

Report On
**“Pink Creative Ltd.: Workplace diversity management
and communication process”**

By

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17204072

**An internship report submitted to the BRAC Business School in partial fulfillment of the
requirements for the degree of
Bachelors of Business Administration**

BRAC Business School
Brac University
January 2022

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Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing 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/We have acknowledged all main sources of help.

Student's Full Name & Signature:

Khadija Khanam Liva

Student Full Name

17204072

Supervisor's Full Name & Signature:

Supervisor Full Name

Designation, Department

Institution

Letter of Transmittal

Shihab Kabir Shuvo

Lecturer

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report

Dear Sir,

With the utmost respect, I would like to inform you that I am extremely excited to present the internship report on Pink Creative Limited that you asked for. Following your instructions, I have made every effort to ensure that the outcome of my internship would be successful. You have given me necessary guideline and advice which helped me to go through this long process of report writing. As I have worked in Pink Creative and had gained knowledge about Workplace diversity management and communication process, it would give me confidence and push for my future growth and development.

I hope my report will be up to your expectation add some value to the whole internship report archive of BRAC University

Sincerely yours,

Khadija Khanam Liva

17204072

BRAC Business School

BRAC University

Date: January 24, 2022

Non-Disclosure Agreement

This agreement is made and entered into by and between Pink Creative Limited and the undersigned student at BRAC University

Acknowledgement

To begin, I'd like to express my gratitude to my Almighty for allowing me to complete the report successfully.

Second, I'd like to thank my esteemed adviser, Shihab Kabir Shuvo, Lecturer, BRAC Business School, BRAC University, for providing me with sound advice and assisting me in completing my internship report.

Thirdly, I'd want to express my gratitude to Pink Creative Limited for providing me with the opportunity to complete my internship here. It gave me the opportunity to learn about the agency's everyday diversity management and communication operations, as well as how they are assisting the agency in overcoming obstacles.

Finally, I'd want to express my gratitude to my supervisor, Arefin Preom, for assisting me in picking the topic and providing me with valuable insights as I prepared this report.

Executive Summary

The following internship report is a representation of my work at Pink Creative Limited, as well as my knowledge of the Digital Marketing Industry and how it contributes to the growth of workplace diversity and communication.

My internship journey had started on the 1st October 2021. Therefore, I am being treated as an intern employee in my company, which allowed me to closely analyze the workplace culture and gave me a clear sense of how digital firms can create marketing strategies for clients while maintaining positive communication among a diverse workforce.

The internship report starts with a brief introduction of my workplace, i.e. Pink Creative Limited and the services that the marketing agency offers. Next, the significance of the report is discussed here. Furthermore, the wonders that a marketing agency performs, as well as how firms manage varied human resources and maintain a good communication process, are discussed in detail. To make a better understanding, I have tried to relate the topic with the brand that I have been working with, “Symphony Mobile” and discussed how this brand has been communicating with the customers with the help of smashboard software and Facebook . Also, how diversification in organizations drive it towards achievement of its objectives.

Table of Contents

Declaration.....	ii
Letter of Transmittal	iii
Non-Disclosure Agreement	iv
Acknowledgement	v
Executive Summary	vi
Table of Contents	vii
List of Figures.....	viii
List of Acronyms	viii
Chapter 1 Internship Overview	1
1.1 Student Information	1
1.2 Internship Information	1
1.3 Internship Outcome.....	2
Chapter 2 Organization Overview	7
Chapter 3 The Project	17
References.....	30

List of Figures

Figure 1.3(a): Smashboard.....	Error! Bookmark not defined.
Figure 1.3(b): Customer Analytics	Error! Bookmark not defined.
<i>Figure 1: Clients of Pink Creative Ltd.....</i>	<i>7</i>
Figure 3.1(a): The Communication Process.....	11

List of Acronyms

OVC	Online Video Commercial
TVC	Television Video Commercial
ATL	Above The Line
BTL	Below The Line
TTL	Through The Line

Chapter1

Internship Overview

1.1 Student Information

Name: Khadija Khanam Liva

ID: 17204072

Program: Bachelors of Business Administration

Major: Human Resource Management

1.2 Internship Information

1.2.1

The internship period is from October 2021 to January 2022 at Pink Creative Limited in Digital Services Department.

Address: Level 9, Rangs Babylonia, 246 Bir Uttam Mir Shawkat Sarak

1.2.2: Company Supervisor's Information

Name: Arefin Preom

Position: Manager, Account Management Wing

1.2.3 Job Scope

Job Title: Query Management Officer

Job Responsibility:

- Client servicing for Symphony Mobile
- Preparing monthly performance report of Symphony Facebook page
- Direct communication with Customers
- Team work with query management team
- Work as a communication channel between client and consumers

1.3 Internship Outcome

1.3.1: Contribution to the company

As a fresher in this agency, I could contribute my fresh ideas to its traditional business environment, my knowledge and effort develop a smooth communication between the organization and consumer. For the last 3 months I have been working on smashboard which is a real time communication medium to communicate directly with customers. And based on daily query management I extract responsive rate and other consumer behavior statistics from Smashboard and Facebook.

