

Report On
Leadership & Responsibility of Project Development at
Spellbound Leo Burnett.

By

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An internship report submitted to the BRAC Business School in partial
fulfillment of the requirements for the degree of
Bachelor of Business Administration (BBA)

BRAC Business School
BRAC University
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Declaration

It is hereby declared that

1. The internship report submitted is my original work while completing a degree at BRAC University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all of the main sources of help.

Student Name: Amrito Das

Student ID: 15104122

Signature

Supervisor Name: K.M. Nafiul Haque

Designation: Lecturer, BRAC Business School,
BRAC University.

Signature

Letter of Transmittal

K.M. Nafiul Haque

Lecturer,

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66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report on Leadership & Responsibility of Project

Development at Spellbound Leo Burnett.

Dear Sir,

It is indeed a great pleasure for me to be able to hand over the result of my hardship regarding **“Project Development Practices at Spellbound Leo Burnett”**. This paper is the reflection of the knowledge which has been acquired from the respective internship. As a Supervisor, you provided valuable insights and academic training to improve the quality of the work. I am grateful for your stimulating guidance and encouragement during the period of preparation for this internship report. This would simply not have been possible without your guidance, I believe my internship has provided me the great opportunity to develop my learning about the corporate culture and one of the major **Project Development** functions.

I have attempted my label best to prepare this report seriously and accurately. I hope you will appreciate my hard work and excuse the minor errors. I would be always available for answering any query regarding this report. Thanking you for your cooperation

Sincerely yours,

Name: Amrito Das

ID: 15104122

BRAC Business School

BRAC University

Date: 12Th September 2019

Non-Disclosure Agreement

This agreement is made and entered into by and between **Spellbound Leo Burnett** and the undersigned student **Amrito Das**.

Acknowledgment

I would like to start by expressing my deepest gratitude to the Almighty who had allowed and helped me to perform this assignment. Next, I would like to recognize with gratefulness our parents who have provided us with unconditional support and inspiration throughout this course of time. While preparing this paper, I had to take the help and guideline of some respected persons, who deserve my greatest gratitude. I would like to show my gratitude to our honorable supervisor K.M. Nafiul Haque, associate lecturer of BRAC Business School. BRAC University, for giving me a good guideline for making this report through numerous consultations.

Furthermore, I would like to give some credit to my on-site supervisor, Md. Mamun Mia, Head of Social Economic & Project development at Spellbound Leo Burnett for giving his time and good guidance and support. There was some confidential information, however, he gave me access to use and take all the valuable information regarding the project development.

Last but not least, I would like to thank BRAC University for providing me the opportunity to improve and develop my knowledge and skills which supported me during my internship period.

Executive Summary

This report highlight's 4 types of developed project: Innovative thinker, which is a creative idea generation competition, by this the youth will contribute in "Vision 2041" of Bangladesh.

Next, Battle of brains, which will be an online quiz competition, where youth will gain knowledge about the SDG goals of 2030. After that, Mujib nogor - Bangabandhu museum which will be built on the life and teachings of Bangabandhu Sheikh Mujibur Rahaman.

Finally, Innovation in tong shops, the idea is to build a tea network across our country.

There is process of developing the projects and also recommendation provided for few issues of the company.

Keywords: Project development; Solution.

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List of Acronyms

PPT PowerPoint

Max. Maximum

TV Television

Chapter 1: Organizational Overview

1.1 Profile of the Organization

Spellbound Leo Burnett is an advertising agency who provides a 360-degree solution to their clients. As well all know that the major component in any brand and venture exchanges is advertising. Moreover, Advertising is a communication medium between the brand and its customers. Spellbound acts as a 2nd party or 3rd party and creates the communication medium with their creative ideas for their clients. Moreover, every individual brand has a story to tell to the world.

Setting a mindset of “Young but experienced”, the bunch of three people with an average age of 23 started the journey of Spellbound Communications Limited back in 2007. Mohammad Sadequl Arefeen (Managing Director & CEO), Mohammad Iftekharul Islam (Director), Gazy Golam Sarower (Chairman & Head of Events) had a same belief "Revolution is an idea what always occurs in our thoughts" At the same time, they knew that they are going to grow old. As they grow old they want to see as well as brand their agency as “experienced but young”, “we knew that as we grow old, we would brand us as experienced but young”, with this, Spellbound Communications Limited was born with the belief that “life of a brand is mighty when the brand acts for life”, as its mention on their website.

A man with an inspiring and creative thought started an outstanding journey back in 1935 in the land of opportunities of that time by his name, Leo Burnett. With the wonderful idea and concept of Humankind Leo Burnett developed the title one of the 100 most influential people of the world in the 20th century through creating an impact on society. This evergreen vision which leads over 85 countries with 9000+ people worldwide is engaged to bring positive changes with ideas. Moreover, they are experts in branding, strategy making, activation, and customer experience and customer loyalty.

It is the ideal opportunity for 160 million individuals of Bangladesh to ascend high just as for Spellbound to collaborate globally to engage evolution in the advertising industry to change these human behaviors with the power of imagination to build a positive Bangladesh and to brand Bangladesh globally.

1.2 Mission

Provide creative and innovative solutions to our clients which helps to improve the public relationship between the brand and their clients.

1.3 Vision

“We believe when we create human value, we create value for our clients.”

