



INTERNSHIP REPORT
on
Kazi Farms Kitchen (KFK) Project
of
Interspeed Advertisement Ltd.

SUBMITTED TO:
MISS IFFAT TARANNUM
INTERN SUPERVISOR



BRAC BUSINESS SCHOOL BRAC UNIVERSITY

SUBMITTED BY:
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LETTER OF AUTHORIZATION

Date: 20th August 2015

Mrs. Iffat Tarannum

BRAC Business School BRAC University

Subject: Submission of Internship Report on Interspeed Advertisement Ltd.

Dear Miss,

I am a students of BRAC Business School, hereby submit the Internship Report on Interspeed Advertisement Ltd. required for the completion of my Bachelors of Business Administration degree. I have followed every instruction you have provided and tried my best to ensure that all the information is authentic and relevant.

The report concentrates on the basic information and my major works done in Interspeed Advertisement Ltd. as an intern. I hope that all the information and analysis provided within the report will be up to your expectations and will be glad to provide clarification to any inquiries you may have.

Thank you. Sincerely,

Arshad Ahmed Masrur- 11104048

ACKNOWLEDGEMENTS

I would like to thank the Almighty for making the preparation and completion of this Internship Report possible.

Furthermore, I would like to thank our honored faculty, Miss Iffat Tarannum, for her immense support and guidance for making this experience even more fruitful and worth the hard work.

Lastly, I would also like all the team members and Interspeed Advertisement Ltd. management authority for their continuous endeavor, dedication and hard work for making the assigned KFK project a success and enable me to accomplish this report possible in the end.

EXECUTIVE SUMMARY

In this report I have covered the job responsibilities that I have full filled as well as the work that I Have assisted in. I had worked on many projects however the one where I have worked the most is that of Kazi Farms Kitchen. Kazi Farms Kitchen is a fast-food outlet by Kazi Farms. We have conducted their marketing plan as well as researched as to how to improve the sales and maintenance of their fast food outlets. Apart from which I have also assisted as a copywriter who has helped in the English content of Kazi Farms frozen goods products. I hope that all the points covered in the report are relevant and will meet the requirements of the internship report.

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Origin of the Report

For the fulfillment of the course BUS 400 Internship, respected teacher Miss Iffat Tarannum has assigned the task to prepare an internship report on Interspeed Advertisement Ltd.

Objective:

The main objective of the report is to help us to develop an understanding and insights of the major activities done as an intern in Interspeed advertisement Ltd.

Scope:

This report works only on the recent data collected from recent tasks done on the assigned project of Interspeed Advertisement.

Methodology:

Data has been collected for the report from mainly primary sources and very few secondary sources. The methodology I have used here are collecting primary data from the main responsibilities and information gathered while doing the internship in Interspeed Advertisement Ltd, their website data played an important role to cover some of the aspects discussed here.

Limitations:

- 1) Tough to collect client confidential information.
- 2) Time is a limitation that would have to be managed according to deadline.

Introduction

Interspeed is one of the first advertising agencies in Bangladesh, founded in 1968 By Mr. Enayet Karim. They work independently and are known for having applied their creative streak and brand building skills for some of the largest clients in the country. Their approaches to marketing are unique and different compared to others, reflecting their boldness. They strive to provide solution-neutral integrated approaches to marketing problems for their clients. By creating communications that circumvent the usual advertisements and disrupt the status quo, they stand out among all the others. Most importantly, they respect and listen to consumer needs. Interspeed incorporates a 3-dimensional marketing communication solution for their three business units, which come together in their aim to provide complete solutions to their valued clients:

Interspeed Advertising Ltd. is a traditional full service creative agency that provides clients with through the line advertising and brand consultancy services.

Interspeed Activation Ltd. is brand activation, rural outreach and events management agency that provides clients with 360 degree touch points on the ground, and in-store or anywhere that traditional media fails to touch consumers.

Interspeed Marketing Solutions Ltd. is a direct marketing, trade marketing and one-to-one customer engagement agency that provides clients direct marketing capabilities, trade merchandising support and digital solutions.