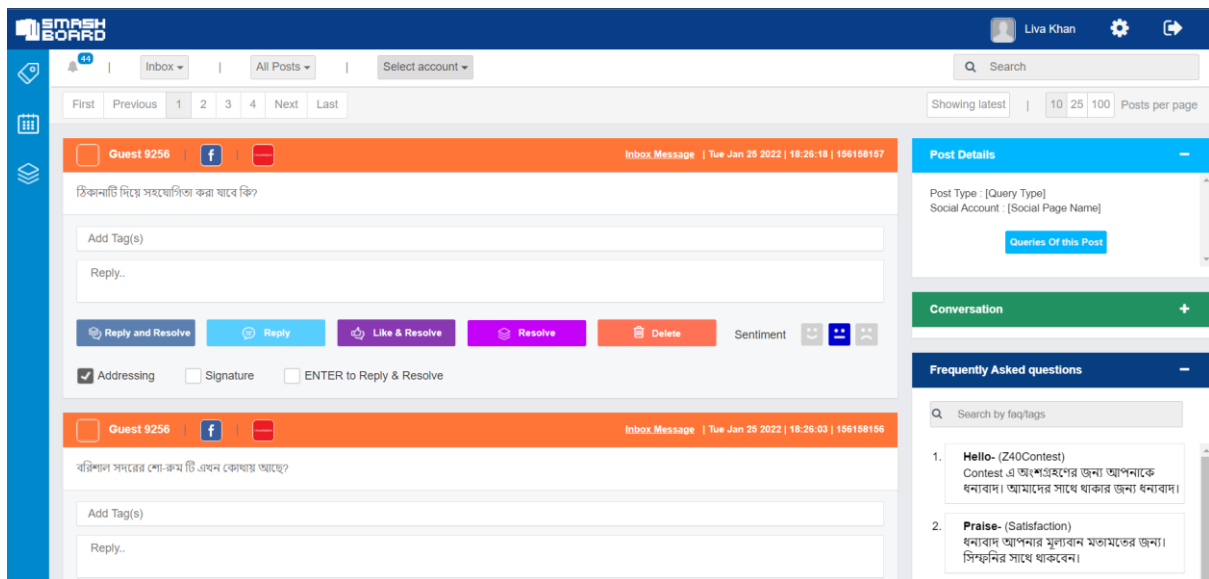
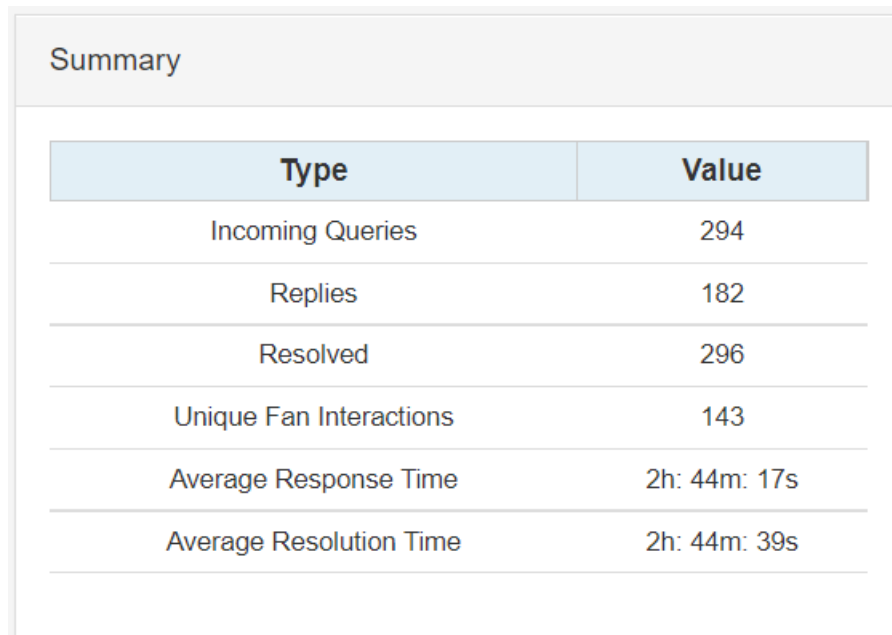


Figure 1.3(a): Smashboard

This is the outlook of Smashboard which is a real time communication software used by the team.



Summary	
Type	Value
Incoming Queries	294
Replies	182
Resolved	296
Unique Fan Interactions	143
Average Response Time	2h: 44m: 17s
Average Resolution Time	2h: 44m: 39s

Figure 1.3(b): Customer Analytics

As a team I manage diversity through prioritizing communication within the team possessing open minded mentality, according to organizational psychology I treat each team member as an individual, I always encourage my team mates for setting one standard objective for all regardless of background within the team as there are different kind of individuals with totally different personality in an agency.

1.3.2: Benefits I got from the Organization

Professionalism: Pink Creative is my first organization where I got to touch with real organizational environment and I have learned so many things in terms of skills and professional manner that I am overwhelmed by their internship structure. Therefore, I have gain insight how a real meeting is being organized, how one should approach toward their manager and their colleague. I have learned many aspects of group working and team workings.

Now I know how it's more important to rise together as a team rather than Individual growth. I have gained knowledge about how in any organization it's very important to understand each other's strength and if any member of a team is lagging behind than it would create a great impact to the whole team as well as the organization. So, I have been trained how I should always look up to my team members and how I should help someone in need without affecting my own work. Again, I would love to add that I have been working closely with any manager and in Pink Creative we had to report to our manager regularly about our workings and I have learned a lot from my Supervisor.

Work Under Pressure: Pink is an Advertising Agency, so it is not a surprise that all our works would be about communication, query, contents and more communication but at first I was really overwhelmed by the whole process of their work, training system and even there were times I Panicked by the amount of pressure I had gone through but day by day with times I have learned how to cope up with pressures and that's how I knew that I was learning and I was growing.

Punctuality: This Organization taught me a lot about time management and punctuality. Time is everything in Pink Creative Ltd. and we all must run through our target every day. We know that if we can't finish your assigned task within a certain period of time then it will affect other member of our team then one will realize that there is no scope to be late and there is no scope to be wrong here. So, I have gained experience and learned how to be more punctual and how to bring more accuracy in my work. So, it was a good lesson for me.

Receive Criticism Positively: while working with Pink Creative I have learned that there is no scope to not to take any kind of criticism positively. We can't be perfect every time and we can make mistake, does not matter how much we have given time on a project. These things I have learned from my manager and other senior colleagues. They have shown me that how to

be more accepting and welcoming to any kind of criticism. At first while giving much effort on anything if i saw that again I was facing criticism that moments I felt angry and demotivated by day by day I had come up with more welcoming attitudes and it helped me a lot to engage with new idea sharing without hesitation.

Take Accountability of own work: During my entire internship period I had to learn that everyone needs to be responsible for their own task and they have to be committed to their responsibilities. I had realized that everyone has their own task, and they need to take accountability for any kind of mistake they make. This is an attitude every employee has to possess. Otherwise, a good organizational culture would never be established.

1.3.3: Problems I Faced During Internship Period

Though my journey with Pink is going smooth and happening but still there are some things that I am facing problem with. Now I am going to discuss some of the things that I have found problematic for myself:

- **Less work life balance:** Actually, Pink is very nice place to work with. They are very friendly and the whole employee body is very much supportive to each other. Again, there is a busy session for Pink starting while running any new campaign or special days and at those periods the employees have to work until 8pm to 9pm, sometimes some of them have to night stay in the office and I have found it little bit problematic for them. Again, employees do not get extra money for their extra time of work. this long working hours makes it difficult for the employees to balance work and life.
- **Slow internet connection:** while working with Pink as a query management officer, I found the slow internet connection issue to be problematic as we, the customer

representatives have to reply as fast as possible due to the less response time target. But slow internet often makes it difficult for me. We have to contact the IT department again and again for this issue.