1.4 Tagline

Their tagline is – “Engaging Evolution “

1.5 Organizational Hierarchy

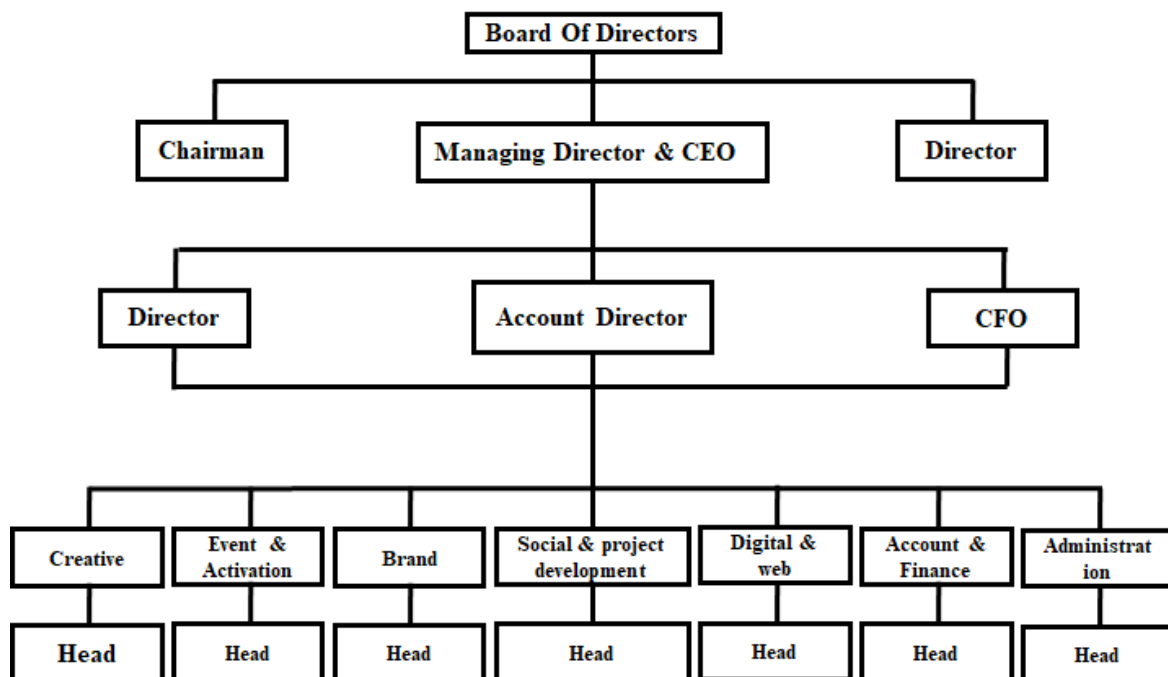


Figure 1: Organizational Hierarchy

1.6 Clients of Spellbound Leo Burnett

Local Clients:

1. Bangladesh Securities and Exchange commission.
2. Polar Ice Cream.
3. Pan Pacific Sonargaon.
4. Aman Group.
5. Young Bangla.
6. Runner.
7. Metrocem.
8. Confidence Group.
9. International Finance Corporation.
10. Bangladesh International Chamber of Commerce.
11. Dhaka Chamber of Commerce and Industry.
12. Dhaka Bank.
13. Promita LPG.
14. Bangladesh Investment Development Authority.
15. Anwars.
16. RR Kabel.

Foreign Clients:

1. British American Tobacco.
2. Chevron.
3. Ford.
4. Save The Children.
5. Lotto.
6. UNDP BD.

7. USAID.

8. Nestle Bangladesh.

1.7 Competitors of Spellbound Leo Burnett

1. Grey Dhaka.

2. Step Media Ltd.

3. Magnito Digital.

4. Adpeople Worldwide.

5. Asiatic Experiential Marketing Ltd.

6. TBWA/Benchmark.

7. Mattra.

8. We Are X.

9. Codesign.

10. Roop Bangladesh.

11. Red Rocket Inc.

12. Rectangle Communication Ltd.

Chapter 2 Introduction to the Report

2.1 Objective of the report

The purpose of writing this report is to highlight the on-hand experience that I have gathered during my internship. The few things that were focused during the internship period:

1. Identifying the strategies of project development for Spellbound Leo Burnett.
2. Steps that were taken for developing any project.
3. Identifying problems for any project while developing and coming up with a proper solution.

2.2 Scope of the report

In this report, I tried my best to focus on a certain period of the organization. Spellbound Leo Burnett provides services to their clients by the combination help of different departments such as Creative, Event & Activation, Brand, Social-economic & project development, Digital & web, and Account & Finance. However, I got the opportunity to work under Social-economic & project development. Moreover, this report covers a good amount of knowledge of the organization as well as the work of Social & project development department.

2.3 Limitations of the report

There are few issues that I faced while preparing my report on Leadership & Responsibility of Project Development at Spellbound Leo Burnett. The following issues are:

1. Due to the organization's loyalty, there are few information that I did not include in my report.
2. Due to the work pressure of the organization, I could not give much time preparing this report.

