

expressions

**Internship report**

**On**

**Customer satisfaction  
to Expressions limited**

**Internship report**  
On  
**Customer satisfaction to Expressions limited**

**Submitted to**

**Hasan Maksud Chodhury**

Assistant Professor  
BRAC Business School  
**BRAC University**

**SUBMITTED BY**

**Md. Riaz Mahmud**

ID: 11104042  
BRAC Business School  
**BRAC University**

**Submission Date: 20<sup>th</sup> December, 2016**



Inspiring Excellence

## Declaration

I hereby declare that the Internship work entitled “Corporate **Customer satisfaction to Expressions limited**” submitted to the BRAC University Bangladesh is a record of an original work done by me under the guidance of Hasan Maksud Chowdhury, Assistant Professor, BRAC Business School, BRAC University Bangladesh. I further declare that this Internship work is submitted in the partial fulfillment of the requirements for the award of the degree of Bachelor of Business Administration. The results embodied in this Report have not been submitted to any other University or Institute for the award of any degree or diploma or such other titles.

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Md. RIaz Mahmud

ID: 11104042

BRAC Business School

BRAC University

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## Letter of Transmittal

Date: 20 December, 2016  
Hasan Maksud Chowdhury  
Assistant Professor,  
BRAC Business School  
BRAC University.

**Subject:** Submit the Internship report on “**Customer Satisfaction to Expressions Limited**”.

Dear Sir,

It is a great pleasure and privilege to present the internship report titled “**Customer Satisfaction to Expressions Limited**” which was assigned to me as a partial requirement for the competition of BBA Program.

Throughout the study I tried with the best of my capacity to accommodate as much information and relevant issues as possible and tried to follow the instructions as you have suggested. I tried my best to make this report as much informative as possible. I sincerely believe that it will satisfy your requirements. I however sincerely believe that this report will serve the purpose of my internship program.

I, therefore, pray and hope that you would kindly accept my report and oblige thereby. With thanks and best regards.

Sincerely yours,

.....

**Md. Riaz Mahmud**

ID: 11104042

BRAC Business School  
BRAC University.

## **Acknowledgement**

For the very first of all I would like to express my gratefulness and harmony to the GOD, the supreme authority of the Universe, without whom we would be nothing. Next I would like to express my kindness to my Beloved Parent whose continuous inspiration enrages me to make a right move in my life.

Then of all I would like to thank my supervisor **Hasan Maksud Chowdhury** without whose help, suggestion and co-operation the total report will be valueless.

I would also like to express my heartiest gratitude to the Head of Branch & Managing Director **Ramendru Majumder** of Expressions Limited, Banani, for giving me the opportunity to complete my internship program in his bank. I am also grateful to the Manager of Operation & Director Trapa majumder of this department for her constant help and support during my working period at Expressions Ltd.

I would like to express my gratitude to the head of Social department **Nasrin Hossain**, for their full support to know about customer satisfaction

I have got tremendous help from them. They always provided me the required materials and helped me to clarify the banking activities. This report will give me practical knowledge about the marketing activities.

Finally, I would like to thank all officials of EL for their co-operation, support and love. This is really a nice superior working environment. I do not ever forget this organization.

I would like to thank from the deep of my heart to those people who are related with making of this report and make it a success.

At last but not the least, the **BRAC University** for giving me an opportunity to complete my BBA degree and give me a scope to gather practical experience and enrich my knowledge.

**Md. Riaz Mahmud**

ID: 11104042

BRAC Business School

BRAC University.

## **Executive Summary**

As a part of Internship program for Business Graduate students, each of the students needs an organizational attachment. Being attached with Expressions Limited, this study has been undertaken to fulfill the internship purpose. During a specified period of internship, the students are required to prepare a report on the organization from where he has completed his internship.

Expressions Limited is a private advertisement organization, which is operating its business last 5 years. The ad firm has achieved a tremendous success during this short span of time and established itself as a progressive and dynamic ad firm in the country. The ad firm is widely acclaimed by the business community, starting from small businessmen/entrepreneurs to the big traders/industrial group, including the top rated corporate clients who hold pragmatic outlook and financial solution. Mainly secondary data have been used to gather information which is necessary to prepare this study.