- **Not enough place to work:** As Pink Creative is growing day by day and it's getting more clients, that's why they are hiring more trainee intern and employees for their office. For that reason, some employees have to work from home to give the chance to the new trainee intern due to shorter space and equipment.

1.3.4 Recommendations

- ✓ To avoid restricting creativity due to a lack of investment, organizations must invest more in the digital marketing area in order to improve growth. The lack of a client's budget frequently prevents the Agency's suggestions from getting approved.
- ✓ Universities must think about what Organizational Psychology can offer and how it can be regarded a major course.
- ✓ Human resource directors in large corporations should encourage recent graduates by explaining the career opportunities, as well as the skills and techniques needed to succeed in this field.

Chapter 2

Organization Overview

2.1 Introduction:

Pink Creative Limited was founded in April 2017 with the desire to take on new difficulties in the advertising industry and to create new ones. Because Pink Creative Limited is a sister company of Edison Group, it was born with a competitive professionalism. Edison Group is one of the most encouraging and evolving business conglomerates, formed with the goal of transforming all aspects of consumer life. That's why they infused youth, enthusiasm, innovation, passion, and, most importantly, talent into their expert staff. These individuals can provide a solution for marketing and brand communication, as well as numerous dimensions advertising ideas, due to their experience in the field. Furthermore, the client's request is always at the top of their priority list. Their strength, despite their youth, is experience. As a result, doing business isn't simply a priority for them; they're also concerned with providing quality that is genuinely worthwhile. They state that their greatest asset on this journey is cordiality, which sets them apart from the competition by offering their consumers a warm feeling when looking for a trustworthy firm. They've evolved into more of a family than just a business tradition.



Figure 2.1(a): Clients of Pink Creative

2.2 Overview of the company: Mission and vision of the Company is to carry an inspiration to provide clients with fascinating and original works that are profitable and connect to people who will benefit clients and their customers. Pink Creative Limited aspires to be the future market leader in the creative media industry, with the noble goal of producing high-quality work.

2.3 Management Practices: Pink Creative Ltd. Always follows democratic leadership style which is also known as participative leadership. Here in this organization, every employee is treated as an individual and their opinion in every decision matters. The agency arranges meetings before every major campaign, every client oriented decision, before setting new objectives or targets where every employee places their opinion and ideas. In advertising agencies, participation plays a very important role because a lot of creativity is needed to run the company. New idea generation is key to successful campaigns and doorway to core client satisfaction. This leadership practice leads this organization to achieve its goals. because in this process, the management shows the sense of priority to its employees. this approach makes the employees feel more important to the organization. Which motivates them more to work hard towards the objectives. Again, when they are given the opportunity to be heard, to be taken attentively, they feel valued and integrated into the organization. As a result, they become more committed towards the organization as well as their tasks. Every individual employee does their task with loyalty and commitment which automatically leads towards goal achievement as a whole. Pink Creative fosters the employee feelings of involvement and inclusion with much attentiveness and consciousness through participative leadership.

Also, human resource planning process of Pink is well structured and strategic which is discussed below.

Recruitment and selection process: Firstly, HR prepares job description and requirements carefully according to the vacant positions. After preparing, management revise the job description and approves. Then the circular is being advertised in related mediums. Secondly, received CVs are being screened and evaluated thoroughly and suitable candidates are being picked to call for interview. One thing Pink tries to maintain always while recruiting is, they recruit employees from external sources to avoid any biasness or personal workplace aid. Thirdly, interview session is being held creating an interviewer panel sincerely and suitable passionate candidates are being hired after internal discussion.

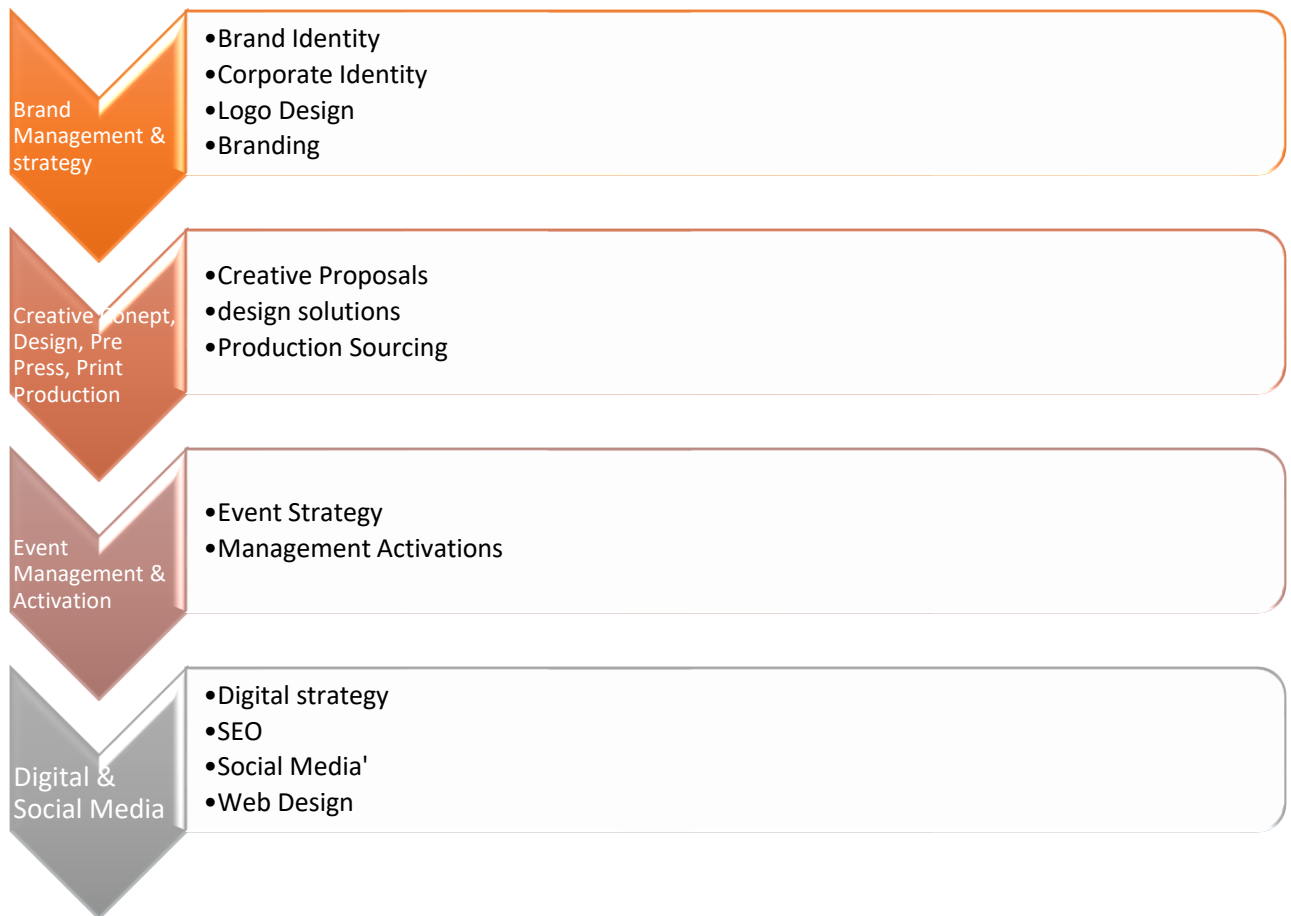
Compensation system: after selecting the suitable candidates, a pre fixed salary according to company policy and job nature is being offered to the candidates and gives a scope for negotiation. Finally, an agreed upon pay scale is fixed with base amount and other incentives and benefits as per company policy and employee preference.

