



Internship report

On

“Overall Marketing Strategies of Stencil

Bangladesh Limited.”

Prepared for:

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LETTER OF TRANSMITTAL

18th June, 2014

Suntu Kumar Ghosh

Assistant Professor

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Subject: **Application for Submitting of Internship report**

Respected Sir,

I am submitting my internship report on “**Overall Marketing Strategies of Stencil Bangladesh Ltd.**” with due gratefulness and admiration. As per partial accomplishment of the requirements for the BBA degree, I have completed the internship program from **Stencil Bangladesh Ltd.** It is my pleasure to carry out the internship report under your supervision.

As a requirement of preparing an internship report based on the practical situation in an organization, I chose Marketing as my core concentration along with some other Marketing Strategies that I have come across during my internship program. So I have prepared my report on the “**Overall Marketing Strategies of Stencil Bangladesh Ltd.**”. I am hopeful that this report reflects the company’s marketing strategies and they are being practiced throughout our country.

I would like to request you to accept my internship report for your further assessment.

Sincerely,

Rasulujjaman Khan

ID: 08304002

BRAC Business School,

BRAC University.

EXECUTIVE SUMMARY

As I have completed my Bachelors in Business Administration, it is high time I observed the complexity of today's business management. It is important to gather theoretical knowledge, but I realized that a practical experience can bring me more success to reach in my destination. So after the completion of my 4 years of BBA program, I am now headed to complete my internship program. I have done my internship at Stencil Bangladesh Limited, where I have focused on marketing which was as well my major subject to concern.

In my report some outlines are drawn where the key topics are based on the marketing department of Stencil Bangladesh Limited. In the marketing segment, Stencil Bangladesh focuses on the inbound and online marketing strategies of its clients from both home and abroad. Stencil Bangladesh currently having its international clients from Germany, Netherlands, Denmark etc.

My project topic is total marketing and business management of Stencil Bangladesh Limited. In my report I tried to identify the marketing practices of this company of clipping path and the procedure of the company to build up its worldwide business relationship.

Stencil Bangladesh has started a competitive marketing practice as the graphic designing sector is now a very charming sector in Bangladesh and nations worldwide. So as a competitive sector, it is currently highly focusing on marketing to build up a strong relationship with its existing customers and thus collecting more customers in some contexts. This process makes the organizations inbound activity easier and a friendly environment for the employees to work together.

This company's marketing section is managed by the Business Development Executive. Under his authorization, there are some junior marketing executive and online marketing executive who manage the relationship with its clients.

A group decision making, following a proper methodology and target oriented program of marketing helps to build a better market environment of this company. I hereby was an internee to achieve a guideline and rightful way of marketing and was engaged in the marketing procedure for the company.

With a view to concluding my report summary I would like to mention that there was a shortage of periods to prepare my report and there were not proper and weighted data available to make it better fitted. But still I tried my best to make the report useful to represent the marketing phenomenon of Stencil Bangladesh Limited which might be able to evaluate this company's marketing positioning in greater extent.

ACKNOWLEDGEMENT

At first, I would like to thank the most beneficent and almighty Allah for his grace in accomplishing my internship report timely.

I would like to express my gratitude to my honorable academic instructor of BBA Program, Mr. Suntu Kumar Ghosh from the core of my heart for his kind support, guidance, constructive supervision, instructions and advice and for motivating me to make this report.

I am also thankful to the whole management team of Stencil Bangladesh Ltd. for providing me the opportunity to work with them in marketing department.

Besides, I also like to specially mentions my parents here for their constant support and love in my life. I also thank all my friends and well-wishers, who have provided their whole hearted support to me in this exercise. The experience I have gathered will always be a privilege for my future career planning. I believe that this endeavor has prepared me to take up new challenging opportunities in future.

I am hopeful that this report will motivate me in my future to take more initiatives and big projects with the help of satisfaction that, I have completed such a big project in an efficient manner.

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CHAPTER 01

1.1.Introduction

A concrete marketing strategy is one of the major business tools for an entrepreneur. The marketing concepts are changing day by day. Everyday new marketing tools are emerging into the market and also in the business. A company's development is mostly depended on marketing. So, it is important to have a strong marketing plan for any individual business people. Stencil Bangladesh Ltd. also gives emphasis on marketing rather than other activities of an organization. In my internship report, my target is to identify all the marketing strategies that are used by Stencil Bangladesh Ltd.

1.2. Background of the Report

The world market is changing day by day. The marketing strategies are also changing as well. As a part of the organization, marketing division has to deal with the effects of the changing world of work. For them this means understanding the implications of globalization, technology changes, workforce diversity. Changing skill requirements, continuous improvement initiatives contingent workforce, decentralized work sites and employee involvement are the issue for confront. So, now it is a big challenge for marketing division to maintain the distribution pattern of product, manpower, packaging, pricing and other activities of marketing.

1.3. Objectives of the Report

The objectives of the proposed study “Overall Marketing strategies of Stencil Bangladesh Ltd.” are as follow:

- ✓ Identifying the overall Marketing strategies of the company.
- ✓ Analyzing the market segmentation of the company.
- ✓ To know the competitive analysis.
- ✓ To know the strategic marketing analysis.
- ✓ Evaluating the sales forecast of the company.
- ✓ To identify the brand management system.
- ✓ To recommend necessary steps for overcoming problems.

1.5. Methodology of the Report

I have used both the primary and secondary data to prepare the report. But most of the data are collected from primary source. I found various activities of Stencil Bangladesh Ltd. My practical experience in Stencil Bangladesh Ltd. was great source of information.