Customer satisfaction is based on several critical principles. They include an independent, active and engaged Board of Directors which has the skill to properly evaluate and oversee the business process, business and financial performance, internal control and compliance structure and direct management on strategic and policy issues and also the service provided to the customer. On the other hand, the employees have to ensure that the company is providing the proper service to the client and they are happy with the service. Recognizing the importance of good customer service as a major factor in enhancing the efficiency of the organization. The organization depends on it for its complete growth in the competitive market.

## 1.1 Prelude:

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This report has been prepared as a practical requirement of BBA Program after completing the academic courses a student has to complete a 3-month organizational attachment. So, after completion of 3-month organizational attachment at Expressions Limited (Corporate Branch), this report has been prepared.

This report on “**Customer Satisfaction to Expressions Limited**” was initiated as a part of Internship Program, which is a BBA degree requirement of the Business School of BRAC University Bangladesh. This report is being submitted To Hasan Maksud Chowdhury, Assistant Professor, BRAC Business Schoole, BRAC University Bangladesh.

Since the BBA Program is an integrated, practical, theoretical method of learning, the student of this program are required to have practical exposure in any kind of business organization.

## 1.2 Rationale of the Study:

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The intention to prepare this report is stated below:

- Briefly observe the social environment of Bangladesh and look at Expressions Limited as an Organization at some length.
- To know about the overall marketing activity.
- To know about the management style and organizational structure of Expressions Limited.
- To identify the problems and weakness of the marketing systems of Expressions Limited.



- Market scenario of advertisement sector and the current position of Expressions Limited.
- To know the product and services of Expressions Limited.
- To identify the major strength of the ad firm's customer service division.

## 1.3 Methodology:

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Different data and information are required to meet the goal of this report. Those data and information were collected from various sources. Such as primary and secondary which is showed bellow:

Primary sources:

- Personal observation.
- Face to face conversation of officers & clients.
- In-depth study of selected cases.
- Interviewing officers & clients.
- Relevant file study provided by the officers concerned.
- Working at different desks of the ad firm.
- Daily note taken during the internship

period. Secondary sources:

- File study.
- Annual reports
- EL website.
- Other ad firm;s website.

## **1.4 Scope:**

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The scope of the report is limited to the overall description of the ad firm, its services, its position in the industry and its competitive advantages. The scope is also defined by the organizational set-up, functions and performances. Here, Expressions Limited is compared with the different local ad firms as well.

## **1.5 Limitations:**

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The limitations, in preparing this report, are given below:

- I had no previous experience to direct a survey program that's why this report might not bring the same result what the authority expect.
- There was a limited scope for me to deal with the social activities directly.
- Within the short period of time, it is not possible for me to study ever thing about the Expressions Limited.

## **1.6 Research Question**

1. How the company operates?
2. What are the main activities of the company?

## **Organization Brief**

Established in 1993, Expressions Ltd has become one of the major advertising and social communication agencies in Bangladesh. It is registered under the Registrar of Joint Stock Companies Bangladesh [No-C-23323(1728)/93]. Being in the service business, Expressions Ltd is dedicated to providing creative and marketing communications services for its clients.

Fifteen years on, Expressions Ltd reasserts its vision of becoming an innovative, socially committed and client-focused service provider. As a private company in public service, Expressions Ltd started working in social development in 1998, till then; the Agency has been working with a number of development agencies to help them achieving their objectives by providing specific solutions to their communication needs.

At Expressions, we often work like the stage performers of ancient times striving to bring to life the masks they wore in the way the represented characters prescribed them to do. We however have an advantage over them: we apply leading edge digital technology.

### **Vision & Mission**

Our **Vision** is to become the agency of choice for being an innovative, client-focused and socially committed service provider. Our **Mission** is to help our clients achieve their business and development objectives by providing specific solutions to their communication needs.

### **The Board of Directors**

#### **Ramendu Majumdar**

*Chairman and Managing Director*

After obtaining a Master's Degree in English from Dhaka University, Mr. Majumdar started his career as a college teacher. He then moved into advertising and public relations and worked in Karachi, New Delhi and Dhaka for a period of over 30 years. He is a pioneer in the advertising

industry in Bangladesh for which he was honoured with the Lifetime Achievement Award by Ad Club, Dhaka in 2004. He is currently (2008) the President of Advertising Agencies Association of Bangladesh. During his 21-year association with Bitopi Advertising Ltd. beginning from 1972, as Client Service Director, he worked on leading brands in diverse categories (airlines, banking, cigarettes, family planning, food products, toiletries etc.) Mr. Majumdar has had an abiding involvement with the theatre and arts - a combination that has helped him develop a fuller understanding of the communication process. A leading figure in the country's cultural arena, he is associated with International Theatre Institute (ITI) as Global President, Theatre Drama Group as Director and Quarterly Theatre as Editor-Publisher. He has got 16 publications to his credit.

