



Internship Report On

**Comprehensive Analysis of the Bridge between Strategic Planning &
Operational Execution of
Asiatic Experiential Marketing Ltd.**

Course Code: BUS 400

Submitted To

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Internship Report

Comprehensive Analysis of the Bridge between Strategic Planning & Operational Execution of Asiatic Experiential Marketing Ltd.



Letter of transmittal

May 8, 2019

Fabiha Enam

Senior Lecturer

BRAC Business School

BRAC University

Subject: Submission of Internship Report

Dear Madam,

I would like to submit my report titled “Comprehensive analysis of the bridge between strategic planning and operational execution of Asiatic Experiential Marketing Ltd.” as a part of the BBA program requirement of BRAC Business School.

I have successfully completed my three month internship program in Asiatic Experiential Marketing Ltd. I have worked under many big project within these three months of duration which have widened my learning opportunity to the next level where I have found that there is a fine line between practical & theoretical knowledge. I hope my report will represent all those learnings.

I would like to take the opportunity to thank you for all the continuous guidelines and support that you have given to me.

Sincerely,

Jarin Tasnim Trina

ID: 14304117

BRAC Business School

BRAC University

Acknowledgement

From being able to find the best organization to complete my internship to have the opportunity to work for many extremely exciting project to the end of writing about the three month journey of learning, adaptation and real life experience: these won't be possible without the help of some very talented and helpful people. I would like to thank all of them while acknowledging the fact that the almighty was and is always helping me to grow and I'm thankful for every bit of his mercy.

First of all, I would like to thank my Internship Supervisor Ms. Fabiha Enam, Senior Lecturer of BRAC University for her understanding attitude and guidance the entire time. Her valuable insights helped me to build a constructive idea while being able to express my entire internship journey.

Moreover, I would also like to express my heartfelt gratitude to my organizational supervisor at Asiatic EXP, Rafi Ahmed, Associate Manager, Planning. He guided me towards the completion of my internship report. He reviewed my ideas as well as input his valuable knowledge for a better output. I would also expose my gratitude towards Manas Paul, Director, Asiatic EXP, who played the guardian role in this period of time.

Their unconditional guidance has helped me towards completing the report with a successful mindset.

Executive Summary

Event marketing has become one of the key variable in creating impression of consumer over a brand. From multi-nationals to local companies, everyone is diving into the world of experiential event marketing. AsiaticEXP is one of the leading company in providing BTL based event marketing service. With the rising demand for experiential event marketing it has become an attractive market for event based company like AsiaticEXP. As a first mover to the market initially AsiaticEXP got a tons of first mover advantages like – less to no competition, price control power and many more. But now that more and more agencies are entering the event market it is extremely necessary for AsiaticEXP to double check their organizational and operational structure. The pupose of this report is to comprehensively analyze the bridge between the strategic planning team and operation team, two most important sectors of any event marketing company. In addition to that the report also discuss about the importance of operational process on efficiency. The entire study was based on a descriptive case study with the theoretical rationale. Primary have been collected by one to one interview sessions and online based secondary data was collected to verify some primary data. The report also includes the background and history of the organization as well as the duties and responsibilities of an intern under event planning department. I have taken all the necessary steps to ensure the quality of the report. I sincerely hope that it contains all the relevant information which is in the scope of my ability.

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Chapter 1

Company Overview

Introduction

In the era of everything digital, the marketing sector have turned upside down in order to cope up with the diversified attitude of consumers and competition. But no matter what, the value of real life experience is still standing strong with its own uniqueness and demand in consumer's mind. Asiatic is the most known name as a pathfinder of that ultimate form of marketing name – Experiential Marketing.

Asiatic EXP always ensures that their clients get high quality marketing and brand image solution through various events. And for that, EXP prefers to be more experience oriented than of any other method. Because, no one looks at billboards anymore to choose a brand. People seek for experience in order to build association with brands. Their work believe derives from their tagline – “We touch life with passionate ideas that create priceless moments, we call experience.”

History of AsiaticEXP

Asiatic have started its journey in March 15, 1966. That time it was known as East Asiatic. It was the one of those first comers in event marketing business and in a very small amount of time it made its own brand value. In the following years they became Asiatic 3sixty as well as the largest 360 marketing communication group in Bangladesh offering 360 degree marketing solution to its multinational & local clients.