Training and development initiative: Pink Creative has training program for the newly joined employees for the first three months for their proper development and adjust them with the working environment. To do this, it uses on the job training method to make employees used to with the day to day working environment, tools and technologies. Moreover, demonstration and lectures in some activities is given where needed. To remove monotony of the employees, yearly outdoor game and stimulation program is being arranged where all the employees and trainees participate and learn through game, tasks etc.

Performance appraisal system: this advertising agency follows reward system and two dimensional performance appraisal and evaluation system. First, management evaluate employee performance according to two-dimensional evaluation where supervisor and employee both rate and comment on different contents of the form. Then based on the evaluation, employee is being rewarded with either gifts or bonus. And deserved employees get promoted and raise. This process meets the social recognition need of employees through appreciation which leads to a highly motivated and committed workforce. During my internship period, In an observation I have observed that the entire system decreases the employee turnover rate remarkably.

2.4 Marketing Practices: Pink Creative Limited, as previously said, is a marketing agency that provides solutions for both the general public and a specialized target group. Pink Creative Limited chooses between an ATL (above the line) and a BTL (below the line) strategy based on the needs of the customer. When a client requests both approaches, TTL (through the line) marketing communication is used to meet the client's needs. Main marketing channel of this company is mainly social media platform which is Facebook. Apart from Facebook, their marketing channel is Instagram. Pink Creative targets local and special group of audience

through different OVC, TVC, Creative Contents and Digital Campaigns. Services that the agency offers are illustrated below.



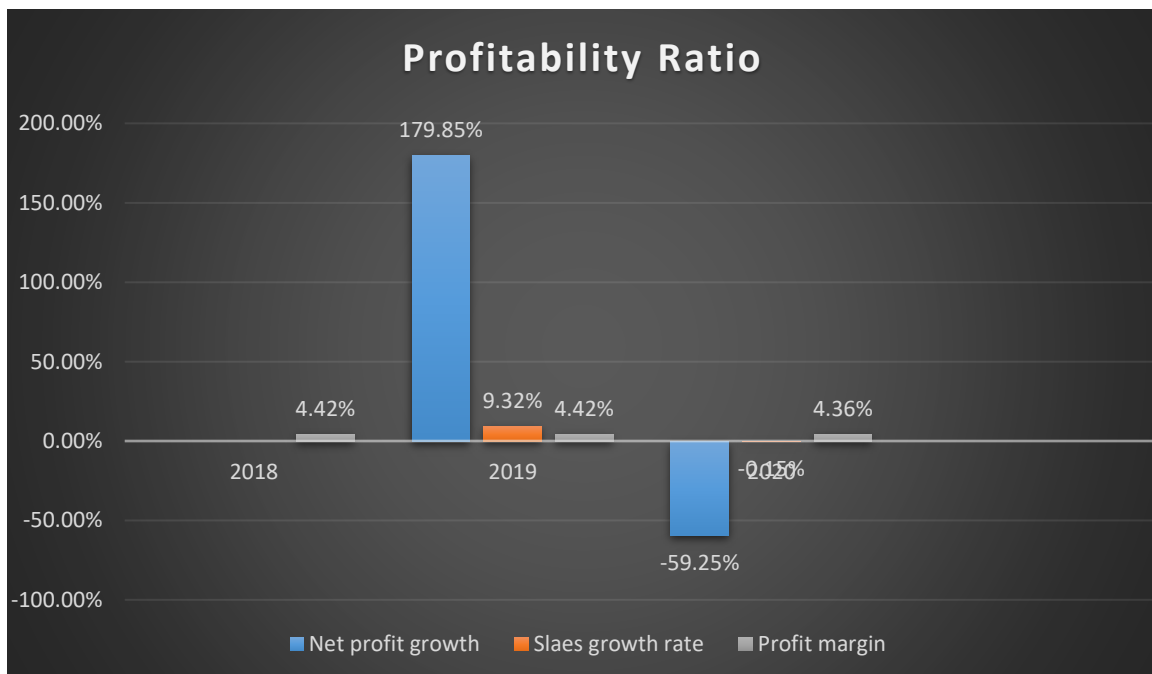
Marketing channels: as an advertising agency, mainly it focuses and uses the social media channels for mass marketing. Pink Creative primarily use Facebook as core marketing medium with paid and non paid advertisements because of maximum target audience capture and maximum reach to consumers. Secondary channel is Instagram. Besides, it runs real life and virtual campaign to capture varied customer segment.

Advertising and promotional activities: for advertising new or upcoming products and promoting them, Pink Creative shoots OVC with professional actors/models. Sometimes, directly focusing the product and its features, sometimes targeting customer emotions through short story OVC. This creates a good impact of the brand on target consumer market.