### **Mokarram U. Ahmed**

#### *Director*

Mr. Ahmed graduated in Electrical Engineering in the year 1964 from Bangladesh University of Engineering and Technology (BUET), Dhaka. He worked with the then EPWAPDA (East Pakistan Water and Power Development Authority) for about a year immediately after graduation. He then joined M/s. Greaves Crompton Parkinson Ltd., a subsidiary of Hawker Siddeley Group of UK. After receiving postgraduate training in UK with Hawker Siddeley Group of companies in the year 1973, Mokarram became a Founder Director and then, in 1983, the Managing Director of their Bangladesh operations. Mr. Ahmed received Management Training from Japan and attended a number of Seminars on TQM and QC at home and abroad. Mr. Ahmed is a fellow of The Institution of Engineers, Bangladesh and Member of Bangladesh Society for TQM (BSTQM) and Vice- President, Bangladesh AOTS Alumni Society (BAAS).

### **Ferdausi Majumdar**

#### *Director*

The leading lady of the Bangladesh stage, Ms. Majumdar did her Master's in Bengali and Arabic from the University of Dhaka. She took up teaching as her career which she is still pursuing. Besides acting in numerous plays in stage, TV, radio, film, she has directed five stage plays. She has received a number of national and international awards like Ekushe Padak, National TV Award, William Carey Award (India), Munier Chowdhury Honour and Meril-Prothom Alo

Lifetime Achievement Award for her contribution to stage and TV drama. She has got four publications to her credit.

## **Tropa Majumdar**

### *Director & Creative Head*

A leading young creative mind in the country's advertising industry, Ms. Majumdar has got a brilliant academic background. She got a first class in BSS (Hons) and topped the list in first class in MSS from the University of Dhaka where she served as a Lecturer in the Department of Mass Communication and Journalism for a year. She left the teaching job to pursue her career in advertising which offered her a creative challenge. She is also a talented actor on stage and TV and a budding director. She is now leading the Creative team of Expressions.

## **Management Team & Functions**

### *Key Personnel*

#### Ramendu Majumdar, Managing Director

A leading figure in the country's cultural arena, especially in theatre, with over 35 years of experience in advertising and PR.

#### Sanjeeda Islam, Head, Social Communication

An expert in social communication with decades of experiences of working with UN, Save the Children and other international organizations.

#### Tropa Majumdar, Head of Creative

A leading creative leader in the country's advertising industry with a brilliant academic background. A gifted stage and TV actor-director.

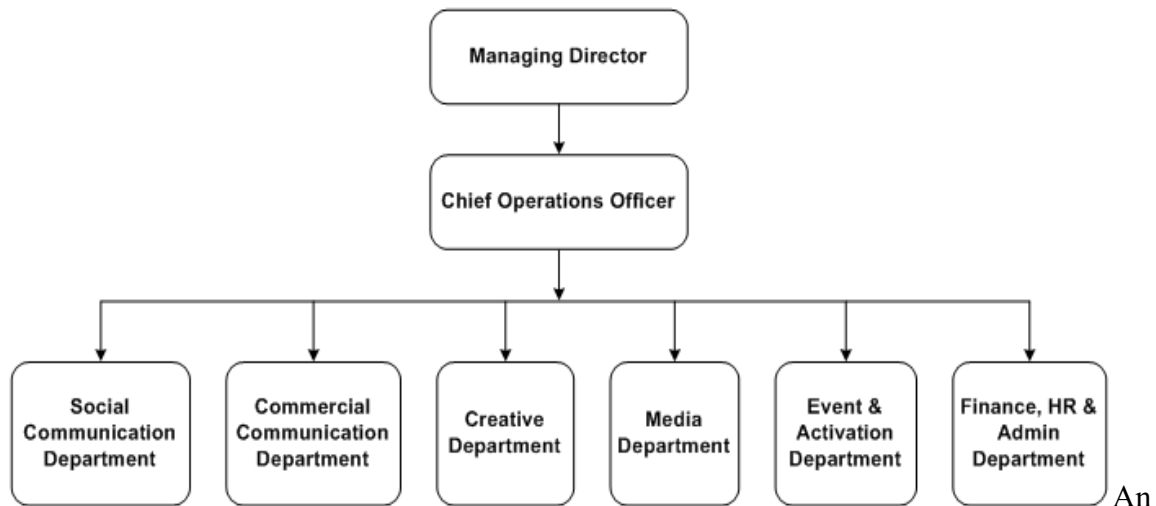
#### Syed Apon Ahsan, Head, Client Service, Strategic Planning and Film Production & COO