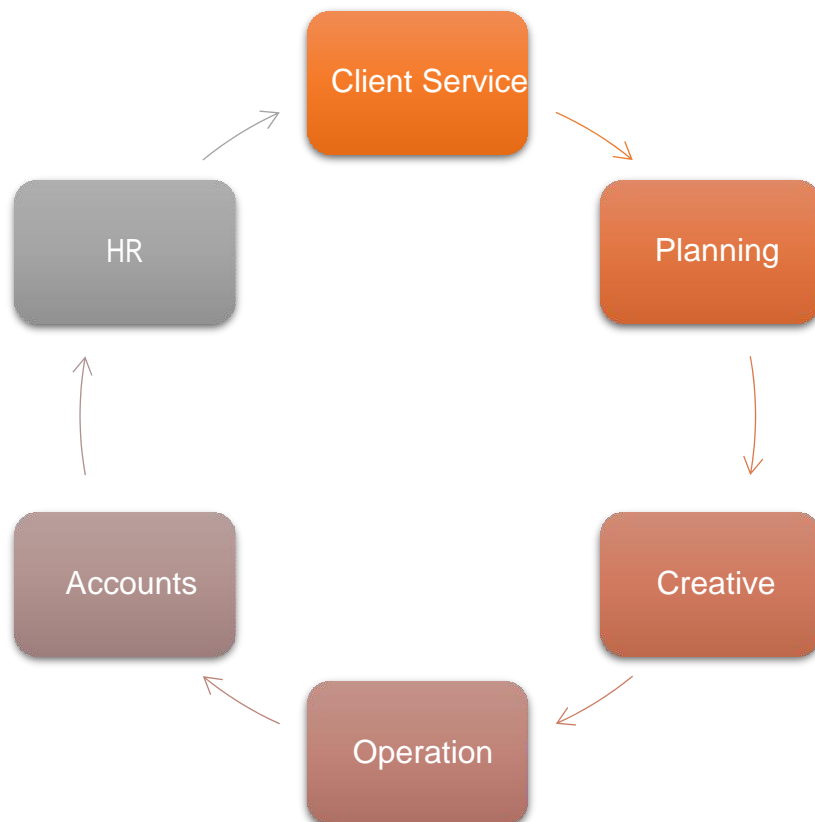
Asiatic EXP is the marketing communication wing of Asiatic 3sixty, offering experiential marketing solution to its clients. Although it is a part of the mother brand Asiatic 3sixty, it still has its own individual operational structure and works independently within the group. In 1997, it started its own journey. The continuously changing marketing industry evolved from only ATL to BTL around those years which created the demand for dedicated BTL media agencies, those who can run brand operations. Asiatic EXP was the first mover that makes the concept famous in our country. Being a part of a big brand leads them to establish themselves as the best in BTL industry of this country.

Organizational Structure of AsiaticEXP

Asiatic Experiential Marketing Ltd follows the R.O.I theory which stands for Relationships, Ownership and Innovation. It offers 360 degree BTL service for its clients with a unique sense of creativity and dedication.

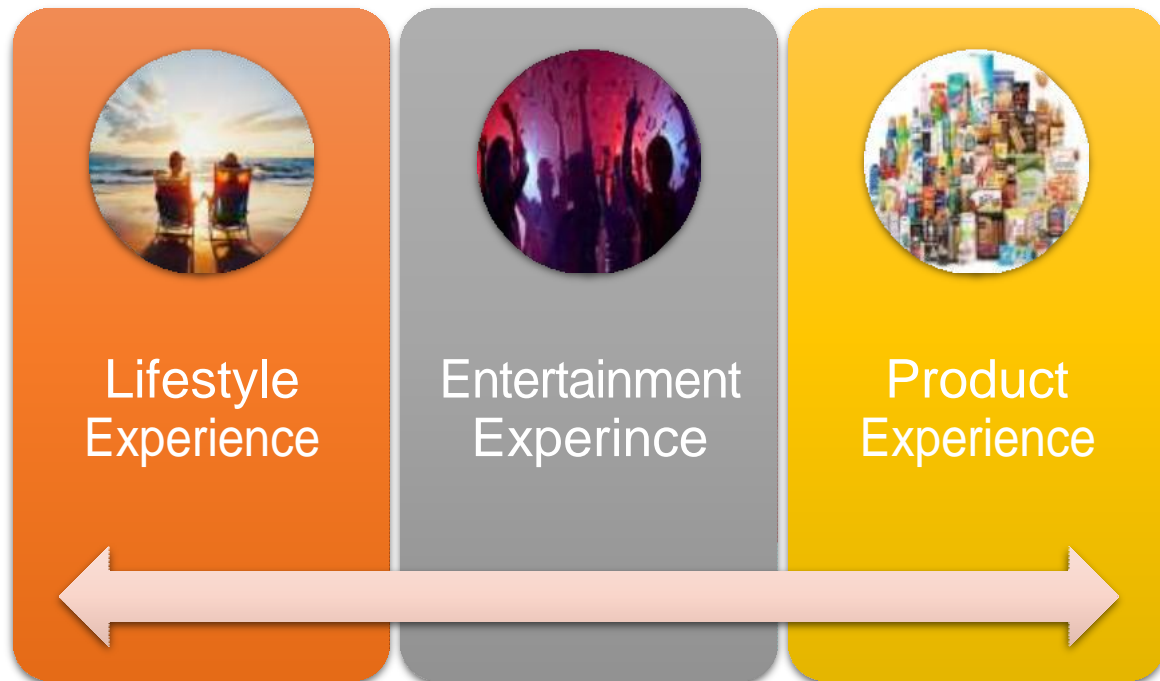
AsiaticEXP has the most qualified workforce the market has to offer. Their dedication aligning with the experience they have makes them the most credible source for events and activation in the entire agency industry in Bangladesh.

AsiaticEXP has its own departmental structure in order to run their organizational activities smoothly. The functional departments of AsiaticEXP are –



Asiatic at a Glance

Asiatic EXP offers three distinctive experience via their extraordinary planning and execution procedure.



