

Internship Report On Projects Of Array Creatives.



Internship report on Projects of Array Creatives:



Submitted to:

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Acknowledgement

First and foremost I would like to thank Almighty Allah for his blessings upon me in completing this report. This internship report is a true projection of effort and hard work of many people to whom I am thankful for their kind opinions, suggestions, instructions and also their appropriate guidelines in completion of the report.

Initially I would like to thank my internship supervisor Ms. Rahma Akhter, lecturer BRAC Business School, BRAC University for her kind guidance and assistance in preparation of this report. I am wholeheartedly grateful to her for providing me the support throughout my internship period.

Last but not the least I would like to show my gratitude towards my supervisor Mr. Mostofa Al Rajib the honorable Director of Array Creatives for his directions in completion of this report. He also nurtured my skills during this tenure of three months.

Letter of transmittal

Date

Rahma Akhter

Lecturer

BRAC Business School

Brac University

Subject: Submission of internship report on Projects of Array Creatives.

Dear Miss,

I would like to submit my report titled “Projects of Array Creatives” that I have prepared as a part of the academic requirement for BBA program of BRAC Business School.

I have completed my internship tenure of three months in Array Creatives and I worked there as a marketing coordinator. It was a great learning experience throughout completing the report as It helped me in improving in various marketing and communication skills.

I would like to be grateful to you for your patience and I will always be there for you to answer any queries regarding the report.

Sincerely,

Rubiat Hossain

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Executive Summary

Array Creatives is a full-service marketing agency that provides three sixty degree services in general. The objective company is to help clients communicate, advertise and grow through branding, strategic marketing and also graphic design. The company handles projects on any scale large or small and delivers quality service all over Bangladesh.

The core services of Array Creatives encompasses broadcast motion graphics, advertising, graphic design, web development, interior and exterior designing, drama and film making.

The Company stands on the market to provide a firm and creative response to the clients based on in-depth research from analysts in the market to provide real data when dealing with the needs of the clients. The Company thrives to create solutions that are visually harmonious and an expression of the personalities of the customers. Array Creatives ensures to understand the client needs so that each of the work done shows true reflection of the client identity.

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Chapter-i

Introduction:

Array Creatives started its journey on 15th July 2015 by the initiatives of Mr. Mostofa Al Rajib the honorable Director of the company. Since its start up the company have proved to be very successful in providing quality service to its clients in terms of media and communication. From the time of its birth the company has always been engaged in preparing and developing advertising plans, advertisements and other promotional tools with utmost quality for its respected clients. The main services that the organization provides encompasses a wide range of multimedia services they include motion graphics designing, events management, brand promotion, television commercials, character animations, interior and exterior designing and set designing and also web development. The company operates with a very highly qualified and experienced set of employees in its various departments who work full time in order to satisfy the respected client's requirements.

Array Creatives today does not only perform to the non-material welfare of the society. The agency's commitments and obligations to the society are also manifold. Being the torch bearers in the world of publicity and media, it stands on the platform from where it can spread message of the public interest. Along with its professional assignments of profit maximization, the agency involves itself in designing propagandas for conveying important social messages for the wellbeing of the society such as harmfulness of smoking, drinking etc. through these activities the Array Creatives tries to keep up a positive balance in maximizing the profit and also maintain a positive relation with the society as well and also keep up good public relations.

The various services of Array Creatives:

Broadcast Motion Graphics:

Motion graphics are normally short pieces of time-based visual media which combine the language of film and graphic design. It is generally accomplished by incorporating a number of different elements such as 2D, 3D animation, film, video, typography, illustration, photography and music. The basic use of the motion graphics are generally film title sequences, animated logos at the end of commercials, lower-third elements etc. Broadcast graphics are motion graphics that has a strong presence in television, commercial graphics, entertainment and show packaging graphics are a few areas where motion designs are normally seen.