<p>a. Primary source of information:</p>	<ul style="list-style-type: none"> • Face to face discussions. • Performing day to day desk job. • Oral unstructured interview of the responsible officers.
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1.4. Limitations of the Report

As this is my personal experience in an office, I have faced some problems to complete the report. Those are as follows:

- Shortage of time.
- Confidential situations and terms of the organization.
- Lack of data of the organization as it is a newly formed organization.
- Officials are not always so willing to provide information.
- Restrictions of providing some information about marketing strategies.

CHAPTER 02

2.1. Overview of Stencil Bangladesh Ltd.

Stencil Bangladesh Ltd. is an editing and graphic design outsourcing company which mainly focuses on image editing which was founded in December 2012 by Asiatic 3Sixty, which is the largest marketing communication group of companies in Bangladesh, the local affiliate of WPP companies, JWT and GroupM.

Stencil Bangladesh Ltd. mainly provides Clipping Path, Image Masking, Shadow & Reflection, Image Editing, Raster to Vector and wide range of similar services with 100% handmade using Pen Tool in Photoshop. They have around 50+ experienced graphic designers, who are operating nonstop 24hours.

Stencil is operated by qualified and experienced management team, studio resource and client correspondent personnel.

The company is relatively new in the area of graphic design outsourcing business; however the company is backed by a strong group of companies in terms of investment and reputation. Stencil is highly passionate to turn its opportunities into success and fully committed in terms of quality of service and professionalism in meeting deadline.

Company Summaries:

❖ **Name** : Stencil Bangladesh Ltd.



❖ **Trade Mark** :

❖ **Address** : House 74, Road 7, Block H, Banani, Dhaka - 1213, Bangladesh

2.2 Mission:

To provide exceptional services to the clipping path industry, to deliver added value to our customer by identifying, monitoring and responding to their needs and expectations.

2.3 Vision:

Want to be the leading service provider of clipping path industry in Bangladesh.

2.4 Goals:

Our goals are to provide you with best quality service increase your revenue, boost your profit margin, lower your operation cost and of course save your valuable time.

2.5. Services

- **Clipping Path**

Stencil Bangladesh Limited's main project is to create clipping path services which is basically a form of masking or stenciling where outline drawing around the image is possible where if we want it to be visible, whereas the remaining areas become transparent. It naturally behaves in such a way as if the image is physically cut up and removed from its background. With scissors, images masked with clipping paths generally have hard edges, where there's no feathering available.

As a leading company of graphic designing and clipping path, Stencil Bangladesh Limited focuses on the main use of clipping path which is to cut out an image from its background. Besides it can also be used in several different ways such as giving a special shape to an object, editing a particular portion within an image or preparing a layout design. After the clipping path is properly applied to an image, where everything inside the path is included in the final cut and everything outside the path is discarded. Clipping paths are the best option for only that kind of images where it has a sharp, defined edge and also used mainly to hide the background of an image or to completely transform an image into any dynamically possible shape, thus making the masked segment transparent or to any color background. Main applications of clipping images are flyers, brochures, catalogs, posters, magazines, e-commerce websites and practically any field where usage of images are regular, which Stencil Bangladesh Limited is specialized in.

Beside this, there are some other reasons why the clipping path is favored now-a-days in the photo industry to remove the background from an image, firstly because of quality, and that is why Stencil Bangladesh Limited has mastered the art. There is no alternative option that can achieve the desired quality as by clipping path drawn by Pen Tool. After that, Stencil Bangladesh Limited uses clipping path, which can be applied to almost any kind of file format including JPG, and then the file can be placed directly into a layout using Photoshop in Design where the file size can also be reduced. When sufficient work experience is gained using the pen tool, Stencil Bangladesh Limited can deal with it very rapidly while to maintain a quality of standard result. A clipping path can be edited at any time by simply using the same pen tool. A flat quality can be applied for the kind of image having soft edge. Finally, clipping path is fastest, easiest and professional way to express this quality.

Our Few Sample Jobs



Clipping Path

- **Image Masking:**

Photoshop Image Masking Service is highly used to create product catalogs. Stencil Bangladesh Limited uses Photoshop Image Masking which is used with Clipping Path technique to knockout the background of complex image to be placed for advertisement display in e-commerce website or photo manipulation. Besides, Photoshop Masking is also useful when clipping path alone is not applicable on hair, fur, or semi-transparent or translucent images like glasses, feathers, smoke, flames, highlights, lighting, chiffon & muslin etc. Image masking can be done into two ways. They are:

I. Layer Masking:

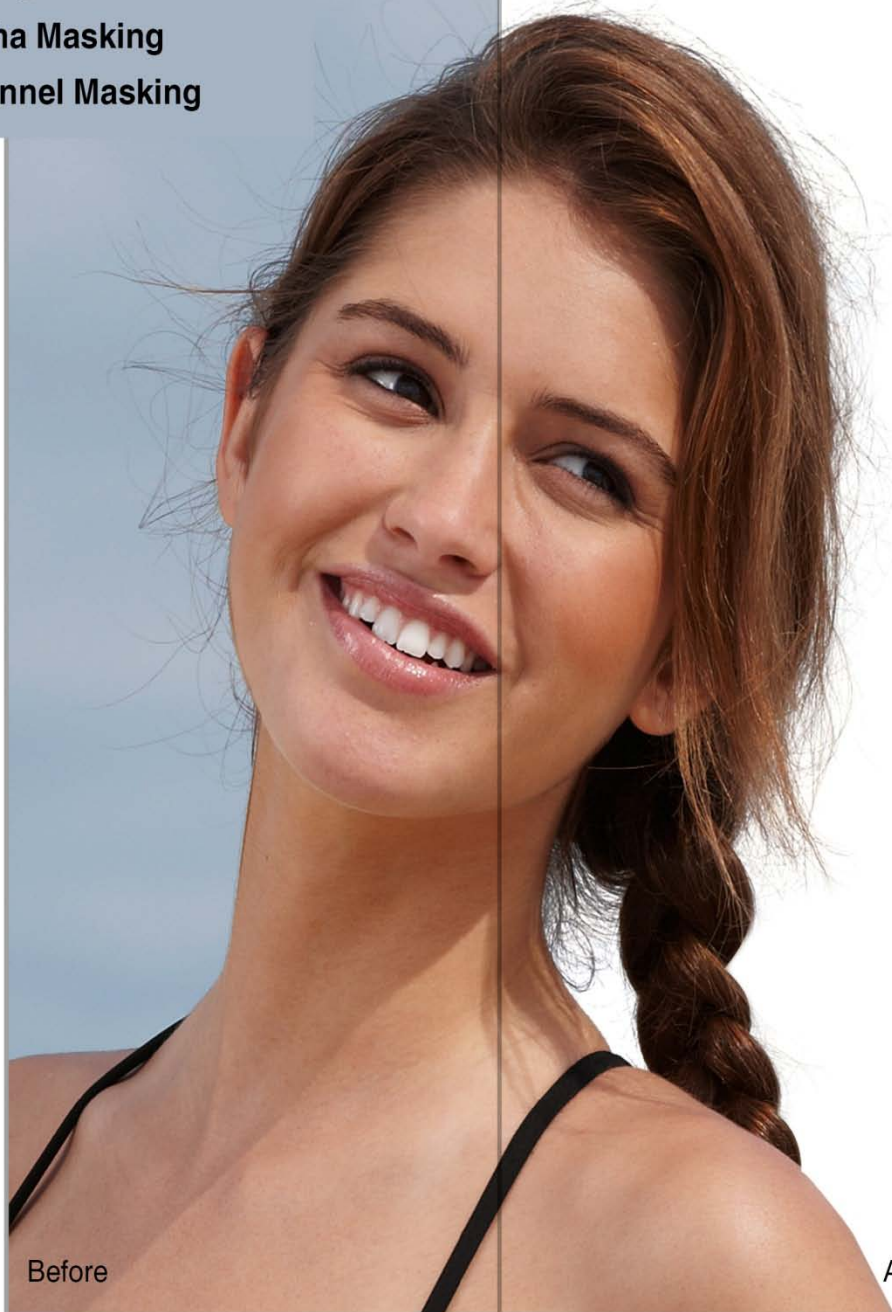
Though the fact that layer masking in Photoshop is used to control a layer's transparency, it falls under the image masking division, Stencil Bangladesh Limited uses specially developed software's to reveal or hide portions of a layer using a mask while adjusting the opacity of a layer. The designers at Stencil have mastered the use of this technique giving our clients a lot more flexibility in what is being shown and that which are hidden.

A layer mask in Photoshop is used to control a layer's transparency. It's great if you wish to reveal or hide portions of a layer using a mask. While you can use the Transparency control to adjust the opacity of a layer, using a mask gives you a lot more flexibility in what you show, and what you hide.

II. Channel Masking:

Channel masks are one of the most time-consuming masks to use because they require a lot of manual labor. Stencil has mastered the art with a lot of innovation and employing the best tools and commands in Photoshop in this line aggressively moving to become the number one in Southeast Asia. Channel masks can usually accurately select what the other Photoshop tools can only dream about-wisps of hair and tufts of fur.

Background Removal
Alpha Masking
Channel Masking



Before

After

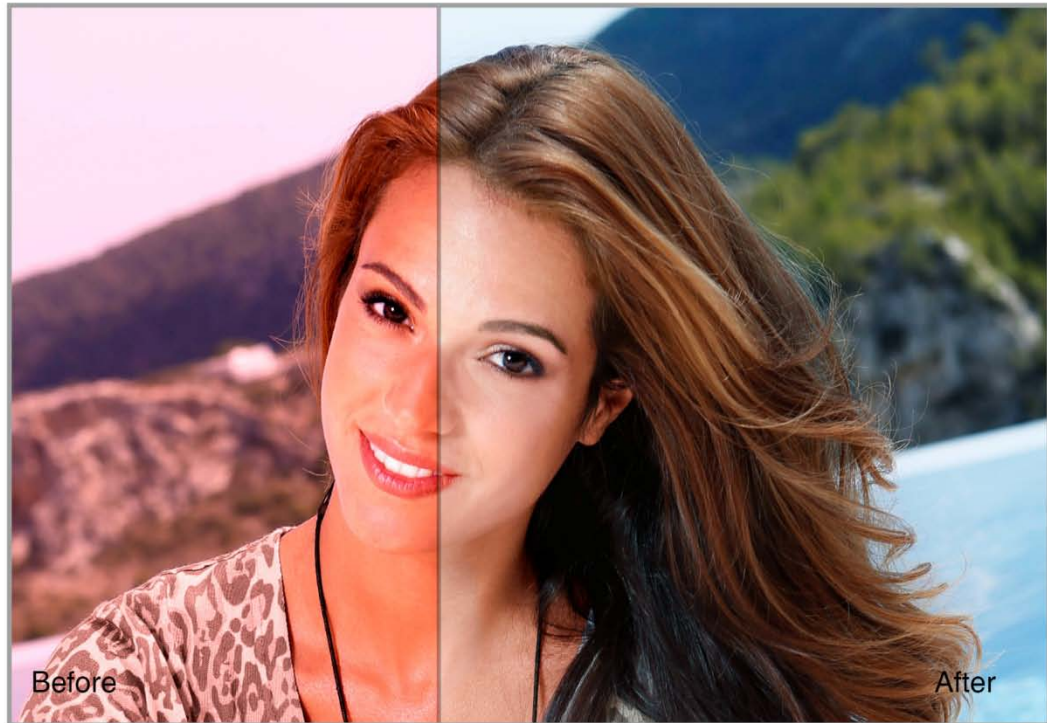
Background Erase

- **Color Correction:**

Color Correction service is a complex retouching area like recreation of photo areas, faces, skins, objects, products etc. along with color/perspective correction etc. Color Correction is necessary for damaged, poor, dull, old photographs where unwanted or defective areas are removed or changed. So color enhancement and color balancing are major parts for a great outlook of a photograph. Stencil Bangladesh Ltd. offers this service mainly to Modeling Company, Advertising Company, Publishing Company, Printing and Jewelry Industries.