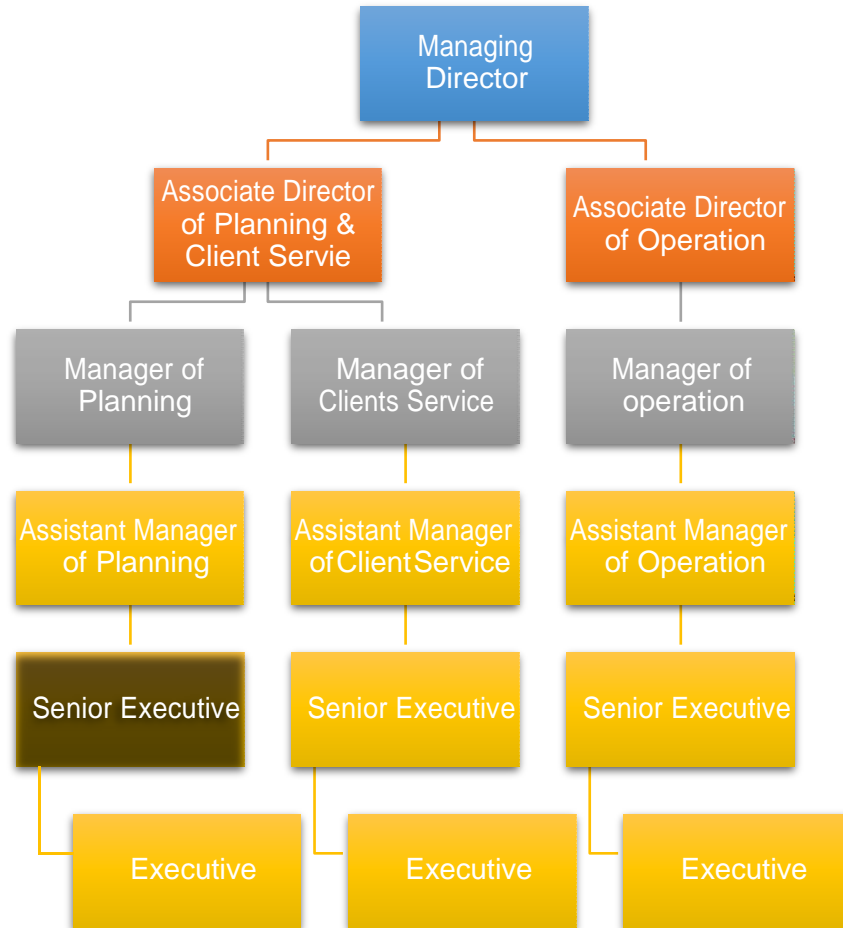
These three segments of AsiaticEXP covers some very important event criteria. These assures that clients get the ultimate 360 experience that AsiaticEXP promises.

- By lifestyle experience AsiaticEXP tries to create avenues for a better life
- By entertainment experience AsiaticEXP wants to make sure consumers smiles for the moment
- By product experience AsiaticEXP wants to bring the products closer to its consumers

Through and through AsiaticEXP is the kind of company who dedicated their creative personality to serve their customers for a better market experience and brand image. While being of the best name in the market, AsiaticEXP surely knows how to be on the top of their game by being innovative, creative and persistent.



Company Organogram



Strategy Followed by the Company

1. Functional Level strategy: AsiaticEXP follows different functional level of strategies in order to gain competitive advantage over the market at the same time ensuring the sustainability for the long run.
 - From Asiatic 3sixty to AsiaticEXP; the company always believes in the first mover opportunities and have the fastest adaptability rate. Thus, learning curve worked in their favor.
 - The company always looks for market gaps and tries to fill that gap in by the extension of their knowledge and efficiency. AsiaticEXP always believes that if no one is doing it, then it's the best time to start it.
2. Business level Strategy: AsiaticEXP follows the most flexible business level strategy in order to always have the competitive advantage over its competition and lead the market.
 - AsiaticEXP differentiate its market with different products. It has both event planning and activation service as well as company owned intellectual properties. Which makes them the leader of the market
 - The differentiation strategy enables AsiaticEXP to have a premium price point while still be able to grab a majority of the event market.
3. Strategy in Global Environment: Being the all in all BTL service provider, AsiaticEXP have many global clients such as – British American Tobacco, Unilever, Unicef, Nestle and many more.
 - AsiaticEXP always make sure that they are well known of every bit of these companies as well as their global scenario.
 - However, they tweak their strategies in accordance of the local image of these global brands.
4. Corporate Strategy: AsiaticEXP have transformed the basic event market to a experiential market. The basic definition of Bangladesh event market had the first boost holding the hand of AsiaticEXP. It evolves market in accordance to the global standard.

Chapter 2

Job Description

The Internship Program

I joined as an intern in AsiaticEXP under the Event Planning Department. At the very first day of my joining, my supervisor from the organization briefed me about the organization, how it works and the interrelation between each of its departments. Followed by that, there was a training session which was for the elaborate knowledge regarding the operational structure and system of the company. From the next day I was being assigned in projects under my supervisor Mr. Rafi Ahmed, Associate Manager, for Event Planning. As an associate manager he look after the planning department workload by aligning with both client service and operation department. I was briefed to assist him for planning ideation.

Event Planning & Complimentary Departments



Client Service

The role of client service is to be the bridge between the clients of BTL and planning department. They collect briefs from clients while maintaining a good rapport. Afterwards, they have to debrief the client's brief to the planning department. Any queries regarding the brief will be followed up by client service, whether from the client's side or the planning department's side.