Television Commercial:

The television commercials that Array Creatives deals with are normally general basic television advertisements which are broadcasted on television. Television commercials are normally a span of programming paid for and produced by Array Creatives that conveys a message concerning a product or service. The revenue obtained through the release of television commercials provide a significant portion of funding for the majority of the privately owned television networks. Normally, the majority of the television advertisements includes brief spots, typically ranging in length from a few seconds to several minutes. Longer television commercials which are known as infomercials normally lasts between thirty minutes to one hour. Television commercials that take such length of time are used to promote a large range of products or services which are typically marketed to individual consumers. Through television commercials Array creatives tries its best to ignite the interest in a product or service to targeted consumers.

Graphic Designing:

The skilled graphics designers of Array Creatives follow the process of visual communication using one or more of typography, photography and illustration. Graphic design is the process of visual communication and problem-solving using one or more of typography, photography and illustration. The field is considered as a subset of visual communication and communication design. Graphic designers of Array creatives create and combine symbols, images and text to form visual representations of ideas and messages. They use typography, visual arts and page layout techniques to create visual compositions. Common uses of graphic design by the Array creatives include corporate designs such as logos and branding, editorial designs of magazines, newspapers and various books, environmental designs, webpage designing, communication designing and also product packaging designing.

Infographics:

These are generally visual representations of information, data, or knowledge created by Array creative's graphic designing team which are intended to present information quickly and clearly. They can improve cognition through utilizing graphics to enhance the human visual system's ability to see patterns and trends. Similar pursuits are information visualization, data visualization, statistical graphics, and information design or information architecture. In recent years, Infographics have developed to be for mass communication and thus are designed with fewer assumptions about the reader's knowledge base than other types of visualization. Isotypes are previous types of examples of infographics which passed on information easily and conveniently to people.

Documentary:

The documentary films created by Array creatives are generally nonfictional motion pictures that intends to document some aspect of reality which are generally for the purpose of some instructions, education or maintaining some records. They include video and digital productions that might be either direct-to-video which means release of a film to the public immediately on home video formats rather than a theatrical release or television broadcasts. A documentary in other words can be said to be a filmmaking practice a cinematic tradition or a mode of audience reception that is developing on a constant basis.

2D/3D Animations:

The 2D animations that Array Creatives deals with is generally are graphics movement in a two-dimensional artistic space. Work in the field of 2D animation requires both creativity and technological skills therefore it is handled by the expert graphics designers of Array Creatives. 2D animation generally aims at creating characters, storyboards, and backgrounds in two-dimensional environments. Often thought of as traditional animation, the figures can move up and down, left, and right. They do not appear to move toward or away from the viewer, as they would in 3D animation. 2D animation uses bitmap and vector graphics to create and edit the animated images and is created using computers and software programs, such as Adobe Photoshop, Flash, After Effects, and Encore. These animations are normally used in advertisements, films, television shows, computer games, or websites.

On the other hand 3D animations created by Array creatives consists of varying properties of a 3 dimensional scene defined in numerical quantities. A 3D model can change properties such as position, rotation, shape and surface style. An animated 3D scene is defined by the change of these numerical properties through time. Apart from 3D objects, a scene contains a camera (point of view) and lights which can also be animated. In order to create an animation each "state" of the 3D scene needs to be rendered to create a frame. The playback of these individual renderings at a certain rate (24, 25 30 frames per second) creates the illusion of animation. As all properties are defined numerically, one can take advantage of various processes for automating the process of generating different "states" for each frame. A central notion to animation is the use of "key frames"; with its origin in classic (paper-based)

animation; key frames allow for the definition of the main "states" in a particular movement or action while the continuity between these states is generated. In classic animation these in-between frames would be drawn by "junior" animators. In 3D animation and other forms of computer animation, these frames are generated by interpolating between the numerical values that are defined in any two consecutive key frames. Typically, in 3D animation this interpolation takes the form of 3 dimensional Bezier curves (paths) which are constructed as a series of control points, allowing for the interactive manipulation of smooth 3D curves.

Printing:

Print media that Array creatives deals with is generally advertising is a form of advertising that uses physically printed media, such as magazines and newspapers, to reach consumers, business customers and prospects. Advertisers also use digital media, such as banner ads, mobile advertising, and advertising in social media, to reach the same target audiences. Print media advertising offers advertisers the opportunity to target different readerships, with advertising costs based on circulation and nature of the readership.