Prominent clients of Interspeed are:

Kazi Food Industries Ltd's Kazifarms frozen foods

Za 'n Zee ice cream

For these clients and their range, of products, Interspeed developed the communication strategies and was responsible for brand identities and packaging.

For each of the brands, their customer segments, and media platforms, execute creative for TV, print, in-store, billboards and outdoor, digital and social media.

We are also the creative agency for

- Anwar Group's Anwar Ispat
- Eastern Bank Limited
- LG Mobile
- Gemcon Group's Meena Sweets
- Aarong's Aarong Curd

We are the activation agency for

- Airtel Bangladesh

One of the most exciting nationwide activation we carry out for them is the Airtel Rising Stars. Nationwide talents hunt to pick the best 12 under-14 footballers and send them to Manchester United for training. Two years on and the ARS are gaining some serious momentum!

We are also the activation agency for

- Unilever's Pollydoot project

An ingenious rural distribution solution is in place, involving unemployed rural youth to invest in a bundle of Unilever products and outreach to retailers beyond the distribution net.

Other Activation clients include

- Coca-Cola who recently hired us to handle their world cup trophy tour
- Robi (rural distribution officer)
- Microsoft
- HP

We are the complete integrated marketing agency for

- ONE Bank's mobile pay "OK"

We are also the consumer engagement, contract merchandising and brand rep agency for

- British American Tobacco Bangladesh

Departments

The advertisement department mainly consists of Media and planning, creative and activation team. Apart from which there is the administrative department, which has Human Resource, and Accounts department.

A project starts from the media and planning department from where the ideas of a product are generated and based on the budget on the client a marketing plan is made. After which it is handed over to the creative team who in turn design the branding and creative related matters into the product. Once the two teams have coordinated the plans and creative ideas are put together they are pitched to the clients. Once the clients have viewed the planning and the creative briefs they decide whether or not to continue with the marketing, which is then implemented.

The activation team of interspeed is then responsible for the implementation phases of the proposed pitch.

My Department

The tenure where my internship began I was placed under the Kazi Farms Kitchen Project. As an intern my job was to be apart of the media and planning team. Under this department my job as an intern was to assist the department in all their research in the field as well as at the office. This included visiting outlets as well as gathering the information required at the beginning a planning for the product. The media and planning department is responsible for the design of a product before it is launched. There fore as part of the team we had developed the brand of our client according to the market demands. The first phase of the planning involved the team to sit down for a meeting where the minutes were prepared to continue the project as well as create a deadline for us to meet.

I had also assisted the creative team in their brand creating process where the tag line of a product is fixed and also the marketing layout for a product. This included in me helping out with the copywriting for the goods. There are both English and Bengali copywriters where I had helped out with the English copywriting in collaboration with the Bengali copywriters.

The internship had provided me with the opportunity to work with all departments to give me a great idea of how an advertisement agency works.

Job Responsibilities

A part of the job responsibility was to take minutes of a meeting. When clients are meeting with the agency as part of recording official discussion minutes of a meeting are made. For my first task I was asked to prepare the minutes of a meeting and take notes of the points discussed.

The first project I got to work on was Kazi Farms Kitchen. Kazi farms kitchen has been in the industry poultry for more than a decade now. They are expanding to packaged foods, which include sausages, chicken based products and recently flour based products. Our project included that of making the outlets more competitive with its main rival CP chicken.

The meetings were very productive as this is where the main ideas for the project take shape and ready for both the agency and clients to move forward. The meetings would sometimes happen in the client's office and also in some cases in the interspeed office. The venues were decided based on the convenience of the clients. However once the clients arrive and the meeting begins, it was my responsibility to take note of the points discussed. So it can be added to the minutes of the meeting.

The minutes of the meetings are as follows:

Meeting Minutes

Client: Kazi Foods Industries Limited

Brand: Kazi Farms Kitchen

Venue: Client office, Dhanmondi

Date: 4th June, 2015

Present from client side: Mr. Ashik, Mr. Shantanu

Present from agency side: Ali, Shadman, Zertab

Agenda: Scope of Work for the remaining year of 2015

The discussion was based on the following plan shared earlier by the agency.