Faultless color correction requires something more than only technical skills and expertise – it also needs a high level of creativity and experience in order to understand the best way of presenting a photograph which is why Stencil Bangladesh Limited has always been the first choice.

**Jewelry
Color Correction**

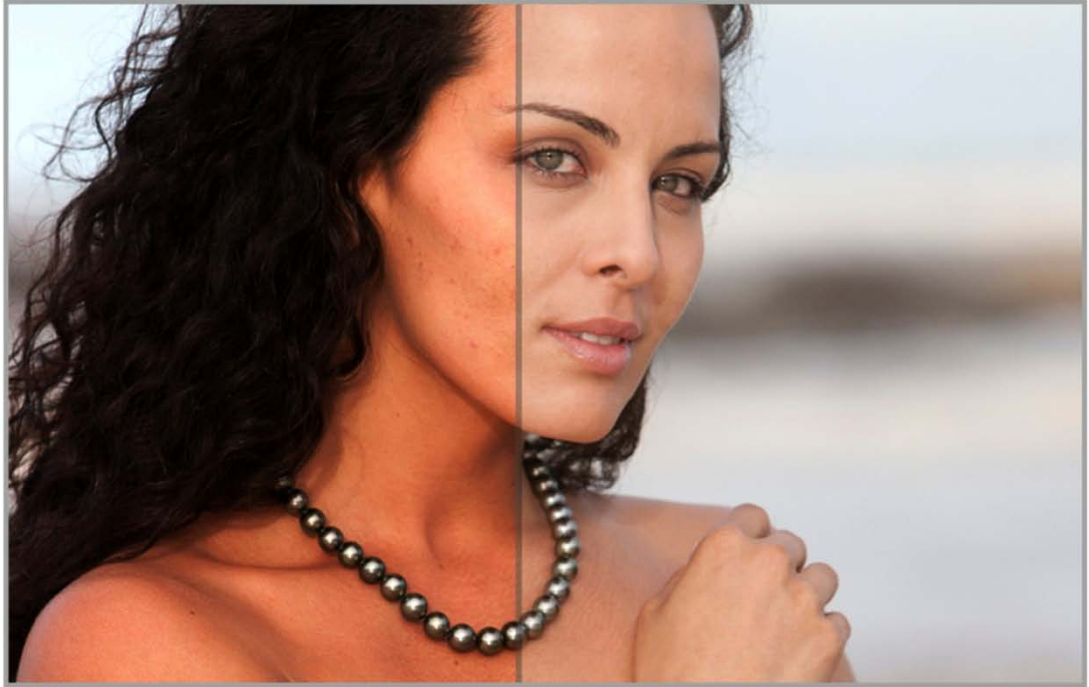


Color Correction

- **Image Retouching:**

Stencil Bangladesh Limited can bring out the best in your images. When it comes to fashion and beauty photography the eye does not forgive disturbing elements, irregularities, scratches, reflection or shadows. Stencil Bangladesh Ltd. provides specialized digital photo retouching services by removing cracks, correct missing spots, contrasting, removing stains and scratches. Not to mention Stencil also has dedicated departments for repairing images from old photos along with correcting water damaged, torn and faded photos. Restoring image background, correcting brightness, digitally recovering damaged photos and dust spotting. Beside this, Stencil also provides creative art, converting raw images and more wide range of photo processing services.

Retouching an image is the perfect solution to ensure a great look for media to attract. However, getting the perfect image is not always that easy. Often little retouching & restoration can ensure maximum exposure and enhance beauty and the glamour of the images. Stencil Bangladesh Limited has many photo retouch artists who have vast experiences in image retouching. They are using digital photo retouching techniques with creative mind to provide the quality Photoshop retouching, basic photo retouching, extreme photo retouching, Pageant retouching, product retouching, face retouching/glamour retouch, portrait retouching, professional photo retouching in digital photography, media photo retouching, model retouching, product retouching, blemish retouching, damaged photo retouching & restoration, wedding photo retouching services to our clients.



Before

After



Image Retouching

- **Drop Shadow:**

Drop shadow is a graphic effect that creates the illusion of a light source shining on an object from above so that a shadow appears to be shed behind the object. The white or very light background is more preferable for the best output of drop shadows whereas putting a gray or black area underneath and offset from the object will give a very arty look. Adding a natural drop shadow to an image is essential to achieve a sense of reality. It makes no difference if the original image already has shadow on it; but by using the clipping path technique the resulting shadow will display perfectly. Drop shadows create a sense of depth and texture – giving the impression that the object is slightly raised above its background. Using advanced blending and softening techniques, we can create drop shadows that exactly emulate their natural counterparts, with the added bonus that they can be easily manipulated to create a range of variations.

- **Natural Shadow:**

Stencil Bangladesh Limited uses the same theme for Natural shadow as Drop shadow creating an original or natural drop shadow of a photograph or image. In this process background will be removed and put the image in a white background then form a shadow that seems quite natural.