Chapter 3: My work & experiences of project development

3.1 Innovative thinker

This is my first project after joining Spellbound as an Intern. This is a Creative Idea generation competition which will be hosted by the Ministry of Finances of Bangladesh and will be implemented by Spellbound. The tentative date of this competition will be held in mid of 2020. Moreover, this competition will focus on the development of Bangladesh's Vision 2041. The basic idea of the competition is that students from all the private and public universities across the country will present their creative idea regarding the development of vision 2041 by following some criteria and the best team will get an investor who is ready to invest in their idea. Due to limitation, I will not be able to give or write all the information about the competition. However, I will make sure that my reader can get a summarized version of the competition

3.1.1 Brief insider of Innovative thinker

- The purposes of this competition are:
 1. Contribute to accomplish the goal of vision 2041.
 2. Bring all the creative idea under one platform which is eco-friendly at least till 2041
 3. Introducing diversification.
- The topic of the competition: The topic for this competition is "Innovation strategy and execution that will affect our economy as well as add value to achieve the goals of vision 2041".
- Participation
 1. Students of Public & private university.
 2. 3-5 members in each group.

- Timeline of the competition: There will be 4 different phase in the competition and each phase is divided into 2 sub-phase, they are, Workshop and round. For instance:
 - **PHASE-1**
 - Workshop 1: The teams will get an idea of feasibility, Business model and value proposition and they need to present their idea based on this idea.
 - Round 1: All the teams need to give a team presentation of 4 minutes and each team needs to have a PPT slides of max. 5.
 - **PHASE-2**
 - Workshop 2: The selected teams will seat for this workshop and they will get an idea of customer development, product/ service and market fits and Focuses on the opportunities and they need to present their idea based on these points.
 - Round 2: All the teams need to give a team presentation of 3 minutes and each team needs to have a PPT slides of max. 4.
 - **PHASE-3**
 - Workshop 3: The teams will get the idea of how to Emphasizes on real-life scenarios, Funding and financials and they need to prepare their next presentation on these points.
 - Round 3: All the teams need to give a team presentation of 5 minutes and each team needs to have a PPT slides of max. 5.
 - **PHASE-4**
 - Round 4: This round will be Grand finale and all the top teams will pitch & presentation their ideas in front of the investor. The Grand finale will be live telecast on TV Show.

- Criteria the teams need to follow
 - Agriculture.
 - Energy Sector.
 - Energy Sector.
 - Tax.
 - Environment, Natural Resource, and Disaster Management.
 - Population Sector.
 - Investment.
 - Human Resource Development.
 - Insurance.
 - Economic Growth.

3.1.2 My learning

While preparing this project I need to go through a huge number of government websites such as the ministry of finance, ministry of education and other websites for gathering knowledge about the vision 2041. I came to know about the term "Five years' plan". This term is the period made to fulfill all the goals and objectives of vision 2041. Moreover, I came to know about the current GDP rate, Per Capita Income, the total population of our country, current employment and unemployment rate, goals of SDG which will be achieved by 2030 and many more. While developing this project I made a huge amount of mistakes like, not working on the right requirements, did not go in any depth of any topics or points, could not figure out what I need to do. However, struggling with all my mistakes for a week then I finally started to identify and understand what I need to do. I made a timeline and made a checklist that I need to do. For making this checklist I took help from my senior colleagues. From learning from my mistakes I finally could develop my first project and submitted to my department head as well as made myself ready for my next project.

3.2 Battle of Brains

This is an online quiz competition, which is going to be hosted by British American Tobacco Bangladesh (BAT) and implemented by Spellbound. This competition will focus on the SDG goals of Bangladesh. The main theme of "Children's Sustainable Future" aimed at establishing a knowledge-based society involving sustainable development of the country. The competition will be open for the students to form all the private and public universities across the country. Due to limitation, I will not be able to give or write all the information about the competition. However, I will make sure that my reader can get a summarized version of the competition.

3.2.1 Brief insider of Battle of Brains

- Few goals & objectives of this competition are:
 1. Raising awareness and knowledge about 5 involvements in various goals and objectives of sustainable development goals (SDGs) among young people.
 2. Creating a greater understanding of the role of young people in the process of implementing SDGs. Delivering SDG to the general public.
 3. To inform young people about global issues by continuously undertaking this initiative every year from 2019 - 2030.
 4. Creating public awareness among the greater public awareness among the youth.
- Participation
 1. Students of Public & private university.
 2. A group with 2 members each.

- Competition Structure

1. Total number of phase 6 (including the grand final).
2. Intra University: the first 2 phases of the competition will be held in a respected university. Teachers will be selected as a coordinator of the competition.
3. Inter-university: the next 4 phases will be under BAT's decision.

- Prize Distribution

1. In every Phase, the winning team will be title as "SDG Hero of the Day".
2. The runner up team will receive 50 thousand BDT and every member will get scholarship up to 10 lakh BDT.
3. The champion team will receive 1 lakh BDT and every member will get a scholarship of 50 lakh BDT.
4. The champion team will also be title as "SDG Hero of the Nation"

3.2.2 My learning

After developing several numbers of projects, Battle of Brains became a bit easier for me to develop. Moreover, I need to prepare a few sample questions for the project. For preparing those sample questions I had to research on the web as well as I had to take ideas from "Awami league manifesto 2018". During the preparation, I got the chance to develop my knowledge about our SDG goals. This project made me think deeper to get the best from me. I had spent around 2 days to prepare the competition structure and the six-phase of the program. This is because I had to write each detail of the structure and how the knockout going to happen among all the teams. My task was to make the work easier for BAT. Therefore, I learned how to work under pressure.