The different types print media Array creatives works with:

Newspapers

Advertisers can choose from a wide range of different types of newspapers, including local, regional or national titles published in daily, evening, or even weekly. Newspapers target different readerships with a mix of content, often including sports, entertainment, business, fashion and politics in addition to local, national or world news. Advertisers can buy different sizes of advertising space, from small classified ads with text only, to display ads featuring text, photographs, illustrations and graphics in sizes up to a full page or even a double-page spread.

Magazines:

Magazines offer advertisers extensive choices of readership and frequency. Consumer magazines cover a wide range of interests, including sport, hobbies, fashion, health, current affairs and local topics. Many business and trade magazines provide coverage of specific industries, such as finance or electronics. Others cover cross-industry topics, such as communications or human resources, while still others focus on job-specific areas, such as publications for executives, marketing professionals or engineers. Publishing frequency is typically weekly, monthly or quarterly. As with newspapers, advertisers can take advertising spaces from classified ads to full page ads in black and white or color.

Billboards and Posters:

Advertising on billboards and posters gives advertisers the opportunity to reach consumers on the move. Putting posters in retail malls, for example, helps advertisers reach consumers close to the point of purchase. Posters or billboards in train stations, airports or busy town centers have the potential to reach large groups of consumers. Advertisers can change the messages on billboards and posters at a frequency of their choice.

Direct Mail:

Advertisers use direct mail to reach smaller target audiences or selected prospects. Direct mail often take the form of a letter, brochure or flyer sent via the postal service. Advertisers can compile their own list of prospects and customers for the mailing, or rent a mailing list from a specialist firm.

Set design:

Set design also known as stage design that Array Creatives works with is generally is the creation of theatrical as well as film or television scenery. These are done by professional art team of Array creatives. Set designers design artistic backgrounds in various television programs that aim to draw the full attention of the viewers into the television and other stage programs.

Event management:

Event management that Array creatives works with are the applications of the project managements to the creation and development of large or small scale events such as festivals, conferences, ceremonies, formal parties, concerts or conventions. It involves studying the brand by the experts of Array creatives, identify the target audience, creating the frame work of the event concept and coordinating the other technical matters of the events before launching it. The process of coordinating the event is generally known as event planning and the task includes budgeting, scheduling, site selection, acquiring necessary permits. It also includes managing proper transportation as well as parking arrangements, arrangements of the speakers, entertainers, arranging proper decors as well as arranging proper event security. Catering, coordinating with third party vendors and proper emergency plans are also part of the event planning.

Interior and exterior decoration:

Array creatives has been providing great services in enhancing the art of interiors and also exterior designs of buildings, offices so as to achieve a healthier and more aesthetically pleasing environment for the end user. The interior and exterior designers of Array creatives plans, researches, coordinates, and manages such projects. Interior design is a multifaceted profession that includes conceptual development, space planning, site inspections, programming, and research, communicating with the stakeholders of a project, construction management, and execution of the design.

Brand activation:

The service of brand activation that Array creatives provides is generally the execution of the marketing mix as part of the marketing process. The activation phase normally comes after the planning phase during which the managers of Array creatives plan their marketing activities which is followed by a feedback in which the results are evaluated with marketing analytics.

Depending on the business objective, two types of marketing activation can be used as part of a marketing strategy:

Brand activation, sometimes called brand management which focuses on building a longer term emotional connection between the brand and the customer.

Activation based on direct-response marketing will focus on generating immediate sales transactions.

Web design and development:

The web design and development Array creatives works on encompasses many different skills and disciplines in the production and maintenance of websites. The different areas of web design include web graphic design, interface design, authoring, including standardized code and proprietary software, user experience design and search engine optimization. The term web design is normally used to describe the design process relating to the front-end (client side) design of a website including writing mark up.

Digital marketing:

Array creatives has been very successful in digitally marketing the products and services for its respected clients. Digital marketing normally refers to marketing the products and services through digital technologies such as the internet. This may also include mobile phones, display advertisements and also marketing through any other digital medium. Digital marketing techniques such as the search engine optimization (SEO), search engine marketing (SEM), content marketing, content automation, campaign marketing, e-commerce marketing and social media marketing are also some forms of digital marketing techniques that the agency works with.