Event Planning

Event planning is the motherboard of any BTL agency. This particular department runs the entire ideation and creative route of the planning. The entire planning process follows three basic steps:



- **Pre Event/ Hype Creation:** This is the first step for any planning procedure. Before dropping into the main event, a planner needs to identify the pre-coms of that particular event. For example – if it is a launching event, then for the pre-hype creation, a planner needs to include, a) EDM b) Invitation Card c) Bluk SMS
Pre-hype is all about the To Dos before the main event.
- **Main Event/ Consumer Journey:** This is the second and most detailed part of the planning. This is the step where a planner will not only provide a creative ideation and visualization route for the particular event but also will strategically plan the entire event flow with a

pictorial representation of the would be consumer's journey. Majority of the time planning is done in a power point format with some exception of excel sheet for event flow.

- Post Event/ Post Event Publication: this step is the after math of the entire event. Most event plan includes post event with some public event as post event publications.

In order to be successfully plan for an event a planner needs to follow some major steps -



After planning the team needs to pitch the plan in front of the clients. If clients like the representation of their brief then the team gets the project.

Operation

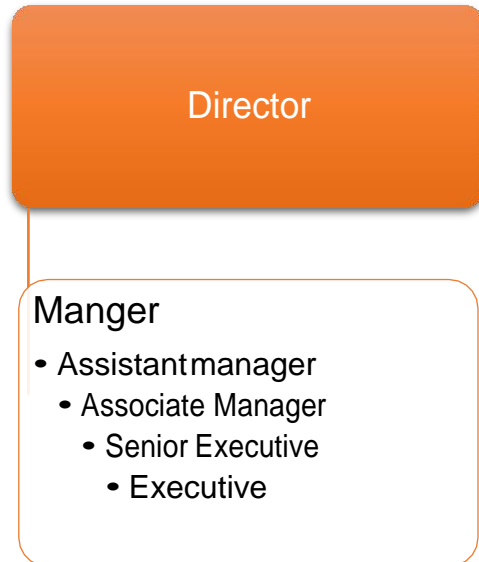
For an event planning the last call and responsibility relies on the operational team. Even if the client service and planning team have done a good job, if the operation team doesn't have the ability to execute the plan then no matter what the project won't be successful. Thus it is very important for any organization to have a well sufficient operational team. Operations job is to –

- Thoroughly review the project plan and create a budget including company payments and others.
- Providing a brief event flow as it will be more handy for them later while executing the event.
- Follow up with clients for any changes in event details and others.

There are quite a few Key Words which were used over and over again in these three months which are very much needed for any event planning –

- KV - key Visual
- AV – Audio Visual
- EDM – Electronic Direct Mail
- Usher – Guest Attendees
- Consumer Journey – Event flow from consumers point of view
- Standee – Static Branding
- Welcome Booth – registration or reception booth for an event

Organogram of Event Planning



Activities Undertaken

As an intern I had to briefly learn about planning and its methods while still have the idea about other complimentary departments. Other than that I was also assigned to write creative content and research for projects.

In these three months of internship I have worked on many big projects under the supervision of my supervisors as well as have worked for my solo projects. My major 4 projects where –

- Aplonay Boishakh 1426
- Standard Chartered Bank, Bangladesh – Appayon 2019
- Grameenphone Pohela Boiskah – 1426
- Grameenphone Star fest 2019

I was assigned to briefly plan for all these 4 projects from top to bottom.

To give an idea about my role in the organization as an intern, Alponay Boishakh was an in-house project of AsiaticEXP. From 2012 AsiaticEXP is organizing the longest alpona drawing activity the night before Bengali New Year as a token of appreciation of our Bengali heritage as well as the beginning of the New Year celebration. I was briefed to amplify the existing celebration and alpona tradition by introducing new engagement idea for the visitors and also was told to extend the zone of this alpona celebration. AsiaticEXP wanted to extend their alpona idea both in linear and lateral format. It took me two days to properly analysis all the previous Alponay Boishakh event by AsiaticEXP in order to plan a brand new event experience for the brand. The event had three main objectives to cover – 1. Establishing the brand name of AsiaticEXP in the mind of visitors, 2. Extend the length of the event both in linear and lateral format, 3. Amplify the event experience. After 1 week of research, brain storming and constructive planning I was told to pitch the idea in front of our department director Mr. Manas Paul. The pitch went well after which we had to cooperate with the operation team in order to on board them with the plan. It was part of my job afterwards to on board both the client service and operation team for the execution of the event. I was partly responsible for creative content deliverables for the operation team where client service team played my helping hand role.

In the organization timing was something I had to cope up with a lot. Though the office starting time was very lenient as the shift started from 10:30 a.m. but the ending time never followed the official timeline. Policy wise the office shift was from 10:30 a.m. to 6:00 p.m. But most of the days I had to leave the office after 8:00 p.m. as the workload was always competing with mountains. Though I loved the fact that I was being assigned with real jobs and project of my own even though I was an intern, the timing was something I had struggled to get used to for a couple of weeks. Another issue was being updated and updating all the parties related to a particular project. As already mentioned, one project includes both planning and operation team with their own catered role, stablishing a proper bridge between these two often was challenging because of the gap of creative thought process as well as communication issues.

Throughout my internship I had to plan as well as create a bridge between the plan and the operation team for a smooth and proper execution. Which taught me a lot about real time project executional issues and helped me build some insights on how to minimize the issues between the strategic planning and operational execution.

My supervisor Mr. Rafi Ahmed and our department manager Mr. Tanvir Hoassain was always helpful regarding my project issues and were deliberately helping me with credible solutions. Their guidance helped me to learn a lot about event planning and how to work with brands and their fulfill client needs while being totally unique. They gave me tons of opportunities and trusted my ability with valuable projects which boosted my self-confidence at the same time enhanced my knowledge. For the entire timeline I felt for a like a job holder than an intern which really added value to my upcoming career.