3.3 Mujib Nogar - Bangabandhu Museum

Mujib Nogar will be Bangladesh's biggest and only museum built on the life and teachings of Bangabandhu Sheikh Mujibur Rahaman. This museum will be built in Tungipara in Gopalganj District. Moreover, we will come to know about the transformation from Mujibur Rahaman to Sheikh Shahab, Sheikh Shahab to Sheikh Mujibur and Sheikh Mujibur to Bangabandhu Sheikh Mujibur Rahman. Besides, this museum will have 5 storage building where each floor.

Will tell each phase of Sheikh Mujibur Rahman. The concept of the Museum is to let all the people know and recall our history and the life of our Father of the Nation. The Museum will include a 3D model, sculpture and surrounded with 3D sound so that it looks realistic to the audience and can feel the atmosphere of that moment.

3.3.1 Brief insider of Mujib Nogar

The life phase of Sheikh Mujibur Rahman will be divided into 5 different floors:

1. **Phase 1- Floor 1:** This floor will have the childhood & early life of Bangabandhu.

Such as,

- a. A model of the house where he was born.
- b. A model of from Gimadanga primary school for his school life.
- c. Model of Gopalganj Missionary School from where he started his political life.
- d. The sculpture of Bangabandhu and another member of All India Muslim Students Federation
- e. Model of 'Islamia College Students Union' where he became the general secretary.

2. **Phase 2- Floor 2:** This floor will have the language movement. Such as:
 - a. Making a sculpture of Minister Khwaja Nazimuddin and Muhammad Ali Jinnah, that they are announcing Urdu as the state language.
 - b. On the other side, a 3D scenario where Bangabandhu is against the State language as Urdu.
 - c. Another side a 3D scenario where Hunger strikes from jail during Bhasha Andolon.
 - d. The full scenario that had happened during the language movement.
3. **Phase 3- Floor 3:** This floor will have the 6-point movement and Agartala conspiracy case.
 - a. List of all the six points.
 - b. 3D sculpture where Bangabandhu is giving the delivery of 6-point movement.
 - c. Creating a 3D scenario of the Agartala Conspiracy Case.
4. **Phase 4 - Floor 4:** This floor will have the 1971 war
 - a. Creating a 3D scenario of Bangabandhu giving a speech in Ramna Racecourse, Dhaka.
 - b. How the war took place and what happened during the war.
5. **Phase 5 - Floor 5:** This floor will have independence & Mujib's assassinated
 - a. Creating a 3D scenario of people celebrating the Independence of Bangladesh and the challenges that Bangabandhu faced with removing all the Pakistani's soldiers.
 - b. The 3D scenario that took place during the Mujib's Assassinated.

3.3.2 My learning

In my point of view, working on a government project is more challenging compared to other projects. This is because I had to research a lot compared to another project. However, there is a huge chance to gather or learn more knowledge about the history or plans of Bangladesh. While working on this project I had to research on different websites as well as I watched many videos about Sheikh Mujibur Rahman on YouTube. I failed 2 times to develop this project. I tried to put only the important phase on Sheikh Mujibur Rahman life and this was my first failure. After I took feedback from my project developer head then I develop another draft and that draft turned into my second failure story. That is, now I tried to focus only on the phase of Mujibur Rahman's entry into Bangladesh politics.

After taking the second feedback from the head as well as took the lesson from my previous mistakes, I started to research in more detail about the entire life of Sheikh Mujibur Rahman. Finally, I develop the project by dividing his life into 5 different phases and place each phase of his life on each floor of the museum. So that the audience can feel the atmosphere of that moment. After showing my final plan, my head liked it and asked me to submit it as a final develop project.

3.4 Innovation in Tong shops

Tong shops are one of the popular businesses in our country. However, due to some legal problem the tong shops are not developed. Tong shops are also called a place for generating ideas and discussing ideas and other topics. This is our own house (Spellbound) project and the main theme of this project is to build a tea network across our country. Where all the vendor such as tea, milk, sugar, and other essential suppliers for any tea shop should be under our network. There will be a unique color code for all our tong shop so that people can understand and they can trust the quality.

3.4.1 Brief insider of Innovation in Tong shops

For developing and plan for this tong network I had to go through huge research. For this project, we worked in a team of 9 members and we came up with the primary plan to conduct a hand on survey upon 31 tong shop. From this survey, we got a few ideas about the market, types of tea they sell, types of customers they get, the average number of cup of tea sell per day, types of tea they sell and the demand of a specific type of tea on a particular shop.

From the survey in Dhaka, we can find the basis of two types of tea, those are milk tea and raw tea. If we focus on Dhaka, then in a few places we will see multiple types of flavored tea along with the basic two types of tea. For example: in TSC (Dhaka university area) we can find multiple types of tea like Malta tea, ginger and mint tea, chocolate tea, Ovaltine tea, Chili tea, Horlicks tea and many more. However, there are some places in Dhaka where we don't find any other flavored tea rather than the two basic types. From the survey, we also came to know that many people don't even know about different flavors of tea. Dhanmondi, Mirpur, Mohammadpur, Puran Dhaka, Kolabagan, Shahbag, this place people mostly time the basic two types of tea.