Social media marketing:

Through Social media marketing (SMM) Array creatives markets the products and services of its respected clients using the social networking sites as a marketing tool. The goal of SMM is to produce content that users will share with their social network to help a client company increase brand exposure and broaden their customer reach. Social media networking websites allow individuals, businesses and other organizations to interact with one another and build relationships and communities online. When companies join these social channels, consumers can interact with them directly.

Chapter-ii

The Vision Statement:

Plans for life.

Array creatives declares its vision to be “**Plans for life**”, which in other words the organization means to foster the business and the economic conditions of the organizations respected individual and company clients. The company does not only intend in the betterment of its respected clients but also maintain a proper corporate social responsibility (CSR) so as to maintain a proper sustainable relationship with the society and as well as its individual and company clients.

The Mission Statement:

Make all happens:

The main philosophy of the company is to try different approaches in making things happen for the respected clients. The company aims in focusing the values, complying with clear and proper strategies in the various fields of its works. Since the organization’s formation till now it has been following its philosophy and promise with utmost sincerity and quality in achieving its every success and fulfilling its challenges.

Chapter-iii

Job description

As an intern my duties in the organization was very specific. I worked for a tenure of three months under the marketing and client service department as a marketing coordinator. My main responsibilities was dealing and communicating with clients. I also prepared quotations of various orders and jobs of the agency. I also had done some field works such as visiting other client organizations to promote the services that our organization provides to other client organizations.

Specific responsibilities of the jobs:

Normally in majority of the times when Array creatives gets a case brief from the clients, it is either in oral or in written document form. In the case of large corporate clients the briefing is presentation oriented and it is done by their own communication or marketing team. The job responsibility includes the following procedures:

- Getting a brief from client
- Make a checklist for to do list
- Make a proposal
- Communicate the proposal to clients
- Collect feedback and make negotiations
- Transfer it to the operations department as per budget clearance
- Follow up the activity

Critical observations:

Array creatives have always been very punctual in delivering quality service to its respected clients. The organization have always been committed to ensure the highest quality service. The company is very well structured and follows a strict chain of command in fulfilling tasks. The agency have also been providing bonus schemes to ensure and maintain the proper satisfaction level of its employees. The organizations being quite new in the industry is still to grow and cannot handle large number of campaigns at a time and as a result the firm needs to outsource.

Chapter-iv

Projects of Array Creatives:

The pavillion of Fresh of the Meghna Group of Industries. Trade fare January 2016.



It was an event managed by the Array creatives in the trade fare which was held in the year of 2016 January. It was a two storied steel structured pavilion which displayed all the products produced under the brand name of Fresh by the Meghna Group of Industries. It was a fifty feet by fifty feet pavilion and the whole interior and the exterior decorations of the pavilion was done by the creative team of Array creatives. The whole project had a budget of Tk.60,000. (Sixty lac Taka).

The pavilion had a large sales counter in its first floor and also large storage in its second. It had a 9D movie room and provided free offers for its customers to watch movie who made purchases amounting more than a Tk.1000. (one thousand).

The pavilion of Nitol Tata. Trade fare 2016.



This was also an event managed by the Array creatives in the trade fare 2016. It was a fifty feet by fifty feet pavilion whose interiors and also the exteriors was designed by the creative team of the Array creatives. The pavilion was mostly set up with glass exteriors and also had gardenings in the front and behind to give it an exotic look. The project had a total budget of Tk.65, 0000. (Sixty five lac. Taka).

The pavilion displayed Tata Prima Trucks, Tata Ace pickups and also Tata Nano cars in the trade fare 2016 January.