An up-to-date film director famous for producing many popular TV commercials over the last decade. Expert in strategy development.

### *Functional Divisions*

Expressions Ltd has established the following functional divisions/departments whose managers and executives are highly skilled in their respective fields:

- Social Communication Division
- Commercial Communication Division
- Creative Department
- Media Department
- Event & Activation
- Finance, HR & Admin Department



organogram of the Firm

### **Company Details:**

(i) **Name of the Agency:** Expressions Ltd.

(ii) **Name of the Contractor:** Mr. Ramendu Majumdar, Managing Director, Expressions Ltd.

(iii) **Address of the Contractor:** Block A, Road 25/a, House 10/a, banana, Dhaka-1213

(iv) **Name, title, and phone number of person to notify regarding any financial/bank/legal matters:**

Mr. Bhabesh Majumdar

Head of Accounts & Finance

Expressions Ltd

Mobile: 01811444546, 01715535051, Email: bhabesh@expressionsltd.com

(v) **Tax payer Identification Number (TIN):** 630477546927

(vi) **Electronic funds transfer (EFT) banking information:**

<b>Local Bank Account Details of Expressions Ltd</b>	
Bank Name	Standard Chartered
Account Name	Expressions Ltd.
Bank Account Number	01 110 6856 01
Type of Currency	Bangladeshi Taka (BDT)
Wire Transfer (Swift Code)	SCBL BDDXXXX
Bank Telephone Number	7174127
Bank Fax Number	7169345
Address	Standard Chartered Bank City Centre, Plot 5A Motijheel C/A Dhaka - 1000
City Code	02
Country Code	88



## Availability of Appropriate Skills among Staffs to Carry out the Assignment

A multi-disciplinary team of rich professionals makes the full-time regular staffs of the relevant divisions of Expressions Ltd. This professional team will carry out the assignments with the help of additional professional staffs to be engaged in task basis for the specific period of the project. Such staffs include specialist(s) as necessary, fieldwork managers/supervisors, and project assistants.

The professionals of Social Communication Division will conduct the proposed assignment.

### Permanent Professional Employees of the Firm are listed below

Sl. no.	NAME	DESIGNATION
1	Ramendu Majumdar	Managing Director
<b>Creative Department</b>		
1	Tropa Majumdar	Head of Creative
2	Pradip Chakraborty	Creative Director
3	Imran Hossain	Associate Creative Director
4	Md. Abdul Al-Mahmud	Senior Studio Manager
5	Daliya	Art Director
6	A K M Zahidul Islam	Art Director
7	Mahbubul Kabir Murad	Associate Creative Director
8	Amir Hossain	Visualizer
9	Uttam Roy	Executive, Graphic Designing
10	Prodip Sarker	Executive, Graphic System
11	Allimur Rahman	Executive, Graphic System
12	Asif Iqbal	Copywriter and Proof Reader
13	Rajib Ahmed	Copywriter and Proof Reader

14	M. Mominul Haque	Photographer
15	Mukhlesur Rahman	Sr. Production Executive
<b>Social Communication Department</b>		
•	Sajal K Nag	Associate Director
•	Nahid Islam Tusher	Sr. Manager
•	Mithila Hore	Manager
•	Jasia Tahzeeda	Executive
•	Avilash Chandra Das	Sr. Executive
<b>Commercial Communication Department</b>		
1	Syed Ahsanul Apon	COO, Operations, Strategic Planning & Film Production
2	Shoaib Haque	Associate Director
3	Sharif Md. Mahbub	Manager
4	Ashraf Hossain	Manager
5	Shafkat Hossain	Manager
6	Zinat Jahan Tuaa	Asst. Manager
7	Monir Hasan	Asst. Manager
8	Umayer Islam	Sr. Executive
<b>Event &amp; Activation Department</b>		
1	Utpal Karmaker	Associate Director
2	Abid Hossain	Manager
3	Irshadul Haque	Assistant Manager
4	Imran Md. Arif	Executive
5	Nayeem Ahmed Hredoy	Executive
<b>Media Department</b>		
1	Hasib al Mahmud	Manager, Media Planning
2	Faysal Hara	Senior Executive
3	Prantik	Executive
4	Shakawat Hossain	Executive
<b>Finance and Administration Department</b>		