Chapter 3

Introduction of the Study

Understanding of the Brand

SWOT Analysis of AsiaticEXP

<p style="text-align: center;">Strengths</p> <ul style="list-style-type: none">▪ One of the best agencies in event market▪ Have 360 degree solution and capacity for any kind of business in any side of the world	<p style="text-align: center;">Weaknesses</p> <ul style="list-style-type: none">▪ Unwillingness towards idea expansion▪ Lack of link between company hierarchy
<p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none">▪ Increasing demand for experiential and event marketing▪ New entries of MNCs	<p style="text-align: center;">Threats</p> <ul style="list-style-type: none">▪ Entries of new agencies everyday▪ Local MNCs approaching to foreign agencies for their projects

In order to understand the brand name AsiaticEXP we need to follow a very old and credible route, PORTER's five forces as it will give us the 360 analysis of what the company goes through and what it has to stand out in the event market.

Porter's 5force analysis

In order to understand the brand AsiaticEXP we need to first understand how it works and what are the factors that it needs to keep in mind while working in the event market. Thus analyzing the Porter's 5 Force for the brand will be the most ideal one.

Competitor Rivalry

Competitor rivalry is extremely high for AsiaticEXP for last 1 year. Organizations like – IMC, Mind Share. Blue's Communication is slowly entering the market while creating a cumulative rip on AsiaticEXP's market share. As well as the incensement of unethical lobbying is causing AsiaticEXP a level of fortune.

Bargaining Power of Suppliers

As the competition is increasing so does the bargaining power of the suppliers in the market. While new agencies are peaking from the root every now and then, source of credible and resourceful vendors are still very low in event market. Vendors like – Mukim's Creation (stage & set), Softwind Tech (AR/VR), Studio Imagine (Audio Visuals), Aegis (Security) and Studio Junayed (VFX) are some very known and one in a market type vendors and have multiple AsiaticEXP's competitors as their clients which gives them the upper hand on fixing rates, share percentages etc.

Bargaining Power of Buyers

As already mentioned regarding the experiential event market – there are too many companies with too much ideas. Though the need for experiential marketing in Bangladesh is rising day by day the clients of event marketing is having the upper hand on deciding whom to choose as their agency in according to their budget and preference as they have plenty of agencies pitching for each event while it's getting tough for agencies to have a continuous business with one company for long.

Threats of Substitute Products

Being in the era of everything digital, the main threat for experiential marketing is companies being more focused on digital marketing than of the experiential marketing. Though the threat is

very low as nothing can come for a close comparison with the effect that experiential marketing offers.

Threats of New Entrants

The threat of new entrants for AsiaticEXP is very high as the market has huge opportunity which is attracting new entrants every now and then.

STP of AsiaticEXP

Segmentation

- Income: Upper class and Middle Class
- Organizational pattern: Corporates, agencies, businesses, governmental
- Geography: All over the world (as per projects)

Targeting

- ✓ **Primary Target-**
 - Everyone who has the need for experiential marketing
 - Local business to government projects to international clients
- ✓ **Secondary Target-**
 - Competitor agencies who has lack of resources

Positioning

AsiaticEXP provides the ultimate experiential and event solution to corporate, government and business clients who seek for innovation, creativity and uniqueness. AsiaticEXP is one of the prominent concern of Asiatic 3sixty for BTL and experiential marketing.

7Ps of AsiaticEXP

1. Product

- **Core Product** – the product of AsiaticEXP is experiential event strategies and plan.
- **Actual Product** - Execution and implementation of those strategies and plan.

2. Pricing

Although different projects requires different type of pricing in service, AsiaticEXP follows a premium price range as they are one of the leading company with ample amount of experience and resource.

3. Place

Just like the pricing, service oriented businesses requires customization of place or location for each project. AsiaticEXP being one of the market leader contains the capacity and capability to work for any project and in any country in the world.

4. Promotion

As per the personality of the service industry it has a very stiff competition which requires a lot of promotion thus AsiaticEXP always strives for excellence in every big project they work for. As they believes that positive word of mouth is the best form of promotion for any service oriented company. Apart that, AsiaticEXP have created its own intellectual property like – “Alponay Boishakh” in order to make a brand name of their own which also plays a huge role as their credibility assurance factor.

5. People

No one is more dependent on their human resource than of a service oriented company like AsiaticEXP. The entire quality of this organization’s service depends on its employees which AsiaticEXP always keeps in consideration.

6. Process

As mentioned early, AsiaticEXP has its own catered process for strategic planning to operational execution which is proving to be a very well efficient one so far.

7. Physical Evidence

AsiaticEXP not only offers experiential event services to its clients but also caters new platform and intellectual properties for its clients and propose it to them for a better market

exposure. A very established example is ‘Battle of Minds’ talent hunt competition by British American Tobacco which was an initial proposal from AsiaticEXP.

Rational of the Study

AsiaticEXP being one of the first mover have always been the first choice when it comes to experiential marketing or in simpler word BTL marketing. It has its own operational structure for efficient event management as well as a very uniquely catered strategic event planning process for easily understandable and adaptable planning procedure. Hence, within these three months of internship I have discovered that these two pillars of AsiaticEXP – strategic planning and operational execution need more concentrated link than it currently have. Which force me to first analyze the existing bridge between strategic planning and its operational execution. Because in order to stand out in the market and provide excellency AsiaticEXP needs to create an ultimate bridge between its planning and operation team.