2.5 Financial Performance and Accounting Practices

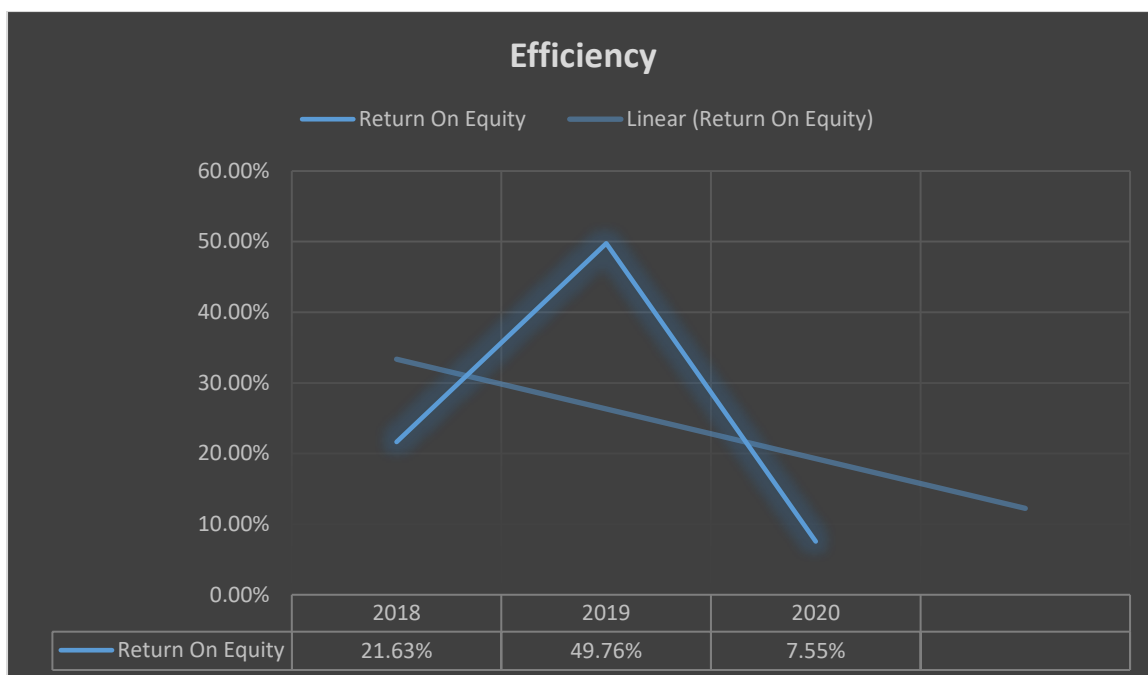
Finance Performance: after analyzing financial statement of Pink Creative Ltd. From the year 2018 to 2020 insights and interpretation on the organization’s financial performances are discussed below.

Profitability: in the last 3 years the company’s profitability decreased. One of the biggest reasons was the effect of COVID-19 pandemic. Analysis says, in 2019, growth rate of Net profit was 179.85% and it became -59.25% in 2020. Which means the profit growth declined in the year of 2020. Again, growth rate of sales was 9.32% during 2019 which decreased to -0.15% in 2020. So, we can say that, gross profit margin also declined throughout the years. 2018 and 2019’s profit margin was 4.42% consecutively. Which decreased down to 4.36% in 2020. That means a sharp 0.06% decrease in profit margin.

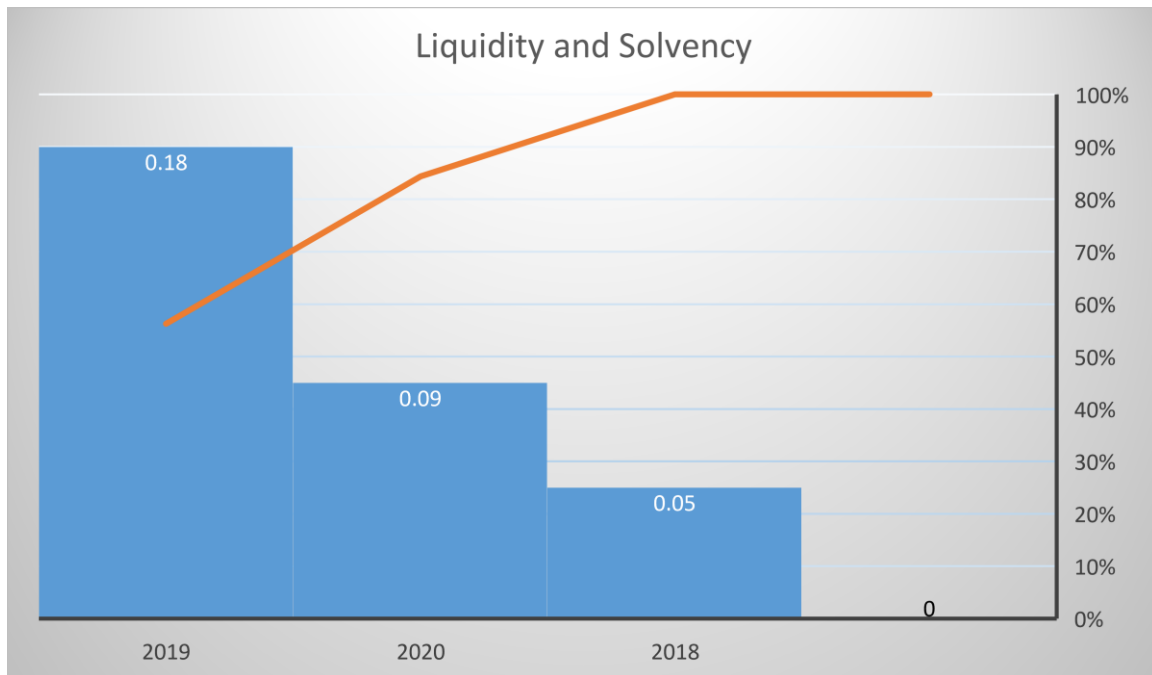


Efficiency: an organization’s efficiency is measure by the Return On Equity (ROE) ratio. ROE measure the profitability related to ownership that means a firm’s efficiency at generating profits from every unit of shareholder’s equity. Pink Creatives efficiency is analyzed below.

In 2018 ROE was 21.63% which is considered to be good. In 2019 the efficiency rate was 49.76% which was great amount of profit from every unit of shareholder’s equity. But in 2020, it is seen that efficiency drastically decreased to 7.55%. which is below average.



Liquidity and Solvency: liquidity ratio measures the ability of an organization of how quickly it turns assets into cash in order to pay it's short-term obligations. Pink Creative's financial statement allows me to predict that, the organization is not solvent enough to pay it's debts and does not have the quick ability to turn its assets into cash. Because, in 2018 the current ratio was 0.60, in 2019 0.91 and in 2020 it 0.80 which are below 1 meaning, the company may have difficulties to cover its short-term obligations. So, The DSCR (debt-service coverage ratio) are consecutively 0.05, 0.18 and 0.09 for the years 2018, 2019 and 2020. As DSCR are below 1, This predicts that the firm is not generating sufficient operating income to cover its annual debt and interest payments.