Groz-Beckert office interior design by Array creatives:



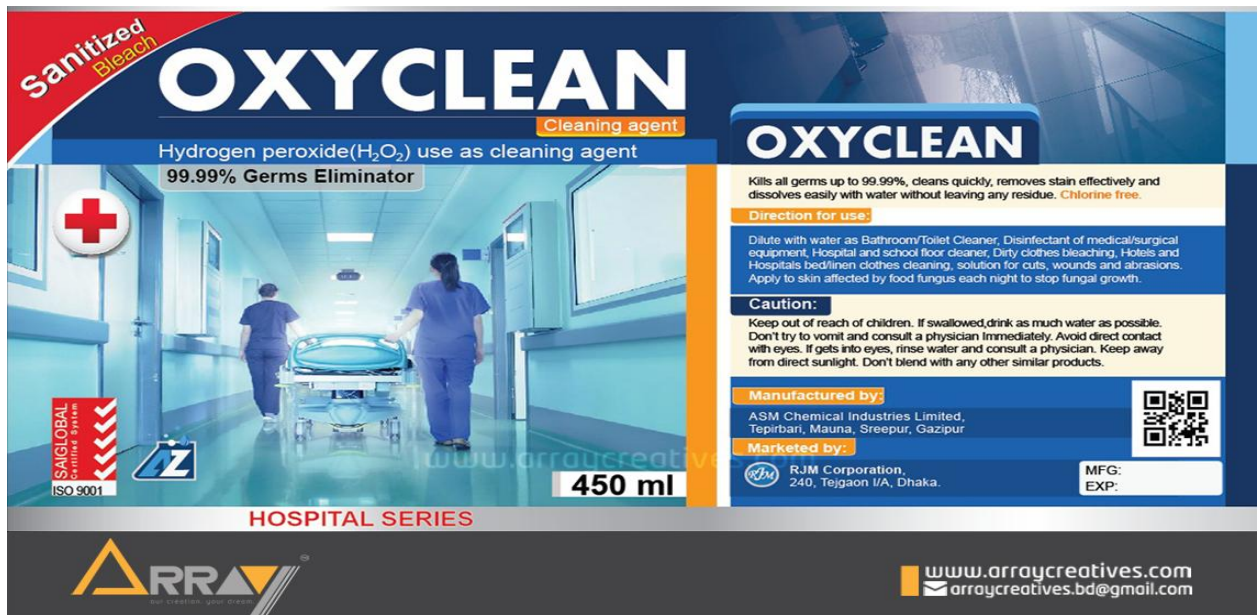
Groz-Beckert is the world's leading provider of industrial machine needles, precision parts and fine tools, as well as systems and services for the production and joining of textile fabrics. All around the world, the products and services support the textile processes of knitting and warp knitting, weaving, felting, tufting, carding and sewing. The company has its head quarter situated in Albstadt-Ebingen in Baden-Wuerttemberg, Germany. The company has its branches worldwide and Array creatives had the honor to design the interiors of Groz-Beckert's Bangladesh branch which is situated in 53, Kawran Bazar Dhaka-1215. The whole project had a budget of Tk.25,0000, (twenty five lac), an interior designing team of Array creatives was led by our honorable director Mr. Mostofa Al Rajib who worked for a span of 25 days to get the work accomplished.

The television commercial of Atashii air conditioner of Nitol Electronics Limited (NEL) by Array creatives:



Nitol Electronics Limited (NEL) is one of fastest growing electronics product manufacturer in Bangladesh. Main brands are Atashii and BOSS. Array creatives had the golden opportunity to work and create a television commercial for Atashii air conditioner which had proved to be a great success in marketing the product for Nitol Electronics Limited. The budget for the television commercial was Tk.20, 0000. (Twenty lac taka).

The label design of Aziz Group product OXYCLEAN and BLEACH by Array Creatives



These are examples of labels designed by the designers of the creative team of the Array creatives for the brands OXYCLEAN which is a hospital cleaning agent and BLEACH which is a multipurpose cleaning powder of the AZIZ Group.

OGRO JATRA the annual booklet of NGO Shataful Bangladesh created by Array creatives



The annual magazine of 300 pages of NGO Shataful Bangladesh was designed by Array creatives which is an example of print art by the creative team of Array creatives.

The design of the BP LP gas cylinders of BM Energy (BD) Limited designed by Array creatives



BM Energy (BD) Limited is a joint venture between Netherlands & Bangladesh to engage in Liquefied Petroleum Gas (LPG) import, storage, bottling and marketing in Bangladesh under the brand name BM LP GAS. They generally prepares 3 different sizes as 12, 33 & 45 kg Gas filled Cylinder. The designers of Array creatives had contributed in designing the cylinders for the company.