Scope of the Study

This study is based on the current link between AsiaticEXP’s planning and operation department and how the strategic planning is being operationally executed. This study addresses the issue of finding out if these two departments need more cohesive link from the beginning of the planning procedure and how to improve the bridge between these two sectors.

Objectives of the Report

General Objective

- To understand the work process of strategic planning and operational execution of AsiaticEXP
- To find out the link between these two sectors while analyzing the bridge between them

Specific Objective

- Implementing the PASTA method in order to identify and analysis the current link between planning and operation department of AsiaticEXP
- Figuring out areas of cohesive improvement

Literature Review

Strategic planning and operational execution is the two most important part or can be mentioned as the only two important part of AsiaticEXP's work process. Their efficiency, excellency and capability through and through depend on both their planning and operation team. Both team have their own sets of jobs which leads to a smooth running of event. AsiaticEXP ensures that their planning and operation team works in a flow with adequate information in hand for an error free flawless project execution. They are the most trusted and appreciated event management agency in today's market.

Methodology of the Study

For the analysis only primary data have been used. The analysis was backed up case study of their own project "Alponay Boiskhakh 1426" for better understanding and more accurate findings.

Limitation of the Study

- Much of the analysis on the data obtained is based on my sole knowledge thus it might contain some biases because of less knowledge about operational knowledge and understanding as well as market understanding
- Time constraint was one of the biggest limitation which minimized the opportunity for being more analytical. Unlike other internship, I was assigned with my own solo projects as well as had to assist on my supervisor's projects with researches and creative contents. Moreover, I have started my internship at a later date than usual (22nd January, 2019) for which I got a less time to prepare the report.
- This report mainly focuses on planning and operational execution of projects of AsiaticEXP. However, it does not cover all the areas that AsiaticEXP had to cover while working for any projects.
- Further study can be done based on these data and it can be expanded to a full length research for the organization for their future growth.

Chapter 4

Study Findings and Analysis

Study Findings

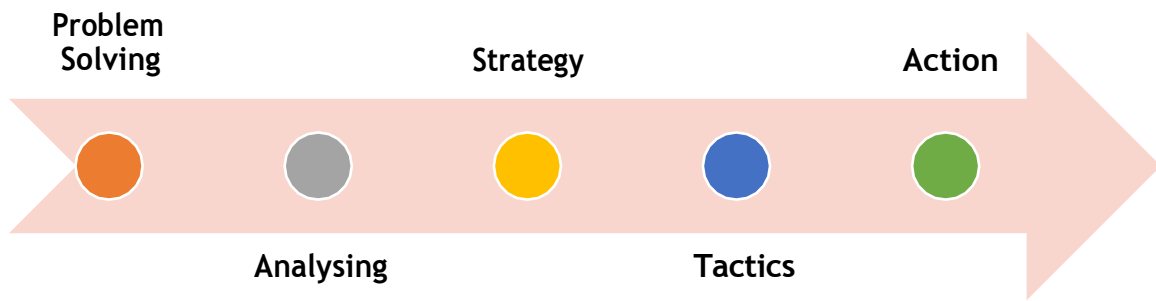
For this report analysis I have chosen AsiaticEXP's in house project "Alponay Boishakh 1426". AsiaticEXP have been organizing the longest street aplona painting event since 2012, back then it was named as "Akbo Amra, Dekhbe Bissho" which made the longest unbroken street painting's record. From then AsiaticEXP have organized this event every year expect on 2015.



I will use the PASTA method – **Problem definition** – **Analysis** – **Strategy** – **Tactics** – **Action** to analyze the current relation or bridge between AsiaticEXP's strategic planning and operational execution and will try find out a better approach to the entire process.

To begin with the analysis first we need to have a short brief on what PASTA method is and how it actually aligns with strategic planning and operation of an organization.

PASTA model shows that in order to have a smooth and successful operational plan their must be first a **well analyzed problem definition** on basis of which a **strategy** should be catered with proper **tactics**. After these steps is the time to implement the information to the **action** level for operational execution. This is exactly how AsiaticEXP runs their strategic operations.



PASTA Model

1. Problem Solving:

When a client provides brief to the client service regarding their upcoming event, first we set a meeting with the client service and planning team in order to get a solid debriefing about client expectations and demands. Right after which planning team first point outs the objectives of the event from the client's point of view and what the event will serve for them. This step helps planning team to identify the core issue or problem for which the event is being planned at the first place. It is very important to understand the objective of an event to identify and diminish the problem of the organization. Now if we align this step with our case,

This year AsiaticEXP wanted to extend their 6 years of in house tradition and to expand the celebration both linearly and laterally. The main ideation was to make the event bigger -

- Linear extension - Rather than limiting the celebration to 13th April night only, they wanted to start the celebration early and extend the celebration to continue throughout the day on 14th April to attract and engage the crowd.
- Lateral extension – expanding the celebration beyond the over-exposed targeted group of Dhaka, giving the platform more opportunity to engage with interested crowd.