Drop Shadow



Natural Shadow



**Mirror Effect or
Reflection Shadow**



Shadow Making

- **Neck Joint:**

Neck joint is required for example in a picture of a shirt, taken from the front while it's hanging and then again when it's inside out. The two pictures separately don't show the full image of the shirt. Neck joint is done to get a more accurate view of the shirt as a whole. In the world of image editing, neck joints have become a very common job. Basically a neck joint includes works of path, selection and then it's all a matter of the final perfecting touches. A path of the front view of the clothing is first made with the pen tool. Then the neck portion of the turned out part of the clothing is taken out by path and selection. It is placed in the part of the clothing where it should be. The cut out piece is then warped and transformed to the right size to give the look of the whole thing being a perfect whole. The final touches are made to give the whole image a more realistic look. This includes applying required shadows. After this, a final path is made of the whole thing is put together and we get a picture of the clothing as one would see in real life as if they have it in their hands.

Multiple Clipping Path



Neck Joint (Ghost Mannequin)

- **Raster to Vector:**

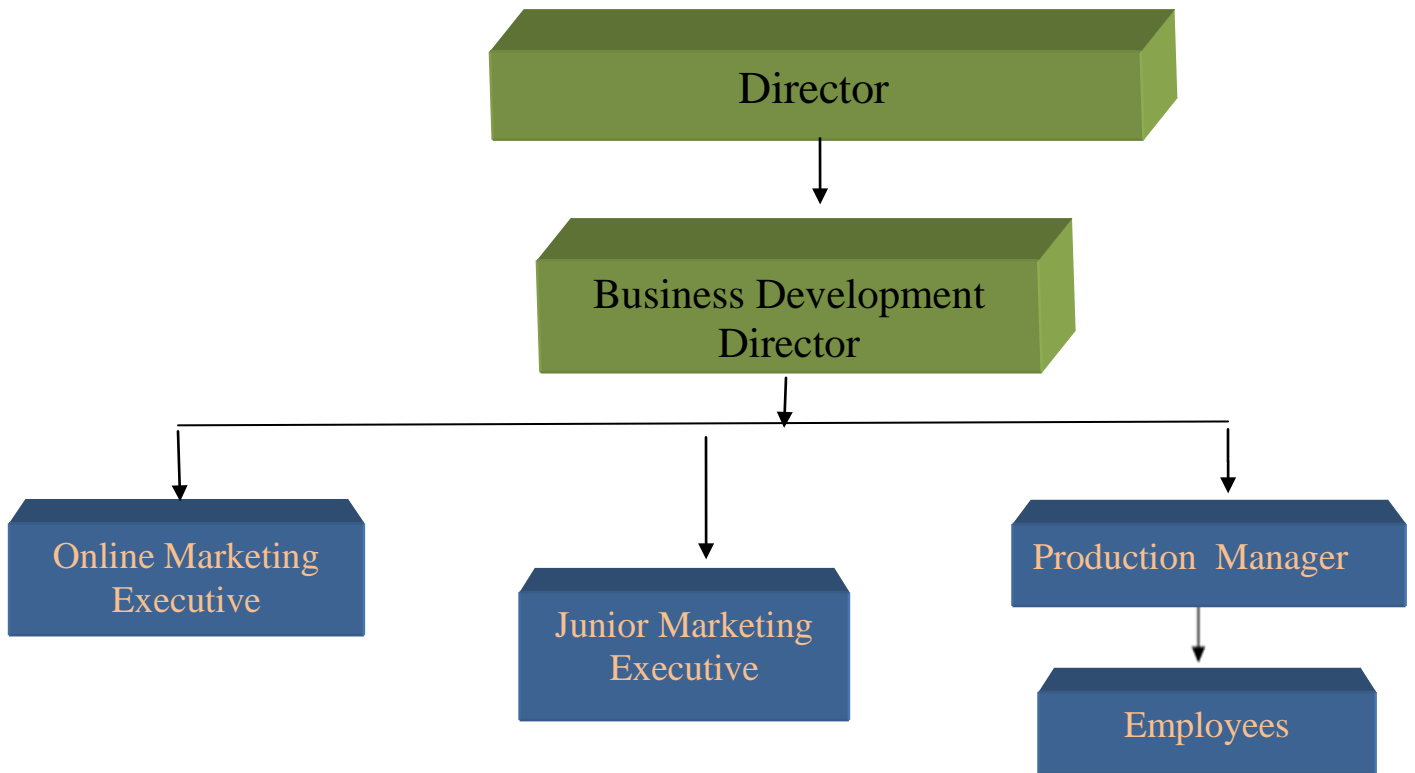
Stencil Bangladesh Limited provide raster to vector conversion that allowing you to deploy your pictures in any context and at whatever size you like unlike a raster image, which saves a picture as a series of pixels, vector files store information as a series of instructions. They comprises of highly skilled R2V and CAD professionals. They can convert any Logo, Artwork, Illustration, Stencils, Maps, Signs, Crests, Decal designs, Badges, Patches, Photographs, Race Cars, Paintings, Caricatures and Cartoons etc. to hand drawn vector photo. Their expert artists redraw your raster jpg/bmp blurred photo to vector format. No automated software used to create the vector which would mean minimum vector nodes, lower photo sizes, no overlapping cut lines and files ready for print production. They also offer services like outline photos and photos silo to convert your photos into vector at high quality.

Image Conversion Raster to Vector



Image Restoration

2.6. Organizational Hierarchy



2.7. Overall Marketing Analysis

The total marketing of Stencil Bangladesh Limited is conducted by the Business executive section, in two parts. One portion is online and another is outward marketing section. But the goal of Stencil is not only in a marketing department, its carries out a separate production unit, which is conducted by the production leader. And there are some more employees who assist both the marketing and the production department. They work together in a symmetric environment to achieve their financial and non-financial goals.

2.7.1. Market Summary

We possesses good information about the market and knows a great deal about the common attributes of our most respected and loyal customers. We will leverage this information to better understand who is served, their specific needs, and how we can better communicate with them. As our clients are not only from the home country, but also from some developed country through the world like Germany, Denmark, Netherlands etc. we render our best services so that we receive a better outcome from our international clients. Day by day number of our clients is increasing through online marketing and referral.