Accounting Practices: As an advertising agency, Pink Creative Ltd. Follows cash basis accounting practices. The company deals with many clients in exchange of digital advertisings. This requires billing of the budget allocation to do the online advertising, OVC, shooting, props, model/actor hiring cost, production cost, tools etc. All these activities require instant cash. So, the accounts department manager prepares bill according to the expenses to be held and send those to clients. Client pay the payables in cheque. Which is sent to the bank immediately to transfer into cash. All the documents and billings are stored in hard copies sorted in files as well as soft copies updated in internal software of the department. And salary transactions happen through bank accounts for permanent employees and cash transactions for interns and part timers.

2.6 Operations management and information system practices

As Pink Creative's most of the operation is online based, information is collected, stored and shared through Microsoft spread sheet. Also, email is also a common information sharing system used to communicate with clients. Apart from this, department wise operation management and information system of Pink is described below.

2.6.1 Designing: graphic designing is the most critical and important department of an agency. Pink Creative's designing operations occurs through collaboration with copy writing department and content creating department. Data in this department is stored using internal software with great storage to keep all the copies of online contents. And shared through online platforms.

2.6.2 Planning: planning operation require a great amount of time. Content creators use pen and paper to write down stories and idea contents in a different soundless room. Later these information are shared with other managements through email or physical meetings. And stored in company's own online portal which can be accessed by other departments.

2.6.3 Controlling and improving operation: executive panel and all the department managers continuously work to control operations across departments because in an advertising agency, synchronization among departments is a very important responsibility. They also repeatedly revise created contents, OVC, copies, visuals to improvise those as per need and client feedback. This department specially works to control and maintain the quality of work.

2.7 Industry and competitive analysis

2.7.1 Industry specification: Pink Creative Ltd. Is an advertising agency which means it falls under the digital marketing industry. Mainly agencies work as a sister concern for a specific group of company and does all the necessary assisting activities. Unfortunately the salary scale of agencies are less than the actual group of company. Pink Creative provides digital marketing services for Edison Group and maintain tracks and records of its clients and activities. Different factors affecting digital marketing industry are discussed below.

2.7.2 Economic factors: the agencies most of the time stays under suppression of mother companies as their pay scale is very poor compared to mother companies and market standard. But yet Bangladesh being a third world country strategically manage its man power to earn more profit and contribute to the GDP by creating more employment opportunities. That is how Pink also minimize unemployment rate and make huge impact on the economy of our country.

2.7.3 Technological Advantages: the most efficient part of setting up an advertising agency is from the technological view point. Because they get great technological support and tools

from the mother company and clients. This helps them to operate independently and efficiently in their business thriving in this industry. So, eventually agencies become technologically very advanced. Some of the agencies made them great competitive in the market that they could make leverage in the market and set their policies accordingly.

2.7.4 Entry barrier: the main entry barrier of advertising agencies is the internet speed issue and potential client segment. To run an advertising agency successfully it must have great IT support and very fast internet connection to avoid any error in operation and maintain smooth workflow. Also, most important factor is the client segment. An agency needs potential qualityful client segment to compete in the long run with proper budgeting. Finding potential client group and fastest internet support is a great challenge.

2.7.5 Power of supplier and buyer: We can see the relationship between customer and supplier in any business, and typically the market and demand for a particular product determines whether the buyer has more power or the supplier has more influence. In our instance, I believe that a company like Pink Creative is rapidly developing and demonstrating tremendous success with their clients, as well as having experience in their field. As a result, I believe they will be able to exploit this power to obtain more money and salary from their mother firm. As a digital marketing agency, I would suggest that Pink Creative being such company is a supplier in this market, and they have greater power to retain a leverage.

2.7.6 Threat of Substitute: What I've discovered through my research is that as more students in Bangladesh become interested in working in a tech-based company and engage in various skill-development activities on a daily basis, we can expect to see more and more prominent digital marketing agencies in Bangladesh take the lead in the global digital marketing market. So, in this industry, I believe the threat of alternatives is growing. To be relevant in this market, anyone interested in entering this field must be particularly good and innovative with new ideas.

2.7.7 Rivalry between companies: in recent years many advertising agencies has grown in Bangladesh. Most of the fresh graduates starts an agency as a start-up business with their fellow partners. In my observation, in every sector there would be rivalry between companies with increasing competition in the similar market. So, as agencies are increasing rapidly, the risk of rivalry is also increasing in the existing market.

2.8 Summary and Conclusion

To conclude, Pink Creative Ltd. Is a growing agency with a great opportunistic environment for employment and explore oneself. With different department and scope of work, it is blooming itself in the digital marketing sector by strategically managing its man power to shine bright in near future. The organization will become one of the best advertising agencies if it continues its structured operations and hold on to it's qualityful competitive advantages. To compete in the long run in future, this organization should hire more diverse workforce, increase working space and enhance it's internet connection.

2.9 Recommendations

- ✓ The organization should review its pay and benefit structure, which is very average, to attract more suitable, talented employees.
- ✓ Pink Creative Ltd. Should expand its working space in order to have a rearranged sitting environment for employees of different category such as graphic designers, copy writers, query managers, accounts and finance manager etc.
- ✓ It should offer healthier and quality evening snacks for its employees and most importantly the company must offer caffeine arrangement all the time.
- ✓ The working hour should be taken in serious consideration of the management of Pink Creative. Many employees have to stay till late night which badly hamper work-life balance. Even some weekend they need to stay overnight during campaigns and shootings. This system must be revised to avoid employee turnover.

Chapter3

The Project [Workplace Diversity Management & Communication Process]

3.1 Introduction

3.1.1: Literature review

Accepting and adapting openly with the level of difference among people, their age, mentality, physical-mental working ability, background, culture, ethnicity, view point is what diversity is characterized as.

Diversity concerns are currently seen as significant, and are anticipated to become even more so in the future, due to rising differences in the Bangladesh population. Companies must prioritize diversity and look for ways to become completely inclusive, as diversity has the potential to improve productivity and competitiveness.

Implement of Diversity Management

Professional managers foresee the necessity of certain sets of skills and requirement in creating miscellaneous and successful workforce. On the top, managers must understand well prejudice and its consequences. Again, to manage diversity tactfully, managers should be well aware of their own cultural or personal biases and presumptions. Individual variations are the main source of diversity among humans. Each individual is unique and does not represent or speak for a particular group. Finally, managers must be willing to make organizational adjustments if necessary. The ability of the manager to determine what is best for the organization based on teamwork and workplace dynamics is critical to success. When dealing with diversity, creating a "safe" area for associates to interact is also critical. During social gatherings and business meetings, where everyone is expected to listen and speak, conversations might begin.