1	Bhabesh Majumdar	Accounts Director
2	Md. Monayem Khan	Manager, Finance & HR
3	Dhananjoy Sutradhar	Executive, IT
4	Shaheen Parveen	Executive Secretary
5	Subidita Chanda	Assistant Manager, Accounts
6	Md. Lavlu Mia	Office Assistant
7	Gias uddin Liton	Office Assistant
8	Md. Al Amin Hossain	Office Assistant
9	Md. Sharif Ullah	Office Assistant
10	Md. Alam Hossain	Driver
11	Md. Akkas Ali	Driver
12	Sadek Hossain	Driver
13	Md. Mojibar Rahman	Driver
14	Zalal Uddin	Cleaner

### **Logistics Support of the Firm**

Expressions Ltd is capable of providing available logistic support to implement the assignment. For successful implementation of the project, all facilities and capacities mentioned below will be utilized as per plan.

SL	Existing Facilities and Capacities	Utilization of those Facilities
01	Office Facilities	<ul style="list-style-type: none"> <li>• The initial activities of the assignment will be accomplished based on the existing office facilities;</li> <li>• The existing organizational staff will share those facilities;</li> <li>• If the space requirements are fulfilled by both (existing</li> </ul>

		<p>staff and proposed team), the proposed assignment will be accomplished in the same office and</p> <ul style="list-style-type: none"> <li>• For this, the proposed project will pay for utilization of space.</li> </ul>
02	Logistic Facilities	<ul style="list-style-type: none"> <li>• Before organizing the activities of the assignment and mobilization of all available logistics, the authority of the proposed project will have the right and access to the existing logistic facilities of the organization;</li> <li>• The logistics, which are enough in quantity/amount will be provided to the proposed project and</li> <li>• The highest level of utilization of existing logistic facilities will be ensured.</li> </ul>
03	Skilled Manpower	<ul style="list-style-type: none"> <li>• The organization has a long list of skilled workers of different development fields like social mobilization, community health, livelihood development and overall development of the community, which is required successful implementation of this project. The organization has good deployment procedure of manpower for any new project from the mentioned pool. For the proposed assignment, the manpower will be utilized from that pool and</li> <li>• Thus, the proper utilization of manpower will be ensured for successful operation of the project.</li> </ul>

04	Program -related Knowledge	<ul style="list-style-type: none"> <li>• It has been mentioned earlier that Expressions Ltd. has long experiences in implementing activities related to communication campaign. By implementing those activities, different reports and documents have been developed. The relevant knowledge from those reports and documents will be explored to ensure proper implementation of the project and</li> <li>• Thus the project related knowledge and experiences will properly be utilized.</li> </ul>
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### **Financial Capability**

Annual turnover of the organization mentioned below is showing the strong financial condition of the organization.

<b>Year</b>	<b>Turnover (TK)</b>
2017	324,673,664
2016	106,227,606
2015	205,615,547
2014	18,00,90,228
2013	24,94,55,475
2012	24,55,27,429
2011	22,30,76,855

### **Services & Areas of Expertise**

#### ***Client Service***

Expressions Ltd work as an integrated team, incorporating a wide range of marketing and communication activities including research, design, planning, implementation and evaluation of development programs. It helps clients meet their own objectives by developing strategies and

creative deliverables for communication that cause the desired behavior change of the participant groups.

**The 2 Client Services Units are:**

• **Commercial Communication**

The Commercial Communication Department is a full service ad agency operating in all major media. We develop and manage our clients' brand identity and maintain a two-way communication with our customers' customers by applying the latest data and often using qualitative research. We advise clients to make continuous adjustments to keep the brand fresh and appealing and keep under focus the public's concern about the delivery of the brand promise. We provide specialized services in:

- Development and execution of advertising campaigns
- Integrated marketing including Point-Of-Sale (POS) promotions
- Brand management (Identity, Market Feedback, Goodwill, Top-of-mind)
- Public Relations & Event management
- Billboards and Hoardings
- Market Research & Analysis

**B. Social Communication**

The Social Communication Department is engaged in social communication and marketing activities and uses all types of media to deliver the messages and often undertakes monitoring and evaluation (M&E) work. Whilst designing the communication strategies and delivering the project objectives, we adhere strictly to Client's priorities. Here, private sector expertise for performance, quality and results are applied effectively and efficiently to meet public and non-profit sectors objectives.