2.7.2. Market Demographics

The profile for our customer consists of the following geographic, demographic, behavior & psychographics factors. Individual's demographics:

- ✓ No age limit, but specially 18-70
- ✓ Special deals for previous clients
- ✓ Welcoming offer for new customers
- ✓ Preference on European market
- ✓ Boundless marketing offers

2.7.3. Behavioral Factors

- Are willing to pay a premium for higher quality work, better graphics quality and standard
- There is value attributed to the more attractive photos cape, shadow, mask, joint etc.
- Enjoy high-quality attributes without the mess of making it themselves.

2.7.4. Market Needs

We'll provide individuals, retail stores and restaurants with high-quality path clipping, photo editing, shadow making, entering mask, joint circulating etc. We seek to fulfill the following benefits that are important to their customers:

- **Selection:** A wide choice of different designs
- **Competitive Needs:** Can provide a wide range of graphic programming which is created by our highly skilled and professional designing team.
- **Customer service:** The client will be impressed with the level of attention that they receive.

2.7.5. Market Trends

The market for clipping path has exploded within the last few years. Explanations for this trend are:

- ❖ **Market supply:** The increase of supply has reinforced the demand. Within the last few years many companies that started image editing and graphic designing have received to huge offers because of the increased margins and market demand.
- ❖ **Individual & Corporate Demand:** In the last few years, the demand for clipping path has increased in a large form in both individual and corporate form. Especially in some European countries where clipping has established more has a better demand in the market and market strategies have launched this project largely.
- ❖ **Presentation/appearance:** Presentation as an element of the culinary experience has taken on more value as juice has become more creative over the last several years.

2.7.6. Market Growth

We are learning to appreciate the more sophisticated case of design. Therefore art and design consciousness is what is driving this demand. This demand can be seen by the increase of clipping offerings by individuals and other organizations.

Lastly, presentation is becoming a variable in estimate the quality of a work, and a presentation of design work is very aesthetically pleasing.

2.7.7. STP Analysis

The following STP analysis consists of market segmentation, target market and positioning.

Market Segmentation:

We have segmented our customer into three groups.

- Individual consumers
- Big retail clients
- Local and foreign delegates and
- International clients

Target Market:

- Active adult Male & female
- European Photographers
- International designing agencies

2.7.8. Points of Difference

The point of difference that makes Stencil Bangladesh Limited than the others are-

- ❖ **New idea-** Stencil Bangladesh Limited has brought a revolution in designing in Bangladesh.
- ❖ **Different experience & knowledge-** The customers will have the distinctive feelings & experiences on designing that they still did not get from other designing companies exist in market.
- ❖ **Strong distribution channel-** As this service has strong distribution channel, the consumer get it at a popular way, both office and online order.

2.7.9. Strategic Marketing Analysis

Strategic marketing analysis includes marketing objectives, marketing strategies, marketing mix, and market research of Stencil Bangladesh Limited.

Marketing Objectives:

The objectives of all integrated marketing communications will be to:

- Inspire consumers to view Stencil Bangladesh Limited in a new more vibrant light
- Empower both male and female audience about their functioning decisions
- Showcase the graphical benefits and great design of all STENCIL BANGLADESH LIMITED clippings
- Establish a connection between STENCIL BANGLADESH LIMITED and natural design structures.

Strategies:

The single objective is to position as the finest supplier of Bangladesh, commanding a majority of the market share within five years. The marketing strategy will seek to first create customer awareness regarding services offered, develop the customer base, and work toward building customer loyalty. We seek to communicate the message that we are the finest supplier of high-quality designing & services. This message will be communicated through a variety of methods. The first method will be advertisements. The ads will be placed in both the online advertisement, local and foreign newspaper, TV, Radio, Concert as well as the local art/entertainment paper.

The message will also be communicated to the different Hotels through networking with owners and managers. We will also communicate our message through informal gatherings and networking with consumers.

Marketing mix:

STENCIL BANGLADESH LIMITED marketing mix is comprised of the following approaches to product, price, distribution, advertising and promotion, and customer service.

Product strategies:

Basically at the beginning we are offering services through clipping path. Afterwards we will offer different more services year-round. Since our services fulfill clients demand it will be competing with other available companies with the same service.

Pricing Strategies:

Pricing strategies are most important stage in marketing mix. As we are going to launch a new service in the market, we do not have any idea whether the price would be accepted or not by the customers. If we select extensively high price, customers will take our services and volume of sales will be very low.

General Price List:

Stencil Bangladesh Ltd. prices are lower than any of their competitors. Their price list is given below:

No	Category	Class	Time	Rate
01.	Clipping Path	Basic	2 Min. Avg	\$ 0.25
		Normal	6 Min. Avg.	\$ 0.75
		Medium	10 Min. Avg.	\$ 1.25
		Complex	25 Min. Avg.	\$ 3.00
		Super Complex	60 Min. Avg.	\$ 7.50
02.	Multi Path / Multi Color Path	Basic	15 Min. Avg	\$ 2.00
		Medium	25 Min. Avg.	\$ 3.00
		Complex	40 Min. Avg.	\$ 5.00
		Super Complex	60 Min. Avg.	\$ 7.50
03.	Layer Mask / Hair Masking	Basic	20 Min. Avg	\$ 1.75
		Medium	30 Min. Avg.	\$ 3.50
		Complex	45 Min. Avg.	\$ 5.00
		Super Complex	60 Min. Avg.	\$ 7.00
04.	Channel Mask / Alpha Mask	Basic	25 Min. Avg	\$ 2.00
		Medium	30 Min. Avg.	\$ 3.75
		Complex	45 Min. Avg.	\$ 5.25
		Super Complex	60 Min. Avg.	\$ 7.25
05.	Drop Shadow	Basic	15 Min. Avg	\$ 1.50
		Medium	25 Min. Avg.	\$ 3.00
		Complex	35 Min. Avg.	\$ 4.00
		Super Complex	45 Min. Avg.	\$ 5.00
05.	Natural Shadow	Basic	15 Min. Avg	\$ 2.00
		Medium	25 Min. Avg.	\$ 3.25