2015	Q1	Q2 (peak season + eid)	Q3	Q4
TV	KFK LAUNCH CAMPAIGN	CURRY-CUT LAUNCH CAMPAIGN		
PRINT	KFK LAUNCH CAMPAIGN	CURRY-CUT LAUNCH CAMPAIGN	WHOLE DRESSED CHICKEN LAUNCH post qurbani promo	WHOLE DRESSED CHICKEN + EGGS xmas promo
SOCIAL (FB)	KFK PAGE RENAME WITH FB AND PLATFORM INTEGRATION WITH G+ & KFK WEBSITE	CURRY-CUT LAUNCH CAMPAIGN	WHOLE DRESSED CHICKEN LAUNCH post qurbani promo	WHOLE DRESSED CHICKEN + EGGS xmas promo
POSM	KFK LAUNCH CAMPAIGN	CURRY-CUT LAUNCH CAMPAIGN	WHOLE DRESSED CHICKEN LAUNCH post qurbani promo	
BILLBOARD	KFK THEME CAMPAIGN	KFK FRESH EGGS filler	KFK FRESH EGGS filler	KFK FRESH EGGS filler
ACTIVATION			BACK TO SCHOOL "TIFFIN TIME" ACTIVATION	

1. A proper launch campaign of KFK that includes event, PR, etc. is yet to be done.
2. Client would like a digital plan that is not only based on Facebook, but would also include articles and blogs in popular sites.
3. Based on the upcoming TVCs, all billboard visuals will be changed.
4. #eat better to be launched on the social media parallel to KFK TVCs.
5. From 10th June, 2015, a week-long activation with Curry Cuts to be held in major superstores like Meena Bazaar. Activation plan shared by Interspeed Activation team.
6. Agency needs to come up with Ramadan campaign for flour-based KFK range and also for Curry Cuts. For flour-based range, the client is expecting billboard, POSM and FB creative layouts. For Curry Cuts, print and radio campaign needs to be designed.
7. Interspeed Media team to suggest suitable radio stations for Curry Cuts Ramadan campaign with concrete rationale.
8. Instead of eggs, the client will focus more on flour-based products as so far no communication on ATL has been done for this range.
9. Whole dressed chicken not under scope of work for 2015.
10. Need to revive diet chart idea shared by agency earlier.
11. Client will also launch new chicken-based products; still in product development stage.

12. Parathas should be on focus before Eid-ul-Azha.
13. Client and agency to revisit activation idea of back to school tiffin time.
14. Select KFK franchise outlets will launch paratha rolls.
15. Revised SOW 2015 to be shared by Thursday, 11th June.

Additional point discussed: Client has given a tentative date for KFK script presentation on Monday, 8th June at 3:30pm.

Once the minutes were concluded and the clients had expressed their desired outcome the team had began to work on the brand development. Our job was to identify what sort of customers would be going to KFK, what can we do to further expand the brand of KFK to all consumers across the country. Our objective also was to figure out what are the ways to successfully do a facebook page for KFK that would be appealing to the mass.

Field visits of KFK Fast food outlets:

We had to visit the outlets that we were working on as part of the marketing planning teamwork to distinguish what are the rights and wrongs that the outlets are able to overcome. The information gathered from the field visits are as follows:

Kazi Farms Kitchen Outlet Visit

Uttara, Begum Zohora Market, Sector.14

High sales products:

- Frozen Items
- Chicken Balls
- Sausages

Low sales Product:

- Fried Chicken

Interview findings:

- More take away than seated customers
- More women buyers
- 1 dedicated customer (summer less frequent purchases)

- Chicken ball only competing product with CP
- Daily sales 3000-4000 BDT
- Inconsistent product quality
- Chicken ball size decreases after cooking
- Trained staff required representing Kazi Farms Kitchen products
- Fan required at sitting area outside and exhaust fan required in cooking area

Customer Feedback given to staff:

- Taste is not as good as CP chicken products
- Should use more tasting salt
- Bengali menu

Customer turnout:

- Relatively more in the evening, women who go to the fish market drop by, students from nearby schools pass by but do not stop at outlet

Target Consumers:

- There is a mosque right behind the market, a good place to create product awareness ahead of Ramadan
- There is a school near the outlet, a good place to create product awareness to children

The other field research is as follows:

House# 36, Road 9A ,Dhanmondi , Dhaka.