Communication, once again, is the process of one individual passing on their knowledge and understanding to another. It is simply the creating or exchanging one's thoughts, any ideas about anything, emotions, meaningful sounds, and good understanding of the topic between the persons who send it and receive it. Effective communication is an art that must be practiced at work in order to improve productivity and achieve an organization's objectives. Communication, on the other hand, does not begin until both the sender and the intended receiver have shared information and understanding. Making oneself understood in the manner in which one wishes to be understood is an important aspect of communication.

Communication process

Every communication has two common elements that are the sender and the receiver.

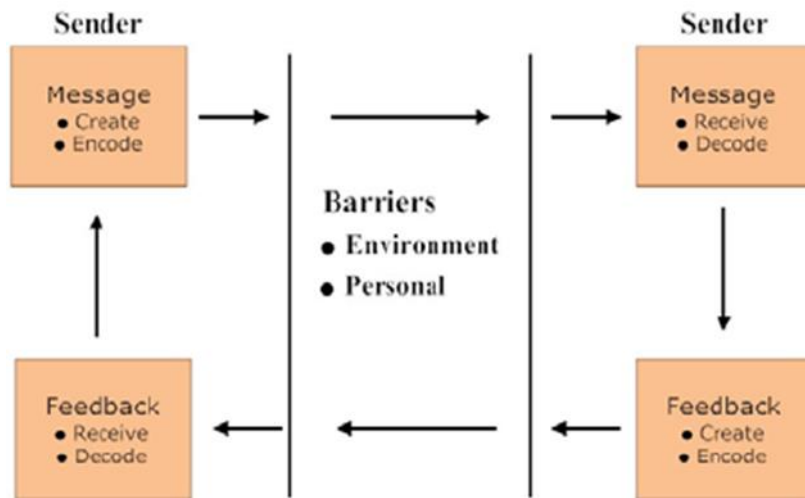


Figure 3.1(a): The Communication Process

3.1.2: Objectives

Based on the highlighted area of project the aim is to achieve better insight about workplace diversity management and successful strategies used in big organizations in Bangladesh and their most effective communication process. Objective can be divided into two perspectives. These are;

Broad Objective: in broader perspective the objective of this project is to know about strategic management of diversified human resource in workplace, efficient communication process and it's impact on organizations. I have used real information about Pink Creative Ltd, and it's brands I worked for during my internship period.

Specific Objective:

- How diversity in workplace establishing equal opportunity based on merit
- To know Recruitment and management process based on performance and competence regardless of background
- How effective communication process nurture committed teamwork and loyal customers
- To highlight some barriers of constructive workplace communication in context of Bangladesh

3.2: Methodology

Primary data:

1. thorough discussion with supervisor, manager and senior employees
2. discussion with team members

3. follow up with other department managers.

Secondary data:

1. google scholarly articles
2. online journals and websites
3. organizational records and data

3.3 Findings and Analysis

3.3.1 How diversity in workplace establishing equal opportunity based on merit

Creating opportunity for women: as the market of advertising sector is growing rapidly, it is creating a lot of employment opportunities in different departments of the agencies. In any workplace that encourage diversity, it removes biased mentality. That creates employment opportunities for women as well. Even 10 years ago, the ratio of men and women in workplace was not equal. But now women are working in every sector of every department based on their merit. Because organizations are promoting diversification without any gender biasness. This is making scope for real talents to bloom in right environment. Moreover, in my observation, advertising agencies are appreciating the talent of copy writing, content creating, new ideas of the female employees and they are getting more credibility and recognition than the male employees.

Nurturing talents and skills: there are many talented people who do not get chance to explore themselves for the good of organizations due to traditional rules and regulations of companies. Fater developing the diversified workforce opportunity, people are getting chance to show their real talents and skills they have in particular area or different area. Being more open minded work environment, they are able to share their new ideas, their feedbacks and suggestions which is taking the organizational competitiveness in different level. As Pink Creative nurture a great diversified workforce, it is seen in some of the important meetings that employees also have sessions to express their opinion, ideas or suggestion about different topics or objectives which actually brings a great scope for creativity.

3.3.2 Recruitment and management process based on performance and competence regardless of background

Organizations that recruit individuals of different ethnicity, religion, culture, background, they always focus on the performance, skill sets, personality and requirements. To maintain the quality of recruitment, all the applications of candidates are well analyzed based on the competence, required skills, qualification, activities, experience and expertise to ensure fairness. Apart from being geographically independent, recruitment should be completely color blind and gender neutral. This can ensure that the personnel hired are not influenced by the biases and prejudices of the recruiters and supervisors who make the final decision. In Pink creative, after resourcing people from external resources, interview is being taken maintaining the equality of diversification regardless of background or personal judgements. Next step is hiring the deserved candidate. An initial training is being given for a certain period of time which could be on the job training or demonstration or other form of training based on needs. The management process of the human resource is organized here. Every individual is given different task but, in a team where each individual is of different personality. This strategy of diversification management develops team work, leadership, listening and engaging skill of the employees. This creates a positive work environment that motivates the employees to be more committed towards their goals. Strategic management is done by preparing tasks to be done in groups, two dimensional performance evaluation and appraisal, careful feedbacks and sincere monitoring with necessary development trainings to enhance employee performance.

Recruitment Process

RIGHT PEOPLE, RIGHT NOW



Figure 3.3(a): Recruitment Process

3.3.3 How effective communication process nurture committed teamwork and loyal customers

in any organization, communication is the key to all solutions. It plays a vital role in building committed workforce and loyal customer base.

Committed team: a team is created with diversified individuals with different personalities. To lead a team and to achieve target, constructive communication is a must within its members. Every employee of the team must have the opportunity to place his/her opinion, suggestions, criticism. And others must possess the ability to keep an open mind and hear other's opinions. This behavior makes employees feel that they are important too for any decision to be made for the organizational benefit. Thus, they become self-motivated and committed towards their own task as well as team target. Again, to build up a healthy communication, supervisors must monitor every team very often and guide them through the right direction if necessary, also, give them feedback of every task. This will enable them to know their gaps and mistakes. So that employees will be able to enhance their work. Having a professional hand to guide is very necessary in every organization. Pink creative ltd. Ensures very constructive communication between its every department such as, copy writing, content making, graphics designing, accounts, query management, client service etc. Even, they maintain a good relationship and communication with the CEO and CFO. This help them to run their activities very sequentially. Because, a copy writer must communicate and discuss with the content creator, content creator must guide and discuss ideas with the graphic designer, according to the design and content they must prepare bill discussing with the accounts manager. And to deliver the content accordingly to its customer segment, communication with the query team is necessary. This process build up a good bond between all the departments and its employees which decrease turnover rate, employee dissatisfaction and increase dedication towards their work and organization. Another important part is to maintain a healthy relationship with the clients. Their demand and thought are the most important thing for any company. Effective communication with the client and giving them service and feedback accordingly can build up a satisfied client segment in long term.