		Complex	35 Min. Avg.	\$ 4.25
		Super Complex	45 Min. Avg.	\$ 5.50
06.	Reflection Shadow / Mirror Effect	Basic	15 Min. Avg	\$ 1.50
		Medium	20 Min. Avg.	\$ 2.00
		Complex	30 Min. Avg.	\$ 3.25
		Super Complex	40 Min. Avg.	\$ 4.50
07.	Retouching Image	Basic	15 Min. Avg	\$ 1.75
		Medium	25 Min. Avg.	\$ 3.25
		Complex	40 Min. Avg.	\$ 5.50
		Super Complex	60 Min. Avg.	\$ 7.50
08.	Color Correction	Basic	15 Min. Avg	\$ 2.25
		Medium	25 Min. Avg.	\$ 3.00
		Complex	40 Min. Avg.	\$ 5.00
		Super Complex	60 Min. Avg.	\$ 7.50
09.	Image Manipulation	Basic	20 Min. Avg	\$ 2.00
		Medium	30 Min. Avg.	\$ 3.00
		Complex	40 Min. Avg.	\$ 5.00
		Super Complex	60 Min. Avg.	\$ 7.50
10.	Neck Joint	Basic	20 Min. Avg	\$ 1.50
		Medium	25 Min. Avg.	\$ 2.50
		Complex	40 Min. Avg.	\$ 3.50
		Super Complex	60 Min. Avg.	\$ 6.00
11.	Vector	Basic	30 Min. Avg	\$ 2.50
		Medium	45 Min. Avg.	\$ 4.00
		Complex	60 Min. Avg.	\$ 5.50
		Super Complex	90 Min. Avg.	\$ 8.00

Advertising and promotion:

A mixture of advertisements and networking will be used to increase visibility for STENCIL BANGLADESH LIMITED services.

At first we will be focused on introducing the service. The advertisement will be done on different media e.g. television, newspaper and billboard to make people aware of the service.

Promotional activity:

We make promotional activities for our services in different organization, universities and institutions.

- ❖ Advertising themes will be changed with time and promotional activity will be carried out to generate the consumer.
- ❖ We will provide different incentive to our distributor.
- ❖ We will offer free trial for the mass demand of service.

Customer service:

Obsessive customer service is the mantra. Stencil Bangladesh limited philosophy is whatever needs to be done to make the customer happy must occur, even at the expense of short-term profits. In the long term, this investment will pay off with a fiercely loyal customer.

CHAPTER 03

3.1. Department Name:

There are three types of department in Stencil Bangladesh Limited. They are Marketing Department, Production Department and Accounts Department. A short description about the departments is given below:

✓ **Marketing Department:**

In the marketing department two people are working everyday including me as an internee. Another person is my supervisor who is working as an Online Marketing Executive. His job is to manage all the present clients of our company and do everything that can attract the new clients to work with us.

✓ **Production Department:**

In the production department more than 30 graphic designers working five days a week in two shifts. There is also a team-leader who leads them to work in discipline. Their job is to complete the targets that are given to them in a day.

✓ **Accounts Department:**

Stencil Bangladesh Limited is a parent company of Asiatic 360. All their accounts activities are performed by Asiatic Events. Asiatic manages all the necessary needs of Stencil and the employee's salary as well.

3.2. My Department:

I was introduced to the jobs as a Junior Online Marketing Executive that is conducted by the marketing department. As I did my major in Marketing so my job is to make the clients aware about our company and our services by using the help of internet especially in social media and email marketing. There are other tasks for me that are conducted by the marketing department and some of them were regular and others are periodical. It was really very nice to work with the marketing department of Stencil Bangladesh Department because marketing people engage in a wide range of activities including providing information of products and services to customers and employees as well. I found marketing in a new way while working with Stencil Bangladesh Ltd.

3.3. Job Responsibility:

As I joined Stencil Bangladesh Limited after the completion of my BBA program, I was offered to focus on the marketing department of the company. Under the business development executive, I was to assist the online marketing executive and junior marketing executive. My prime responsibility at Stencil Bangladesh Ltd was to make our clients aware of our company and services, especially through online. Besides, I was appointed to help using social media and email marketing, i.e. online social network, Skype etc. There were different departmental works to do as some are on a regular basis and others are periodical. I was to use clients' data and organize them in a proper format so that I could have a better idea of the client's information and their preferences. In my marketing section I was concerned about some key responsibilities, such as:

- To conduct the marketing department of Stencil Bangladesh Ltd
- To collect the clients information from company's data section
- Communicating with customers online, over phone and mailing
- Setting up a list of new clients
- To check up clients history and new service demand

- To collect new customers by inviting them
- To keep office files in a mannered way
- To update daily service offers and deals

3.4. Work to do:

I had the opportunity to have three months long internship at Stencil Bangladesh Ltd. I have come across with different tasks that are conducted by the Marketing department. I was introduced to the jobs of a Marketing Executive, there were different types of jobs I was made acquainted with some were regular others were periodical. I was assigned to the following jobs regularly. Those were-

- a. Organize client's data in Microsoft Excel.
- b. Creating new clients list.
- c. Sending e-mail to the new clients.
- d. Search for new clients contact information.
- e. Call the clients over phone.
- f. Report supervisor about daily work.

a. Organize Client's Data:

When I joined Stencil Bangladesh Limited my first job is to organize all the data of clients contact information that are already created by others. There are many data which was given me throughout my whole internship period and they are not properly organized. I use Microsoft Excel to make them look more professional and organized them according to company name, web address, email and cell phone number.

b. Creating New Clients List:

One of my jobs is to search for new client contact information over the internet and create new list into Microsoft Excel.

c. Sending Email:

After creating a new list I sent all the clients email so that they can know about our services as well as our company.

d. Call Clients:

Sometimes I directly call the clients by using phone and Skype and tell them about image processing that we can offer them. When they are interested they give us free trials so that they can know about the quality of our work.

e. Report To The Supervisor:

After completing my every day's work I need to report to my supervisor about my work so that he can give me feedback about everything.