Chapter-v

SWOT Model of Array creatives:

	Beneficial	Harmful
Internal	<p><u>Strengths:</u></p> <ul style="list-style-type: none">• Strong strategic planning team.• Strong creative team• Vast knowledge to handle clients• Highest media buying power• Supporting organizations	<p><u>Weaknesses:</u></p> <ul style="list-style-type: none">• No affiliation with foreign agencies• New in the industry• Difficulties in handling large number of campaigns due to shortage of enough manpower.
External	<p><u>Opportunities:</u></p> <ul style="list-style-type: none">• Brand building practice is increasing• Competition among businesses leads to higher expenditure in media• The innovation in the field of media is rapidly evolving.	<p><u>Threats:</u></p> <ul style="list-style-type: none">• Global advertising giants are investing in Bangladesh• Extreme competition among the other established agencies.• New entrants constantly entering the industry of huge opportunity.

Strengths:

- **Strong strategic planning team**- our board of directors and the managerial staff are very highly qualified and have been playing very effective role in decision making and ensuring the success of Array creatives since the formation of the organization till now.
- **Strong creative team**- the creative team of Array creatives is also very skilled and highly qualified and they have been playing great roles in keeping Array creatives up ahead in terms of competition and success.
- **Vast knowledge to handle clients**- the managerial level employees as well as the marketing team of the Array creatives are very well trained. The organization have been providing training programs to increase the efficiency in handling clients and dealing with them. Which has been contributing to the success of the organization to a great extent.
- **Highest media buying power**- in recent years the advertising agencies have acquired the highest media buying power and Array creatives also enjoys the advantage of it being a successful ad agency in the market.
- **Supporting organizations**- there are subsidiary organizations which have been very helpful in difficult times such as when the organization is unable to handle huge amount of clients.

Weaknesses:

- **No affiliation with foreign agencies**-there are other agencies in the industry with foreign affiliations who hold better service providing abilities and who are ahead in the competition in the industry.
- **New in the industry**-Array creatives is a new organization in the industry and therefore falls a bit behind in terms of customer base and resources than other old established organizations in the industry.
- **Difficulties in handling large number of campaigns due to shortage of manpower** as Array creatives is a new agency in the industry, the organization is still rising. As a result the organization falls a bit behind in handling large number of campaigns alone and need help from subsidiary firms because of shortage of sufficient manpower.

Opportunities:

- **Brand building practice is increasing**-the brand building trend is increasing among the other business which has proved to be very advantageous for the advertising agencies in the recent past.
- **Competition among businesses leads to higher expenditure in media-** the increased competition among the various businesses in the economy of Bangladesh in the recent years have been pushing businesses to promote their products through various media. As a result the expenditure of the various businesses to promote their products through the various mediums of the advertising agencies has been increasing.
- **The innovation in the field of media is rapidly evolving**-as the field of the technology is rapidly evolving day by day it also contributes to the evolvement of the various media technology available to various advertising agencies as a result it has been beneficial to them.

Threats:

- **Global advertising giants are investing in Bangladesh**-other established international advertising giants such as for example Ogilvy are investing in Bangladesh these efficient organizations are great competitors in the industry.
- **Extreme competition**-the media industry is very competitive in Bangladesh. It has been a great challenge for Array creative to survive in the competition against other giants in the industry such as the Asiatic 360.
- **New entrants-** As the media industry in Bangladesh has a very good opportunity and prospect there are always new firms entering the industry which in turn increases the competition to a very high level and poses threat to the existing organizations' quality level of the service they provide in order to retain their customers.

Chapter-vi

PESTEL Analysis:

PESTEL analysis is generally is an abbreviation for a tool used to identify the macro or external forces facing an organization. The letters stand for Political, Economic, Social, Technological, Environmental and Legal. In marketing, before any kind of strategy or tactical plan can be implemented, it is fundamental to conduct a situational analysis and the PESTEL forms part of that and to identify changes in the macro environment. Organizations that successfully monitor and respond to changes in the macro-environment are able to differentiate from the competition and create a competitive advantage.