Loyal customers: Every patron is seen as a unique person or unit; the firm's operations are primarily oriented at existing customers; implementation is centered on interactions and dialogues; and the firm strives for profitability by lowering customer churn and improving customer relationships. To raise the level of satisfaction and loyalty, effective communication and devotion to customers, as well as changing market conditions, are critical. Today's consumer market prefer instant communication. Keeping this in consideration, Pink Creative uses smashboard software to communicate with its customers in real time communication process. To maintain good relationship, we take our customer complaint very seriously and give them immediate solution or suggestion. Quarterly give away campaigns, winning contests are being arranged to gain our customer satisfaction. Open communication is a key to reduce customer turnover. We communicate prices of every possible product, price and availability status of spare parts of mobile phones so that their loyalty towards the brand increases. Pink creative also provide good customer service to ensure they meet customer needs and gain customer satisfaction. All these activities encourage customers to stick to the brand and they show their loyalty towards the brand due to good response and communication facility. Pink Creative Ltd. Follows a constructive communication process to make it effective enough to hold the customer loyalty. Firstly, Pink communicates after the first query. Secondly, it's internal software remembers every customer. Thirdly, it focuses and respond to its customer needs and interests sincerely. Fourthly, make necessary improvements of effectiveness. Lastly, builds a loyalty base of its customer segments.

3.3.4 Highlight some barriers of constructive workplace communication in context of Bangladesh

Communication is a very easy thing to do, all you need is to talk. But it is actually difficult in terms of organizations due to the many things that can stand in the way of effective communication. Some barriers are discussed below in context of Bangladesh.

Filtering: Filtering is when information is distorted or withheld in order to control a person's reactions. This is often a common practice in many organizations of Bangladesh. Some of the employee or supervisors tend to filter a bad news or lack of performance from the upper hierarchy while passing on the message. This can create a huge distortion of communication and future problems which can hamper organizational strategies. Market analysis, profit margin, selection of objectives etc. Filtering can lead to miscommunications in the workplace over again. Each listener puts the Message into his or her own words, generating their own interpretation of what was stated.

Selective perception: Filtering what we see and hear to suit our own needs is known as selective perception. The majority of the time, this process is unconsciously carried out. This is another daily barrier in almost every company of Bangladesh while communicating within individuals or departments. Employees tend to prioritize information according to their own needs based on their assumptions with past experiences about things. So they choose and pick information to be communicated according to their needs which can be less important to the receiver. Though selective perception is a time saver yet it can be misleading in many cases of organizational communication.

Emotional disconnection: this happens when the sender or receiver is emotionally disconnected or unhappy whether it's about the current topic or a previous occurrence. Employees of Bangladeshi organizations tend to be emotionally disconnected most of the time due to workplace dissatisfaction, unfair reward system, lack of motivation, lack of suitable work environment, pay and benefit issues etc. This is a big communication barrier in day to day life inside the organizations. Despite possible differences in thought or personality, effective communication involves a Sender and a Receiver who are open to communicating and listening to one another. To achieve the goal of communicating clearly, one or both parties may need to put their emotions aside. When a Receiver is emotionally distressed, he or she is more likely to overlook or misrepresent what the Sender is saying. When a Sender is emotionally distraught, he or she may be unable to effectively communicate thoughts or sentiments. This hampers the overall communication process of an organization and hinders creativity and new ideas. In Pink creative, if one of the content creator is emotionally disconnected, a good content creation becomes very tough due to lack of ideas and creativity in communication.

Workplace gossip: workplace gossip, also known as grapevine, is one of the biggest barriers of organizational communication in Bangladesh. This is also a very common dependable source of collecting information for many employees. Employees trust their coworkers as a source of information, yet the grapevine's informal structure can be a hindrance to efficient management communication. Its grassroots structure lends it more confidence among employees than information given through official means, even if the information is inaccurate. Inside the companies of Bangladesh, high rate of workplace gossip creates a mess and may result in workplace conflict in near future because Employees may be suspicious of the grapevine since it lacks a clear Sender. When the news is tumultuous, concerns about who is behind the Message may grow. this is the reason many big organizations of Bangladesh still lacks effective communication among themselves.

3.4 Summary and Conclusion

After summarizing the findings and analysis, it can be concluded that, advertising agencies are one of the rapidly growing markets in Bangladesh while creating great space of employment opportunities for the fresh graduates and creative minds. Competing with the increasing pace of social media popularity among youths and all age group consumer segment, digital advertising is gaining more attraction through these agencies. Renowned and new grown brands are getting a big platform to create customer base through this digital advertising advancement which is ultimately influencing the economy of Bangladesh with every passing year. To hold on to the competitive advantages in the fast-growing market, agencies are trying to minimize their operational cost to be more efficient which is increasing the demand of digital marketing globally everyday. That is why government should support and create more opportunities for the agencies to flourish and lead this sector forward.

3.5 Recommendations

Educational opportunity: As the technological advancement is growing really fast and the influence of social media on the population of Bangladesh is very significant, more educational opportunities such as certified courses, University majors, development studies on Digital marketing should be introduced strongly. More creative minds should be given the platform to nurture their talent, interest and creativity further.

Advanced infrastructure: The most significant obstacle to Bangladeshi digital marketing growth is infrastructure. The most difficult part of expanding digital marketing is getting all of the ecosystem's major participants to collaborate. It is very important to improve the infrastructure of Bangladesh to bring all the factors such as, clients, government, stakeholders, media, technology, business, advertising agencies together under the same platform.

Training programs: creative individuals who are passionate but lack in any side of the technological skills, should be given training opportunity to sharpen their expertise in this sector. Both on the job training and official support from government should be given to organize strategic structured training methods according to the needs dividing the individuals into groups based on similarity of lacking. This initiative will highly encourage a large part of the unemployed population who underestimate their ability and talent.

Improve Internet connectivity: lifeline of digital marketing is the internet connection and its speed. It is the heart of the platform. But it is very disappointing to state that, Bangladesh has the minimum broadband width and internet speed which is affecting this sector remarkably. Necessary steps should be taken and implemented to improve internet connectivity throughout Bangladesh as soon as possible. Otherwise, this sector will face a huge loss in profit in near future.

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