3.4.2 Survey finding

1. Types of Tea you sell?

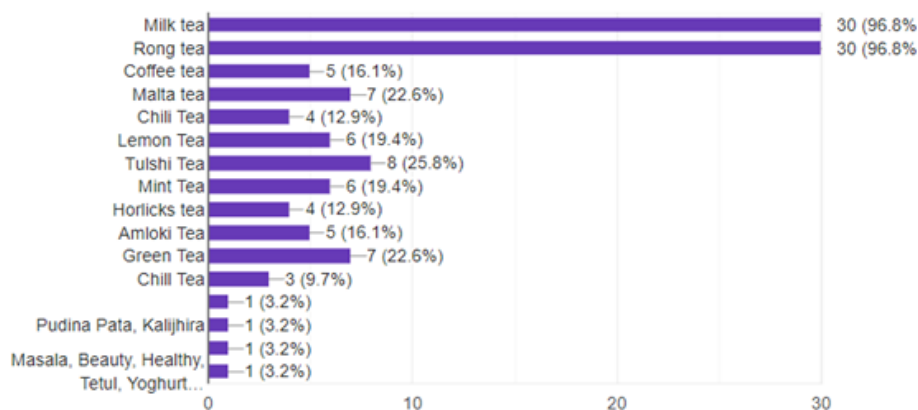


Figure 2: Different types of tea

2. Which quality of tea do you sell the most?

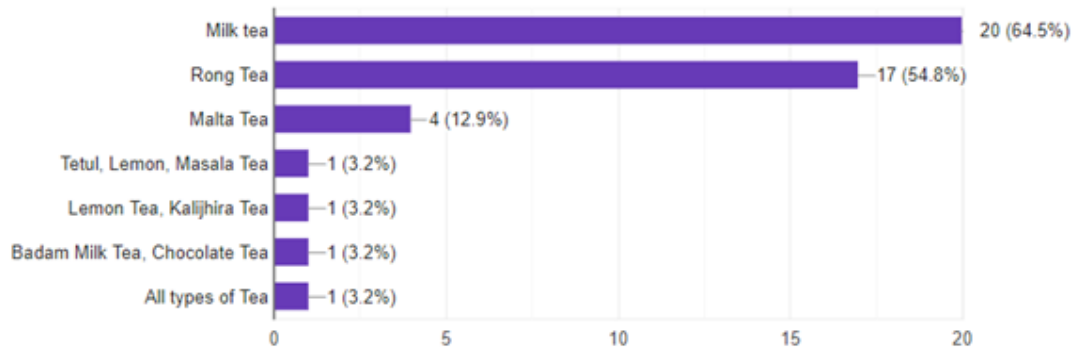


Figure 3: Most selling tea

3. Number of types of tea sell per day?

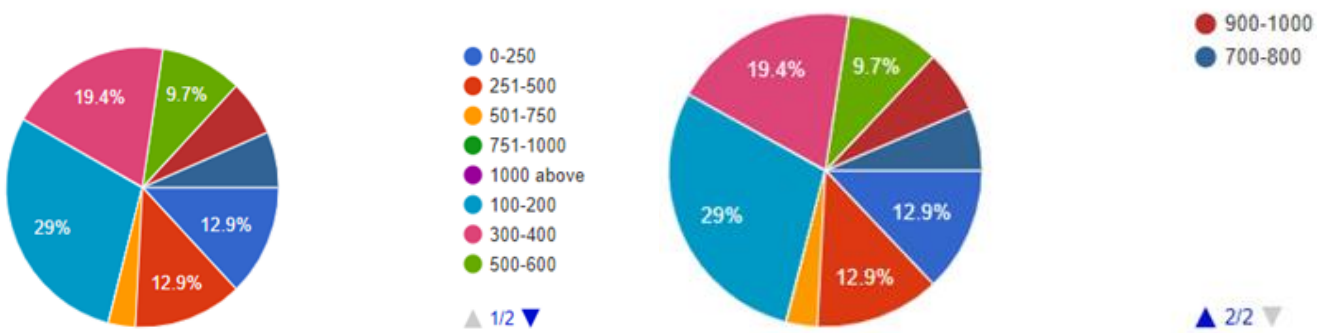


Figure 4: Per day selling

4. Are you willing to add more varieties of tea?

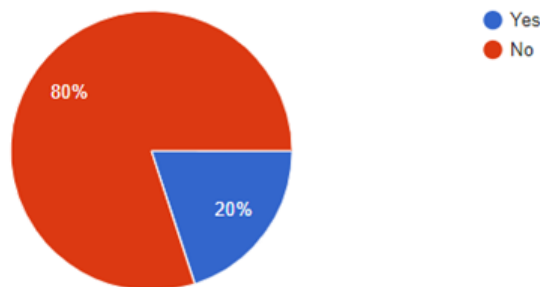


Figure 5: willing to add more types

5. Why are you not willing to add?

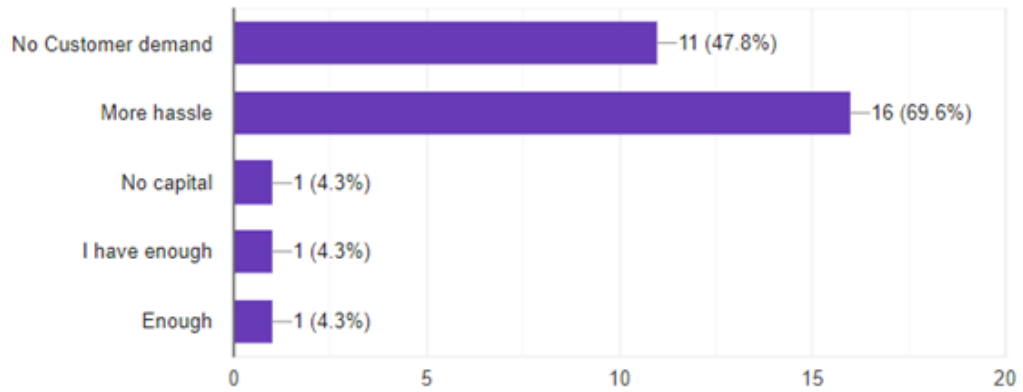


Figure 6: The reason for not willing to add

6. If you want to add more varieties then which one are you willing to add

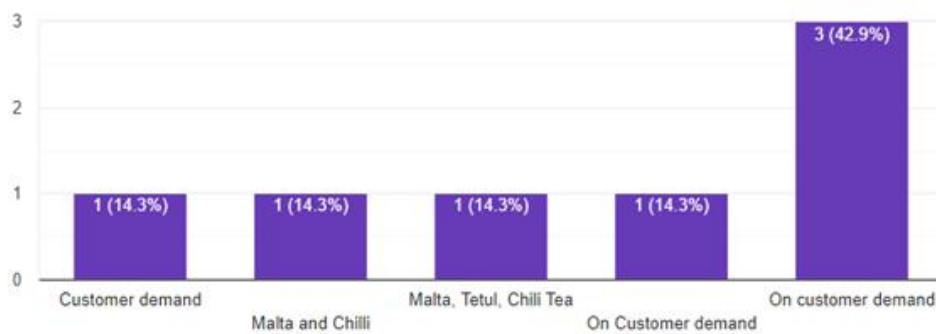


Figure 7: which type want to add

7. What kind of customers do you get?

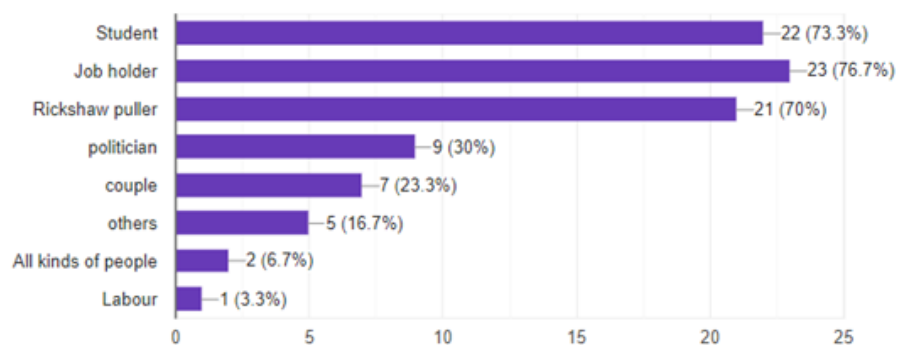


Figure 8: Customer engagement

8. Which shift gets more sell in a day

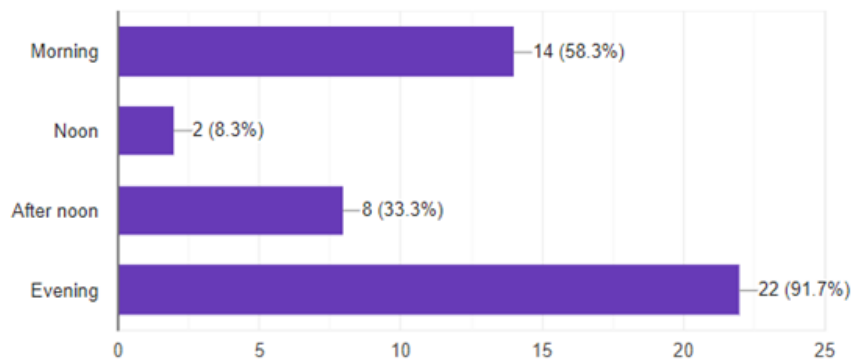


Figure 9: shift that gets more sell

9. From where do you bring your raw materials?

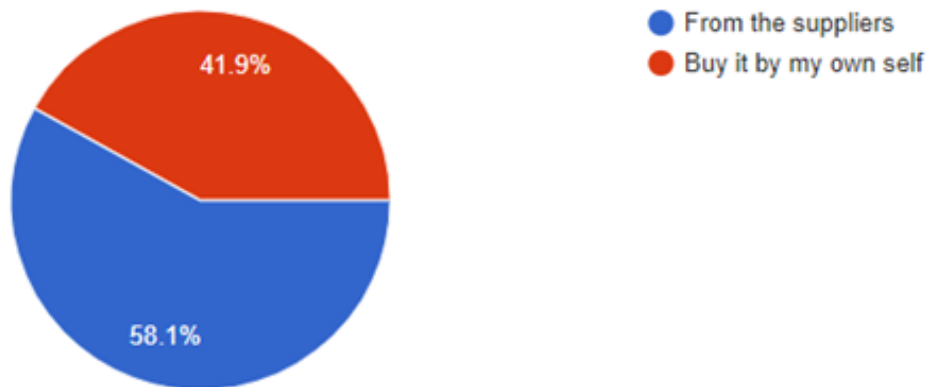


Figure 10: raw materials

10. What do you sell apart from tea?

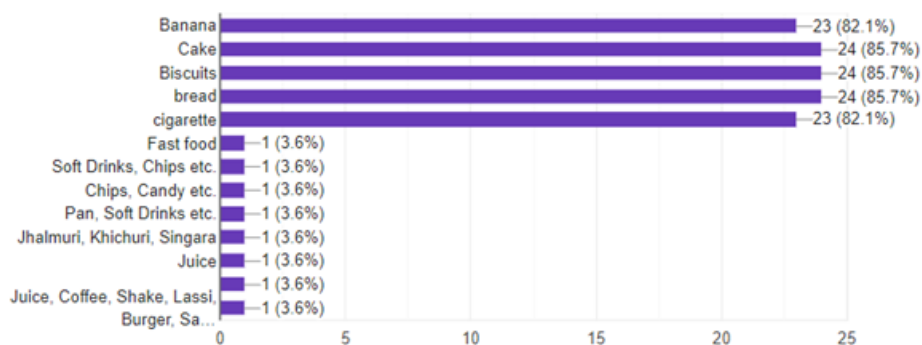


Figure 11: selling of different products

3.4.3 Analysis from the survey

After conducting the survey, the result we got was that the maximum number of people like to consume milk and raw tea and milk tea is mostly consumed by the people. Next, when we asked the shop owner whether they are willing to add new varieties of tea into their shop and we found that 80% of the owners are not willing to add just because they don't want to take any extra hassle. However, the remaining 20% of the owners are willing to introduce new varieties of tea into their shop and they will add on customer's demand. Also, we came to know that Job holders, Students, and rickshaw puller are the types of customers that they get in their shop.