The key services of social communication comprise research-based, professionally designed communication packages for raising social awareness. It involves planning, designing, producing, implementing together with monitoring and evaluating Behavioural Change

Communication (BCC) for effective social change. It is made up of talented professionals with extensive records of interaction with Government, International Agencies and NGOs.

In addition to the core staff, Expressions can draw upon the services of individuals from its resource network. Offshore and local individuals and agencies are called upon when clients require additional services. Our working partners are government, international agencies and NGOs.

### **C. Media**

Leadership of media personality Ramendu Majumdar has blessed Expressions Ltd with the power and influence to handle the national media as per clients' requirement. Under his guidance, Expressions Ltd has established a separate media unit whose managers and executives are highly skilled in media negotiation, booking and gaining access to the top personalities of the national and regional media sector of Bangladesh whenever situation demands.

### **D. PR**

Over the years, Expressions Ltd has gained expertise in PR activities. On behalf of its clients, it performs following kinds of PR activities:

#### *PR Events*

PR events include press conference and other informal kind of events (lunch meeting) with media people on behalf of clients. Utilizing the strength of media and event management/activation team, Expressions Ltd is capable of organizing such events even at a very short notice. Moreover, popularity as well as familiarity of its leaders among the national media people has given Expressions a competitive edge to successfully implement PR events that ultimately results in developing corporate goodwill.

#### *PR Materials*

Expressions plan, design and produce PR materials that are demanded and used by clients for corporate image building and public relation purposes. These include production of corporate brochures, newsletters and gift items.

### *Press Release and Publicity*

Publishing press releases is a common form of Expressions media relation activities. It prepares small reports on product or corporate launching events, new contracts, awards, fairs, and many other activities and send those to various media houses for inclusion in the national or local (as appropriate) media vehicle as an item of news.

Upon demand from clients, Expressions also arranges release of articles on important issues written by experts so as to publicize corporate activities, especially in the development sector.

Guided by the strategic and technical directions of the Managing Director and other departmental heads, Expressions Limited has 43 full time employees working in the functional areas.

Departmental key personnel are enriched with relevant strategic and technical expertises who are dedicated in meeting communication objectives of the clients. Besides it has a dedicated and rich resource pool and they work for the organization on assignment basis (Business, 2017).

## **E. Online Advertising**

### **Work Management**

#### ***Quality Control***

Expressions Ltd has a set of Quality Management Tools to perform a range of tasks from planning to delivery. Expressions uses certain quality control methods for high performance & consistent quality of its products, output & services (Menson, 2013).

#### ***Meeting Deadlines***

Expressions Ltd has a good reputation in meeting client's priorities and deadlines. Through employee communication and motivation processes, we ensure that deadlines are met always.



### ***Integrated Systems Network***

An integrated systems network handles the inter- and often intra-departmental communication by using features like file-share, and staff are trained on handling emails, web searching, downloading electronic files. A Systems administrator provides systems support.

### ***Work Monitoring***

Expressions Ltd has established procedures for work planning, monitoring and reporting which are based on nature, type and volume of work and are used throughout the cycle of a certain project. As a part of ongoing monitoring of the assignment a weekly in-house meeting is held in order to assess the progress of the particular assignment with a view to ensure timely delivery of the services. Assigned Executives and Managers report regularly on the progress of projects to the Team Leader. The findings/reports are also discussed/submitted to the clients to avoid/prevent any risks/peripheral problems where and when necessary. Reporting is made in accordance with the reporting schedule agreed upon with the clients (Majumder, 2017).

### ***Compliance***

We would like to express our compliance with the General Terms and Conditions of the Client.

### ***Documentation***

Expressions will document all work from the conceptual stage to the final implementation level in a manner acceptable to client and the Agency.

