membership cards those are:

- a. Ashu platinum card.
- b. Lia gold card.

c. Resort Atlantis card.

Students and kids

Students and kids are the potential groups of customer of Concord. Concord appeals the customers and kids by providing free voucher, discount offer and many complementary gifts to grab attention.

New customer

Every year around 15 percent of new customers visit Fantasy Kingdom. Concord endorses there brand into different zones and give pamphlet as well. Free discount offers to draw attention of customer because Concord has new competitors in this sector like (Nondon Park, Dream holiday Park, Dino Park). To create huge traffic in the park, during Eid festival offered only hundred taka ticket for Xtreme racing.

The main target

The main target of the company is mass market as the regular traffic is social economy class C+ in the parks. Though the park maintains high quality rides and environment thus the visitors are mostly come from the rural areas and besides the park. In that issue location is a major factor as Fantasy Kingdom is situated quiet far from the city side. People who live in the middle sector of Dhaka, they do not feel like regular visit in the park for the distance. Then again transport is a major issue as well. Also the roads are not maintained well so the journey is quiet hard for everyone and traffic jam is also a problem. That is why most of the people lives nearby the parks visit regularly the park. So Concord targets the mass market to do its promotion.

Market Position

Starting from the beginning of Concord Entertainment Co. LTD. till now it is in the best position in the market. The only reason for that is because of maintaining good quality. Concord is using European rides from the very beginning till now. As the European rides are very strong and best in quality. Not only about rides, Concord has regular investigation in the park environment and

time to time the parks are renovated and cleaned in proper manner. Compared to other amusement parks in Bangladesh the quality is strictly maintained that is why still it is holding the first position in the market. However, other parks are also trying to compete with Concord now so there is a huge risk of overtaking the position of Concord.

Analysis and Interpretation of the Data

Limitations

Since the time constraint all the information could not be collected. Again some information is controversial so those could not be included in the report. Concord has some strict policy in their organization. Sharing all information is not allowed. However, I got the internship lately so the time was very limited. Internship report writing has a proper process which should be followed by the students. So without time it is difficult to complete a report. Again the company also could not share some important document as there is a risk of information leakage. Also while collecting the data, all the questions were not properly answered for lack of knowledge about the whole organization. Moreover, it is impossible to know everything of every sector of a company. As the company has different sectors so, I had to visit all the sectors personally to collect data which took a very long time.

Data Analysis

Data Analysis is the procedure of methodically applying statistical and rational systems to define and demonstrate, summarize and estimate data. Although data analysis in research can comprise statistical measures, most of the times analysis becomes a continuing iterative progression where data is uninterruptedly collected and studied almost instantaneously. Certainly, researchers usually analyze for configurations in explanations through the entire data collection phase. The method of the analysis is resolute by the precise qualitative tactic taken (field study, ethnography, contented analysis, oral antiquity, autobiography, inconspicuous research) and the form of the data (field notes, booklets, audiotape, videotape).

In this report some primary data was collected and based on the data collection the entire report is written. According to the responses mostly the questions were positive and also satisfying. The data are marked after the responses.

Learning as an Intern

Job Description

As an intern I got the opportunity to do many different works which I was not aware of before. Some assignments were tuff and some were easier to do. Some of my job description is as follows:

- Preparing all the sponsorship proposals
- Visiting Parks time to time for any kind of survey
- Initial sourcing of potential sponsor company for branding
- Organizing and hosting events and activations
- Coordinate and executing of kids activation, game shows at Fantasy Kingdom
- Assist Xtreme Racing – Go Kart Event and promotion campaign time to time
- Idea sharing of joint promotional proposals
- Visiting schools for campaign
- Meetings with sponsors

Findings of the Study

Observation

In this period of internship program, I observed that the company has its own policy however, all practices are not good. The parks are very far away and overpriced. The environment of the park is getting low time to time. Due to maintenance all the rides does not work properly.

However, there are huge facilities for the employees. Also for the customers they have different policy to satisfy them. Concord believes both the employee satisfaction and customer satisfaction is very important for an organization.