After the analysis of the survey results, I made a plan of introducing 4 different varieties of tea in those shops who are willing to add new items. 4 varieties of tea are:

1. Masala tea.
2. Coffee tea.
3. Chocolate tea
4. Ovaltine tea.

When I discuss the varieties of tea, the concept of Masala tea was completely new among my office colleague. The ingredients I used to prepare the masala for the tea was Dry Ginger Powder, Cardamom, Black pepper, Cinnamon and Clove. Except for the Dry Ginger Powder, I use to roast all the ingredients for 5-6 minutes. After that, I used to blend all the ingredients in a ratio and turn them into powder. However, for the other varieties, coffee, Chocolate, and Ovaltine should be purchased from the market.

The process of making those types of tea was simple, we just need to add 1/4th teaspoon of the ingredients (masala, coffee, chocolate or Ovaltine) into our regular milk tea and mix it

The price was fixed for the new varieties were:

1. Masala tea. 10 Taka
2. Coffee tea. 15 Taka
3. Chocolate tea. 15 Taka
4. Ovaltine tea. 10 Taka

Execution of the plan.

We selected a shop at Mirpur-12, named as Josim Tea Store and we provided the ingredients all the new varieties of tea. Such as Masala 90g, coffee 200g, Chocolate powder 230g, and Ovaltine 400g. During the execution, we will not take any money from the shop owner. On the 5th of July 2019, we started our first execution for 10 days just to see the reaction of the customers on the new varieties. For the first three days, the customers were curious to know about the new varieties. After that, the customers started to try out the new varieties of tea. The customer started liking the masala tea more than the other types and the customer engagement had increases than before.

After the 10 days of our execution, the result we got was really surprising. Before introducing the new varieties, the shop owner used to sell 800-900 cups of tea per day. However, after introducing the new varieties there were 10-12 extra cups of tea was sold with the regular number.