## Some Notable Experience in Social Communication

Expressions Ltd accomplished many assignments with UN and other development agencies on various development issues. Although it has many year's experience in developing electronic and print materials for both commercial and social sectors, it is considered as one of the pioneers in developing spots, dramas, documentary, print and outdoor materials for the social (Exhibition of Bangla, 2017) development sector. Details of all such major assignments/projects/programs are appended below:

### Working Experience

Detailed Services Offered	Lists of Client	Benefit of the company	Satisfaction Level
Designing of billboard graphics on EPI together with Tetanus Toxic (TT) and implementation of the outdoor campaign	UNICEF Bangladesh	The billboard promotion was quite successful	They were quite happy with our work. We were able to provide according to their demand. So They were happy with our work
FPRW Project (TV talk show, billboard, designing and printing of leaflet, street drama, cartoon book, FGD etc.)	ILO	They can create a quite impression on the field with their work	They were very happy with the total settlement and the

		schedule.	arrangement of the events
Production of TV and radio spots, print materials including poster, leaflet, campaign logo, flipchart, tin sign and sticker, outdoor materials such as billboard, signboard for Malaria Communication package	BRAC	The commercials and other elements were up to the mark. They did the work. They were intended to do	The satisfaction level was very high, because the outcome was more than expected
Design, production and installation of billboards in 22 districts of the country on human trafficking	IOM, Bangladesh	The company was able to aware the mass people about the issue	They were very happy with the work, it was outstanding
Designing of pictorial card, billboard graphics on Reduction of Maternal Mortality (RMM)	BCCP	It was actually become beyond expectation, the area we have covered, the rate reduced by 30%	The success of the campaign made our client very happy.
Production of billboards for clean Dhaka Ward Contest announcement.	JICA, Bangladesh	They got huge response for the billboards, because they were so much	We can say undoubtedly that we are successful with the event

		attention seeker	and we were able to make our client happy
Design and production of billboard, poster and press ad on the occasion of observance of International Women's Day	UNIFEM, Bangladesh	We have already worked with women issue before, this time we present the whole conception in new style and it was effective in the field	The client was moderate happy with the elements because they wanted more aggressive public relation.
Communication Needs Assessment and Communication Tools development including documentary or the Safe and Judicious Use of Pesticides	KATALYST	The public relation was quite successful and the event was a mind scratcher for long time	The event was successful, so they client was happy with the service, they were satisfied, but they want it again.
Communications for Behavioural Change to Protect the Bio-Diversity of Wild Life	Department of Forest (With the financial assistance of World Bank)	The event create an impact on people's mind for further	The satisfaction level has high because, we were able

		time	convey the proper message to the people
Bangladesh University Student Media Series Programme- Television, Radio and Outreach event. Presently airing the programme “Projonmo Agami on every Wednesday at 9.35pm on “Channel i” from 7 <sup>th</sup> to 11 <sup>th</sup> June, 2014) and every Thursday at 5.30pm on Radio Today from 8 <sup>th</sup> May to 12 May, 2014.	America Embassy	Successfully accomplished the project according to their requirements and needs.	US Embassy were pleased with the work we did and satisfied highly according to their expectations.
Message Development, illustration creation and designing of the play way tools and flipchart on the positive parenting and Pretesting.	Save the Children	The element of the project was very good and they were able prove their point and the people involve in this event were very enthusiastic	We can say a very simple thing about this event that, everyone was very happy with the project, we were able to make happy those children

### **Findings:**

The findings are very good from the study. I have given all the information about our organization and customers. I have also shared our experience with them. So I can tell that, the customers are quite pleased with our service. They have agreed that, we provide them quality service and take care of them after the service provided. That is the reason that, they are quite happy with the service and they come to the organization many times (Expressions, 2018).

### **Conclusion:**

In the end I want to say that, the company is doing so much well in the field and the market. The customer satisfaction level is very much appreciated for the organization. They have done very well with the satisfaction for the customer. They have done some tremendous experience with their customer and they are very much conscious about their customer satisfaction and they have give that highest level priority.

### **Recommendation:**

I can make some recommendations for them as I have worked there and they have helped me a lot. So I am going to make some recommendation for them.

- The social sector might more resourceful
- The people needed to be more diplomatic
- The tasks might be done by more experienced people
- The idea might come from the youth
- The survey department might more market focused
- There might be more people in social department for connection with the client
- The work ethics might be more tightened
- The web information should more available for the customer
- The production unit should be unfold to the customer for better satisfaction

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