Observations

- Good location.
- Well furnished and well decorated.
- Daily sales 15000-17000 BDT
- Trained Staff wearing uniform which looks very old.

- Air-conditioned room for customers.
- Greater number of loyal customers.
- Old promotional tools (Pahela Baishakh's flyers) are still there.
- Overall branding is good.

Customer's Feedback

- Prefer 'spicy chicken' more than 'crispy chickens'.
- Consider KFK's items fresh and like the flavor.
- Customers want a bit more spicy chicken items.
- Air-condition should be turned on always.
- Better seating arrangement is required.
- Customers prefer printed copy of bill.
- Customers are health conscious.

Staff's Reviews

- The taste of the crispy chickens should be more spicy.
- The uniform should be changed as it seems dirty due to its colour.
- The leaflets should be printed in Bangla.
- Customers order frozen items more.
- High demand for 'Chicken meat balls' and 'Spicy chicken'.

Recommendations

- All the communications need to be translated in Bangla.
- The colour of the uniform should be changed.
- Frozen items like 'paratha' should be promoted more.
- Special offers should be announced to increase sales during Ramadan.

- Phone number of the outlet should be given in the leaflets for giving order over phone.
- Activations should be designed targeting the students.
- Better seating arrangement is required, so that more customers can be accommodated.

Once these observations and feedback were given it was upto the KFK franchisee to execute the planning for their own improvement of sales.

Frozen goods packaging:

Apart from the field outlet visits our job was also to administer the client requirements if the creative planning. This included the approval of packaging design and store layout of ghow the products would be placed in stores for sales.

The approved layouts in agreement with the clients are as follows:





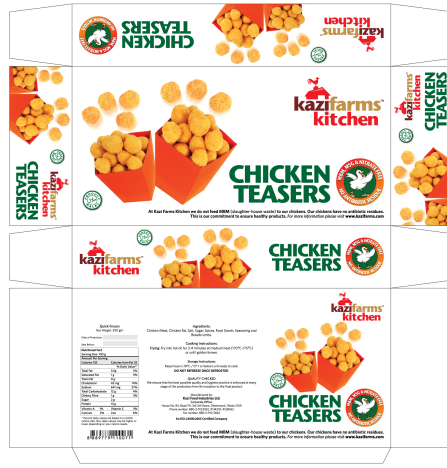
IL-203, W-101, H-260



IL-205, W-150, H-42



IL-186, W-125, H-40



IL-204, W-102, H-60

Yearly facebook page plan

We were also asked to make the yearly plan for KFK products. The yearly plan is as follows:

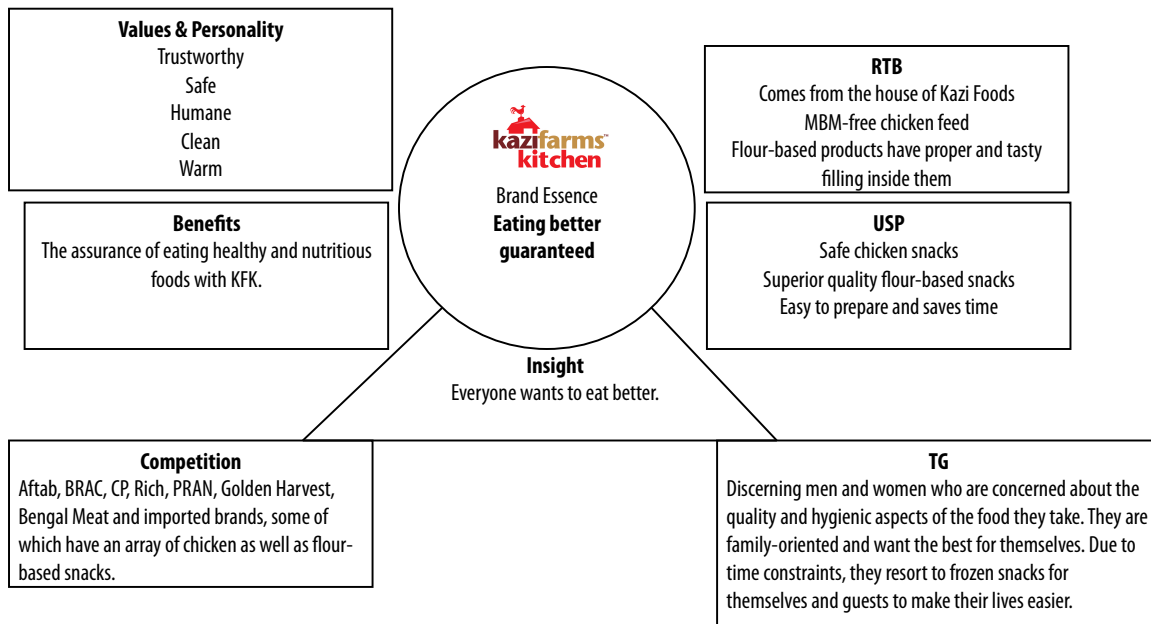
	June	July	Aug	Sep	Oct	Nov	Dec
Campaign	<u>Ramadan flour based</u> <u>Ramadan capmpaign for curry cuts</u>	<u>Ramadan flour based</u> <u>Ramadan campaign for curry cuts</u> <u>Eid curry cuts campaign</u>	<u>KFK new TVC campaign</u>	<u>Parata Specific campaign.</u>	<u>Puja campaign in October for flour based products and chicken based.</u> <u>Puja campaign in October for curry cuts</u>	<u>Parata Roles launching KFK</u>	<u>New chicken products launched</u>
Communication Elements	(Digital- Fb, Reviews on FB food groups, Youtube pop ups.	10 days before Eid For Curry Cuts	(Billboard , heavy social media promotions with two films)	(Youtube recipes videos, Fb posts) (Ads on	(Fb posts, Ads on online women’s dress & accessories)	(Fb posts + POSM for franchise outlets) Reviews on	(POSM, print in lifestyle suppliments, RDC, TVC pop ups in BPL.

The yearly plan has the involvement of the media and planning team, as they are responsible for updating the progress of work in sync with the yearly plan. Before the events the team must be ready with plans that will be executed in accordance of the requirements of clients.

As part of my internship I was also asked to work with the clients to find appropriate content for the facebook page. Facebook posts were also boosted which means an online paymemnt was made to facebook so that their page would reach a wide variety of people in the country. The boosting is done according to the willingness of the client to spend on boosting posts.

Learnings

Our learning of the project can be summarized in the diagram provided below:



Once our learning of the product was established we could move on to our findings with the client and move on to the next phase of the planning which is to let the clients know what they can do to improve their outlet sales.

We had to identify the Values and personality of KFK in accordance to the client wants as well as customer expectation from the product. The benefits of the product also have to be highlighted.

We also had to identify all the competitors of KFK however it seems that the ideal market competitor was CP chicken. Apart from which also other packaged foods companies who provide similar products.

As for the target branding it is essential to maintain the image of KFK while not compromising on the content of the food, as it is their main target branding. As for the unique selling point it is still differentiated, as the chicken is different from that of CP chicken.

The target customers are mainly the people in the neighborhood of the outlet, as they are the people who will pass by the outlet regularly. The product also aims kids and teenagers who enjoy fast food. And for the older customers they have the packaged foods that can be made at home as per instructions provided.

Findings



White is the symbol of purity and cleanliness. Waiters and cooks clad in white shows hygiene and discipline. Though it is difficult to keep clean, customers can trust a clean white uniformed waiter more.



T Shirts

A more brighter color can be introduced to attract more attention. Although the liveliness of the color depends on the quality of the material used for the t-shirts.



Franchise Branding

The banner displaying our Health Promise along with the mnemonic can be in Bangla.

The interior walls of the franchise can be colored red to match our brand.





Another set of placemats can be made to increase traffic on our Facebook page. People who will give check-in on Facebook and Likes Kazi Farms Kitchen Official page will get a 10% discount.

Placemat designs will change to introduce new products or offers.

The discount offer may vary.



Placemats displaying Kazi Farms Kitchen Health Promise in visual form will engage people to read while they enjoy our food.