The number of tea sold from the new varieties within 10 days of the experiment were:

1. Masala tea. 60 cups
2. Coffee tea. 20 cups
3. Chocolate tea. 02 cups
4. Ovaltine tea. 15 cups

From the execution result, we decided to do more experiment for a week on 6 different shops in different places in Dhaka and 3 shops in Rajshahi. The shops are, Jisan Tea Store (Gendaria Ghundi Ghor,Puran Dhaka), Monir Tea Store (Kolabagan, Lane# 1,Dhaka), Alamin Tea Store (Beside Kolwalapara, Bus Stand Masjid, Mirpur – 1, Dhaka), Josim Tea Store (Pollobi ,Mirpur,Dhaka), Bismilla Store And Telecom Point (Khilbari Masjid Road, Shahjadpur), Shojib Store (Beside Daffodil University), Rubel Tea Stall (In Front Of Zia Hall And Habibur Rahman, University Of Rajshahi), Café Green View (Bba Faculty, University Of Rajshahi) and Akbar Tea Stall (Mother-Box Hall, University Of Rajshahi) The piloting will take place at the end of August 2019.

3.4.4 My learning

The project "Innovation in Tong shops" is one the best project that I'm working on as my internship. Dealing with the tong shop owner is difficult. Most of the time those people are close-minded and it becomes hard to take and give information. During the door to door survey, we faced a huge problem regarding the trust issue. Which means they think that we are more interested in their monthly income and we are interviewing them so that we can remove them or put a tax on their income. Around 10-12 owner refused to give the interview for the survey. I came to know that to deal and take information from those type of people at first I need to think like the way they think than only I can take and give information about my task. In the beginning, the work was really hard but as the days pass on it became easy for me. I took help from my senior colleague and followed the way he used to deal with those shop owners. My team head was impressed by my work and he asked me to conduct more experiments on tea if needed.