These ideations indicated arrow towards the main objectives of the particular event. This entire step is done by the planning team

2. Analyze:

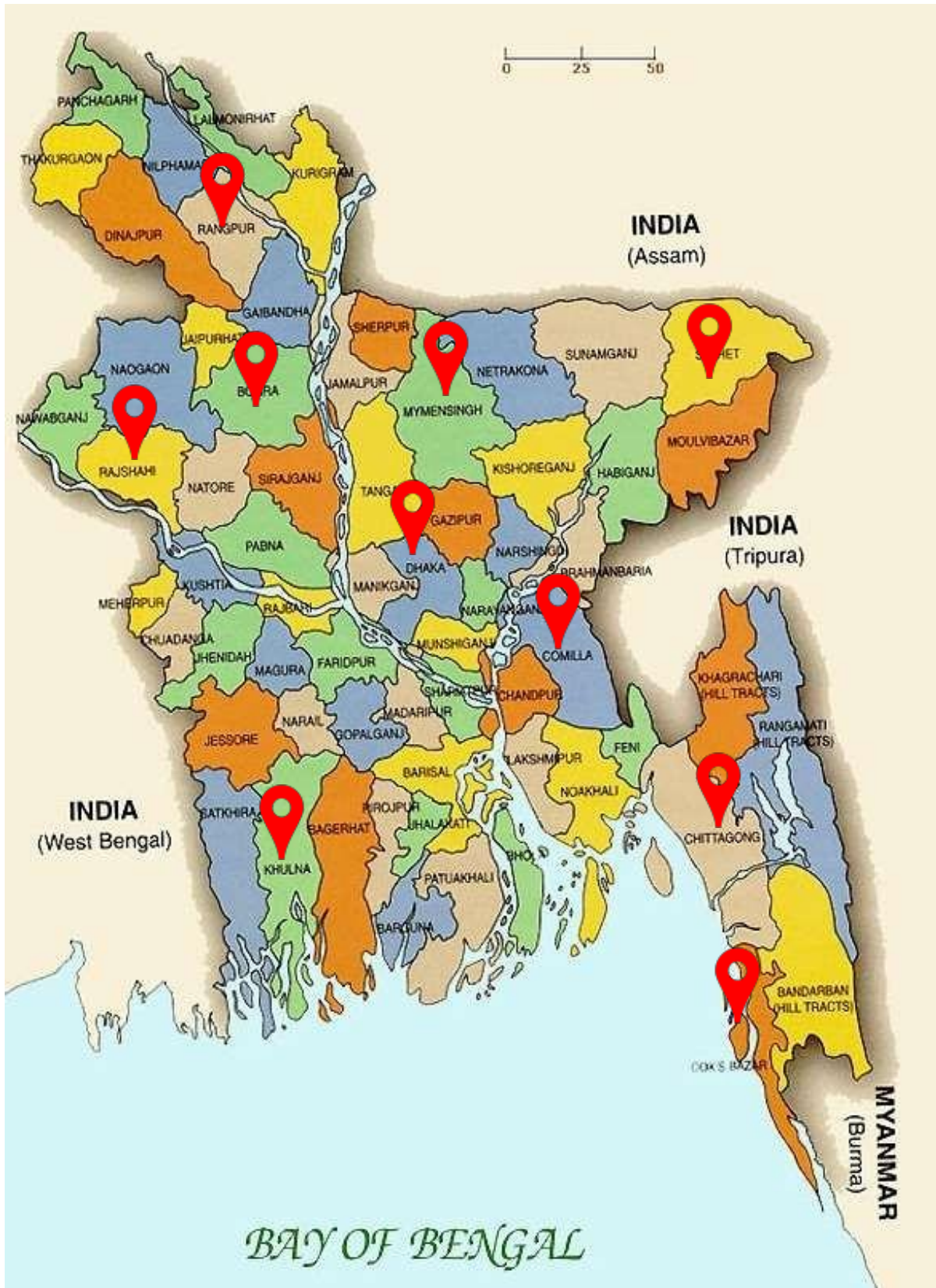
In this step planning team analyses all the factors related to a particular event and its brand. Planning team researches in order to figure out the purpose and objectives of the event that to meet with the planning and its execution. For Alponay Boishakh project we had to research all the previous 6 events done by AsiaticEXP to find out the scope of extension and improvement. From the research our findings was some project objectives –

- The event must establish the brand name of AsiaticEXP in the mind of the visitors and target group
- The event plan must include extension plan
- The event plan must include engagement activities for the targeted crowd

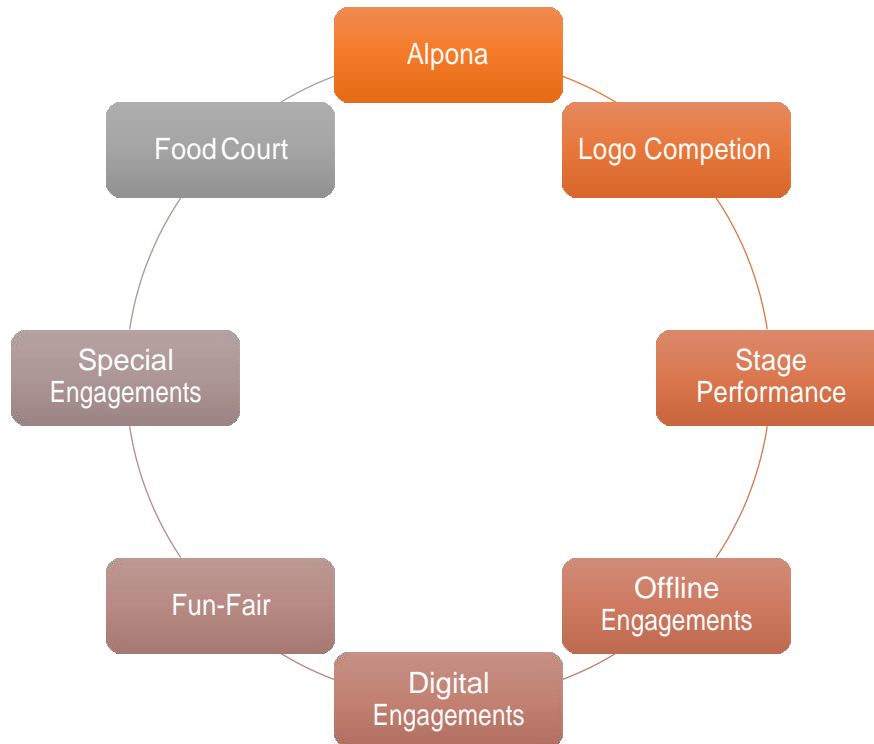
3. Strategy:

With the analyzed objectives in mind we made a 360 degree strategic plan for the event.

For linear extension we focused not only in Dhaka but also planned to extend our project all around the country by executing it on the core cities of Bangladesh.



For lateral extension we followed an all-inclusive approach by creating a three sixty degree plan.



4. Tactics:

This the step where planning team hand overs the project to the operation team. The first thing operation does is to overview the entire plan and make tome tactical decisions. For AsiaticEXP’s projects its operation team follows some technical steps –

- First they thoroughly go through the entire plan and identifies the core activities
- Then they use their communication tools in order identifies if the activities are doable or not by checking all the external barriers – permission from authorities, logistical capability, vendor booking, performer availability

- After that they create a tentative costing of the entire plan and compare that with the project budget

In this particular project because of the following process a lots of ideas got cut off, like- logo competition, offline engagements, fun fair.

5. Action:

The last step of the entire process is to execute the event. This particular step is entirely operation team's responsibility.

Here are some creative content and event day photographs from Alponay Boishakh 1426:

Event Key Visual





Mr. Iresh Zaker, MD, AsiaticEXP with the chief guest from the event launch







Dhaka



Sylhet



Bagura



Chattagram



Khulna

Analysis

The bridge between strategic planning and operational execution

As per the theoretical study of Alonay Boishakh 1426, it is quite visible that the planning team and operation team works hand in hand to ensure a smooth event execution. Though initially the plan is entirely done by the strategic planner but on the second half of the process operation needs to be equally aligned with the entire process and must have a firm idea on how the planner initially have visualized the event.

If we look at the Alponay Boishkah event, once we finished our planning we handed over the entire plan and pitched it in front of the entire team. Which able them to be aligned with our plan. Thus it was easier for them to communicate the idea with other parties like – vendors for logistical support, performers.

But even though there is visible bridge between the strategic planning and operation team, it happened quite a few time that the initial planning extremely out of the comfort zone of the operation team. Which then creates confusion and results in bad project execution. If we consider the particular case we have used for this report. Initially we planned with an extreme vision but the actual execution lacks the initial visualization. For a closer understanding –

- We initially planned the project for 10 different cities all around the country but the main execution happened in only 5 cities
- One of the major objective of this event was to establish the brand name of AsiaticEXP which lost its importance once the plan went under operational budgeting
- Even though a lot of new addition were included like – food huts, photography exhibition, VR game; many interesting ideas got overlooked because of the budget and executional constraints.

Chapter 5

Recommendation & Conclusion

Recommendation

- With the rising demand of BTL marketing focused on experiential event, AsiaticEXP needs to upgrade its organizational strategy and make it more focused on innovation than expansion.
- AsiaticEXP should focus on their operational resources and add more efficient and trained operational resource in order add matured solutions for project based issues.
- For new clients the first impression is the last impression which means error free smooth event execution. And to ensure that they need more innovative and target oriented planning team.
- Though the company follows a well maintain work process which creates a significant bridge between each team, the linking should be started from the very beginning in order to have a more exceptional planning which also is executable.
- Client service should build good rapport with irregular clients for better opportunity on bidding.
- For large events complimentary executions will gain advantage for the company in the long run.
- Company needs for experienced resources
- The communication structure needs to be upgraded
- Creative contents need to be more constructive and thoughtful as that's one of the most important issue for AsiaticEXP

Conclusion

Bangladesh has a huge market demand for event marketing and it's extending every day. New agencies are picking through the wall for one opportunity and the competition is extreme than ever. However, companies like AsiaticEXP is being successful in event marketing because of their organizational experience and history. The study is designed to comprehensively analysis the bridge between the two most important element of AsiaticEXP's structure – strategic planning and operation. At the end of the study I have found some very interesting concepts that was quite invisible while I was working under the planning team. Now that I have put myself in between this two departments, I visibly notice the need for improvements. For example, operation team needs to be aligned with the plan from the very first brief. To be more precise, it is very important that client service and operation also creates a bridge of communication in order to have a better understanding regarding what the clients want and what is operationally possible. So that, clients don't get false hope from planning and client service team nor a huge burden of unrealistic expectation falls over the operation team. Because as an event marketing company it is very much important for AsiaticEXP to have that kind of control over their operational process. Then they will be able to reach their vision of being the Being the pioneer in the world of creativity & experiencing life

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