It is a very common knowledge that tasting salt is harmful for us. Poster saying no tasting salt can be displayed at our outlets. This will attract more customers passing by.

Open glasses can be covered with recent offers or regular food photos to make the franchise look more complete. The sizes of these banners will depend on the wall or glass we want to cover.



Employees inside the franchise can wear this kind of mask to add a little bit of humor.

Or this mask can go as a nice surprise gift like McDonald's Happy Meal for our junior customers.



Home delivery services can be provided for people living within a specific zone of the franchise. Branded bicycles along with helmets that imitates a chicken head will increase brand awareness.



Kazi Farms Kitchen presents Eat Better, Recycle,
Live Better, Recycle Bins!

Recycle Bins following the penguins idea can be
introduced in different locations. Our effort to
keep Dhaka clean will give our customers a better
view about our Health Promise. This will help
create more brand awareness.



Lightbox fixed at strategic positions
can be used to direct hungry
consumers to our franchise outlets.

This will increase the visibility of our
franchise, makes it easier to locate
and increase brand value.





Stair Branding at different outlets with stairs



DANGLERS



Danglers with picture of our frozen food can be hunged inside the franchise to entice consumers to try different items and let them know about our range.

These findings were prepared by the media and planning department along with the help of myself in order to present to the clients for them to implement and execute. These findings were concluded after we had gone on a field visit and see first hand what the customers require.

We had made notes on the points that we thought that the outlets could improve it. However we had come to realize that it is the franchisee that is going to be responsible to implement our suggestions as the franchise itself would not bare the cost of these improvements by themselves. The franchise is only responsible for providing the supply of the food and initial setup where they do the basic decorations. We did come across few outlets where the franchisee is interested to implement our findings to increase sales. However there are also those who do not want to implement the findings, as it would involve spending extra away from their profit.

As KFK would like to compete with CP it is essential that all outlets put in the genuine effort to improve their outlet and make it more appealing than CP. Although CP does not have the best reputation, as it is so easily available in most neighborhoods, consumers are more aware of their products. However KFK with their product content can outrun them only in the case they can stand out from CP as a higher grade Fast food chicken outlet.

Recommendations

As part of my internship I have learned a lot from Interspeed Advertisement. They are the oldest Advertisement agency in Bangladesh and it was a good stepping-stone in the industry for me. Although I have learned a lot from their guidance and methods there are some recommendations that I would make for their betterment of business.

- Meet client requirements by written agreements of what they want. It was often the case that although we had worked according to the instructions of the clients they were indecisive about the final product as they themselves were not sure of what the end result was going to be. Therefore a written agreement with the client would also have them bound to not make changes beyond a certain point if they are not sure themselves.
- To find ways of penalizing employees if they have not done their job right without screaming at them. It was often the case that employees would be scolded by some of the management if they were not doing their job correctly, although it is the traditional way of addressing problems in a corporate culture, employees often feel very demotivated to work as they feel humiliated and sometimes is not able to take the criticism through scoldings. If employees were mailed instead of screamed at it would keep the morale of the employees better as we are a sensitive race with limited control over our emotions. They can be emailed or penalized by salary cuts rather than verbal confrontation.

A part from these I have no other recommendation to make to interspeed as they have been in the industry for a while now and their methods and practices are in sync with the industry.

Conclusion

Interspeed has not only managed to stay afloat for almost 50 years now, but has also excelled in their own ways at what they do by serving their customers with unique ideas, which is an achievement very few companies have made in the country.

One main thing that I have learned through this internship is time management skills as well as self-motivation. When I first started I did not think that I was going to be able to make myself sit in an office for eight hours a day, five days a week. Once I realized what I had to do I organized my day and work so that I was not overlapping or wasting my hours. I learned that I needed to be organized and have questions ready for when it was the correct time to get feedback. From this internship and time management I had to learn how to motivate myself through being in the office for so many hours. I came up with various proposals and ideas that the company may be looking into using.

In review this internship at Interspeed has been an excellent and rewarding experience. I have been able to meet and network with so many people that I am sure will be able to help me with opportunities in the future.

It was an honor for me to be a part of this organization.

References

www.interspeed.com.bd/