3.5. Learning:

I had the opportunity to have three month long internship at Stencil Bangladesh Limited. Through this long internship I learned many things from my work and my senior supervisor. Handling the clients is my most important learning that I learned from my internship program. Before start my internship at Stencil Bangladesh Limited I did not have any practical experience to talk with the foreign clients but after joining the company I had many opportunities to talk with them over phone about our services and also manage all their needs. All the clients in our company are outside from Bangladesh so it is really a very good experience for me to work with them. I also learned about online marketing like e-mail marketing, marketing using social media etc. At last the most important thing is that before my internship I did not have any perfect idea about graphic design industry and its market condition. After work with my company now I have a clear idea about graphic design industry. Now a day's graphic design and clipping path is an emerging sector in our country and there are a lot of competition. During my internship in Stencil Bangladesh Limited I learned marketing in a new way which is really very useful for my profession in near future. At last I want to say it a great experience and opportunity for me to work with them.

3.6. Contribution:

As my major is Marketing, I worked in marketing department as an intern in Stencil Bangladesh Limited where I learned several marketing strategies. When I started my work as an intern in Stencil Bangladesh Limited my first job was to organize the database of the clients that are already created by others. I use Microsoft excel to make the database more organized. Though our main clients are from Germany but we also work with UK, Netherland, Denmark, and USA etc. The contribution that I did for Stencil Bangladesh Limited is given below:

1. I organized the entire contact information database in Microsoft Excel those are created by others. It was a huge list.
2. I searched about new clients contact information in the internet and created my own database.
3. After creating my own database I started email-marketing by sending mails to the new clients for discuss about image outsource assistance. By doing this I locked two new clients those are willing to work with Stencil Bangladesh Limited.
4. I also use Skype to call the new clients mainly in Germany, Denmark, UK and Netherland. I found one new client who was happy to see our work by giving us test images.
5. In May, 2014 our Business Development Director Mr. Zaidul Khan visited Germany for meeting with new clients. I arranged two new clients appointment for him.

3.7. Comparison

Though **Stencil Bangladesh Ltd.** is a new company in the market but in the clipping path firm they have some respects like other firms. Actually in some cases they have some significant dissimilarity with others. The primary distinction of the clipping path firm is the lack of one or two dominating companies. Graphic People currently in the leading clipping path firm in the market because of its long-standing renown and popularity. There are also many more competitors like Trade Excel, Color Expert, Graphic Associate and PNS, that are fighting for a top place that will distinguish them from the myriad of others. Most of the small companies that are involved in the clipping path firm do not yet have a nationwide distribution, so their advertising techniques and marketing strategies are more specific and selective. On the other hand Graphic marketing strategies are more vast and effective. They also have a separate customer support department where more than 6 people are working 24/7. One of the main advantages of the competitors of Stencil Bangladesh Limited is that their office space is better than the small companies and also they have more offices situated not only in Bangladesh but also outside Bangladesh. Though Stencil Bangladesh Limited also has an office which is situated in USA but their office space is not as large as their competitors. Another disadvantage is big companies like Color Expert, Graphic People have more expert graphic designer those are working 24/7 in their office. On the other hand Stencil Bangladesh Limited does not have as many graphic designers because of their shortage of office space. But I would like to mention that Stencil Bangladesh Limited is working on their office space and recently they are shifting their office in a larger space. At the same time they are also going to hire more graphic experts in their new office and they are going to extend their company.

CHAPTER 04

4.1. Recommendation

According to my work on Stencil Bangladesh Ltd, I have identified some sectors where some development can happen. Those are given below:

1. Stencil Bangladesh Limited follows some selective marketing strategies to attract their clients which are not enough. They need to focus on vast marketing by using social network media because all of their clients are international.
2. More training and counseling hours for the graphic designers.
3. Take a new compensation plan to motivate the employees.
4. Hire a more experienced Online Marketing Executive to improve the growth of the business.
5. More advertising needed in the internet about their services.
6. Stencil Bangladesh Limited has a little office space. They should look forward a new big office.
7. Need to increase another shift.
8. Need to hire some more new experienced graphic designer.

CHAPTER 05

5.1. Conclusion

On my internship report, I have tried my level best to focus on marketing and the basic usage of marketing procedure of Stencil Bangladesh Ltd. Though there are different marketing formats in Bangladesh, my company is different in manners and its marketing strategy has taught me something different which might be applied into several local or international companies or organizations. I think we need to study marketing because in our personal life, we all use marketing or selling techniques. In my internship program, I found marketing is really an interesting job. If we want to work in business, we need to know about marketing because marketing people play a vital role in the welfare of an organization. Marketing job is really interesting because of the variety of people encountered and activities undertaken. In addition, marketing offers opportunities for financial rewards and promotions. Marketing people engage in a wide range of activities including providing information of products and services to customers and employees as well. Most of us are not aware of many of these activities because the salespeople we meet most frequently work in retail stores. However, the most exciting, rewarding and challenging sales position involve building partnerships: long term, win-win relationship with customers. I found marketing in a new way while working with Stencil Bangladesh Ltd.

References:

1. www.stencilbangladesh.com
2. www.google.com