Amusement Park Promotional Strategies

Time to time they are following some strategies of promotion. Yearly they provide some offers on the parks for the students by school campaign. Also there are many corporate packages and student packages which can be avail anytime of the year. Except all discount and voucher offers Concord also organizes different events throughout the year.

Offline Marketing Tools

Offline marketing policies incline to be more luxurious than online ones, demanding productions to develop all-inclusive plans before executing campaigns. Stereotypically, a company must first focus on exactly who they are trying to peach – the target demographic for either new or current services – and then regulate what media networks can be used to reach them.

Market research data can be acquired to bring companies up to rapidity on the media feasting habits of their target viewers. If latent customers incline to read convinced magazines, then marketers can deliberately place ads in those publications. These ads usually feature dependable messaging about the company as well as brand images – the same mottoes and logos are used to build acquaintance with promising customers.

Now a day, offline marketing and online marketing strategies are more often used in partnership with one another. Many firms treat their websites as the dominant portals of their marketing exertions. Most customers who want to know more about a company's products or services at some point the will visit the website for information, and contact details. The principle melody between the offline and online marketing collaboration is to make the company's website well known.

Digital Marketing

Digital marketing incorporates all marketing labors that use an electronic maneuver or the internet. Businesses influence digital networks such as search engines, social media, email, and their websites to attach with existing and potential customers.

Infect it is "relentless" internet practice among adults enlarged by 5% in just the last three years, according to some Research. Marketing has constantly been about linking with the audience in the right place and at the right time.

Concord has both offline marketing and online marketing. Based on the need it differs which is needed for which project.

Recommendation

For my point of view I observed many positive and negative practice of the organization. Some of the recommendation I want to give are as follows:

- The HR practice should be changed in Concord
- The salary range of the employees should be increased
- The interview process has to be improved as the candidates cannot find the circular properly
- Performance appraisal should be improved to motivate the employees otherwise the employee turnover rate may increase
- The promotional methods of the company should be changed
- The old rides of the parks should be replaced by new and modern rides
- Time to time the parks must be cleaned and should use mosquito killing chemicals
- As Concord has a very good reputation so it should plan some projects inside Dhaka city side so that people can pay visit regularly
- The branding style should be more improved to gain attention of both local and international traffic

Conclusion

Lastly it was a great opportunity for me to do internship in such renowned organization where I can give all my efforts to make the assigned works fruitful. Amusement industry is a great sector to emphasize my skills and ability to explore. In our busy life we all need some entertainment in

our life. Concord took the first ever action to serve the people of Bangladesh to have some joy in their life. However, because of some lack of attention the parks are not taken proper care. I think if proper care is taken then it may lead internationally. In Bangladesh's prospect maintaining amusement park is quiet expensive.

One of the most prevalent ways to relish and get rid of mind-numbing life is to go to the Amusement or theme parks and enjoy some moments. As an emerging country Bangladesh is trying to get decent opportunities in world wide. For this reason the area and load of works are growing day by day. That is why people of Bangladesh also suffering from lack of enjoyment in their life, exclusively in cities. This is one feature that impulses the idea of making Amusement parks in Bangladesh. It sounds really extraordinary that Bangladesh has a theme park which is almost corresponding to the theme parks of USA. IF we deliberate the economic condition of Bangladesh, then it is tough to think about structure an outstanding theme parks here, but this impossibility is been occupied by Concord Entertainment Company Limited by building the exceptional theme parks.

Fantasy kingdom complex and Foy's Lake complex is creating a standard entertainment for the peoples of this Bangladesh. To work as an intern in this company was a great experience. I have learnt lots of marketing triggers and strategies from Concord. During these 3 months attachments are not sufficient for a person to learn all those, however the interactions made there is a lifetime strength which are motionless with me and serving me to learn so many possessions. From my 3 months of internship period I have learned one significant thing that marketing communication is so vital to make today's brands positive and reach not only locally but also internationally.

At last, this report is done with a lot of limitations and difficulties. My deepest Thanks to those people who assisted me to prepare this report. Last but not the least, my cordial gratitude to Concord Entertainment Co. Ltd. for giving me the chance to do my Internship on their organization.

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