When I came up with my masala for the tea, I first experimented on a few of my office colleague. They did not like it. They said that when they consume a sip of masala tea they feel a burning sensation in their throat. With their review, I again made new masala where I decrease

the ratio of Black pepper and Cinnamon. Now with the new masala I again experiment on 20 colleagues from my office and this time they liked it. They said that they can feel the taste of the spice when they take each sip of tea. My team head selected the new masala for the masala tea.

From this project, I learned how to communicate with the tong shop owner regarding information exchange. Most demanded tea on Dhaka city and the way to introduce a new item into the market.

Chapter 4: Methodology

4.1 Methods of research used

Ten methods used for project research:

1. **Team selection and group meeting:** When there is a new project for a client our directors select a team based on the requirement of the project. After the team is selected we have a group meeting.
2. **Identify and list down the client's requirement:** During our meeting, our directors explain the project and the requirements that the clients need from us. We divide our work according to the client's requirement. For example, I work for project development so at first, I develop a skeleton of the project based on the client's requirement.
3. **Brainstorm:** What are the things can be best for creating a skeleton of the project based on the client's requirement. I take a white paper and write down all the ideas that come into my mind. Then I connect the ideas that can fulfill the requirement.
4. **Selection of the data sources:** Once I am done with the brainstorming I look for sources from where I can get the data. There are two sources of data collection, primary data and secondary data and I take help from both the sources.
5. **Create a first draft of the project:** With the help of primary, secondary data and my ideas I created my first draft on a PowerPoint so that my ideas or my work can be presentable.
6. **Take the feedback from the head of the team:** Once my team head sees my first draft, they give me feedback about my work.
7. **Work on the feedback:** I take suggestions from the other team members and work on those areas to improve my project.

8. **Submit the second draft and take the feedback:** After working on my first feedback I again submit it to the head of my team to check-in and I take the feedback if there are any things need to change.
9. **Work on the feedback:** Again I take suggestions from the other team members and work on those areas to improve my project.
10. **Submit the final project:** Once all the feedback is improved I finally submitted my project so that other team members can work on it to finish the entire project.

4.2 Collection of data/ ideas for my project.

- Primary Data/ideas
 - Practical or previous work.
 - One to one conversation with office colleagues.
 - Observation.
 - Casual discussion with clients.
- Secondary Data
 - Internet.
 - Books.

Chapter 5: Findings

5.1 Issues

There are a few issues that I found out during my internship period.

1. The website of Spellbound is not properly developed. As a result, it becomes difficult for the clients to contact the company.
2. Sometimes the client gets their work after the death line. This is due to the insufficient employees and the employees need to work under pressure to finish the work.
3. The creative department has insufficient of the 3D artist.
4. The company has a limited number of vendors, and as a result, it becomes difficult to schedule the implementation of events by Spellbound.
5. There is some fixed team who always get the project to work on. However, the people who are not into the team need to seat workless.
6. At times there is less collaboration among the team members for that they take more time to deliver the given work to their clients.

5.2 Recommendation

There are a few recommendations that can be suggested.

1. This is a digital era, if anyone wants to know about Spellbound then they first search on the web. Therefore, the company needs to develop its website as well as they should keep their website up to date with their work.
2. The company needs to hire as many employees so that the clients get their given work on time. This will create a good impression on the client as well as on the company's profile.
3. These days the clients look for creative 3D work. Now it's time for the company to hire a more 3D artist in the creative department.

4. Spellbound is a growing agency, so the company needs to have a good number of vendors to work with them so that they don't need to face any difficulties to schedule their events.
5. The amount of work pressure should be divided equally so that the workless people get some work.
6. Every individual in the team should know their responsibility so that they can collaborate among team members and finished the work smoothly.

Chapter 6: Conclusion

In conclusion, Spellbound Leo Burnett is a reputed agency in the market of an advertising agency. The role I played during my 3 months of internship as a project developer in the department on Social-economic & project development. The project that I developed was Innovative thinker, Battle of brains, Mujib Nogor - Bangabandhu Museum and innovation in tong shops. The experiences or the learning that I gained during the development of the projects was knowledgeable. Such as; communicating with the people, the right way to research on any topic, the ideas of vision 41 and SDG goals of Bangladesh and many more. Also, I have found 10 ways to collect data and information for developing any project. These 10 ways make the work easier. However, there will always be issues in any part of the work. Therefore, I also faced a few issues during my internship period. And also recommended according to it.

References

Spellbound Leo Burnett. (n.d.). Retrieved from <https://www.spellbound-leoburnett.com/about-us/>

Appendix.

Tong shop Survey Questionnaires:

1. Types of Tea you sell?
2. Which quality of tea do you sell the most?
3. The number of tea sell per day?
4. Are you willing to add more varieties of tea?
5. Why are you not willing to add?
6. If you want to add more varieties then which one are you willing to add?
7. What kind of customers do you get?
8. Which shift gets more sell in a day?
9. From where do you bring your raw materials?
10. What do you sell apart from tea?