➤ **Political analysis:**

- Over the past years the advertising industry has estimated to witness increased political interest. The advertisements has been used by the political groups as a way to deliver their message and ideas thoughts and end beliefs. As a result it has been quite advantageous to the agencies over the past couple of years.

➤ **Economic analysis:**

- The advertising industry has witnessed an improved growth in the industry because of the positive economic growth of Bangladesh in the recent past years and it has been enjoyed by the organizations in the industry in terms of business expansions and other business developments.

➤ **Social analysis:**

- The advertisers must follow the social and ethical standards of the society in which the ads are being displayed. Whenever social matters are violated the government moves in to take the corrective actions. With changes in the social ethics and values the advertisers must change the way to link with the society. And over the recent past years the ad agencies have been doing well in abiding and also adopting with the social norms and values.

➤ **Technological analysis:**

- The digital revolution has offered the technological fields for both customers and advertisers to interact and gain benefit using all modern technologies and from which the various advertising agencies have been benefited.

➤ **Environmental analysis:**

- Nowadays the advertising industry has become more environment friendly and depends more on online advertisement due to the technological advancement. Agencies have been paying great attention to CSR activities to position them in the minds of the customers. Array creatives has also been playing great roles in CSR activities in promoting their brand.

➤ **Legal analysis:**

- The legislations and regulations put on the boundaries of the advertisement industry has been nicely and properly maintained by the organizations throughout the recent years and there hasn't been much changes in the laws in the country that demanded different approaches from the organizations in the industry.

➤ **Competitive Analysis:**

- Competitive analysis is generally identifying and evaluating the competitors, determining the strengths and strategies and also weaknesses relative to those of an organization. A competitive analysis is a critical part of a company's marketing plan. With this evaluation, it can be established that what makes an organization's product or service unique and therefore what attributes the organization play in order to attract its target market.
- Even though Array creatives is a quite new organization in the industry and there are other established organizations such as the Asiatic 360, Adcomm etc. the organization have shown great devotion in terms of providing quality service to its clients. As the company made no compromise in ensuring the quality service for the customers and to enhance customer satisfaction, there has been a customer loyalty established which have played an inevitable role in surviving and keeping up with the tough competition in the industry. Therefore the competitive analysis reflects a positive response if Array creatives is to be considered.

Chapter-vii

Recommendations:

During the tenure of three months of internship in Array creatives I have observed some positive as well as negative aspects and I have come up with some recommendations which I would like to mention. They are listed below:

- Array creatives should provide transportation for its employees as many of the employees come from quite a distance.
- There should be more training programs for the employees so that the efficiency level increases.
- There should be more formality and professionalism in the organizational culture which is quite casual.
- Array creatives should increase the number of CSR activities so that the organization can increase customer retention and develop and enhance relationship with the respected clients.
- The scope of promotions of the employees could be increased so that the employees are more motivated.
- The organization could introduce various different benefit schemes such as health benefits, insurance or medical assistance for the employees in order to boost up their motivation.

Chapter-viii

Objectives of the study:

Primary objective:

The primary objective of the study is to experience the application of the theoretical concepts of marketing which I have learned throughout my BBA program in the practical world.

Secondary Objective:

- To have a vivid and strong idea about the entire business
- To make connections between theories and practical procedures of the business
- To flourish the skills and knowledge of marketing taught to me by the BRAC University.
- Experience real working environment

Methodology:

The report has been prepared on the basis of the experience I have gathered during the tenure of three months. At the beginning the topic and the research objectives were selected and according to that the data were collected regarding the report.

Sources of data:

The data for the purpose of this report has been collected through two sources. 1). The primary source and 2). The secondary source.

The primary sources of data are the following:

- Day to day practical office work
- Conversation with the employees of the organization
- Conversation with the clients
- Personal experience gained working and visiting with various people

The secondary sources of data are the following:

- Annual magazines of Array creatives
- Other publications obtained from different libraries and also the internet.

Limitation of the report:

I had faced certain problems preparing this report and I would like to mention them. The very first problem was that the internship period itself is too short to have the total knowledge of the business or a business department. The information and the data to the topic was not very easily available. Supply of more practical and up to date data was another shortcoming. I also could not interview employees properly as they were too busy with their works.

Conclusion:

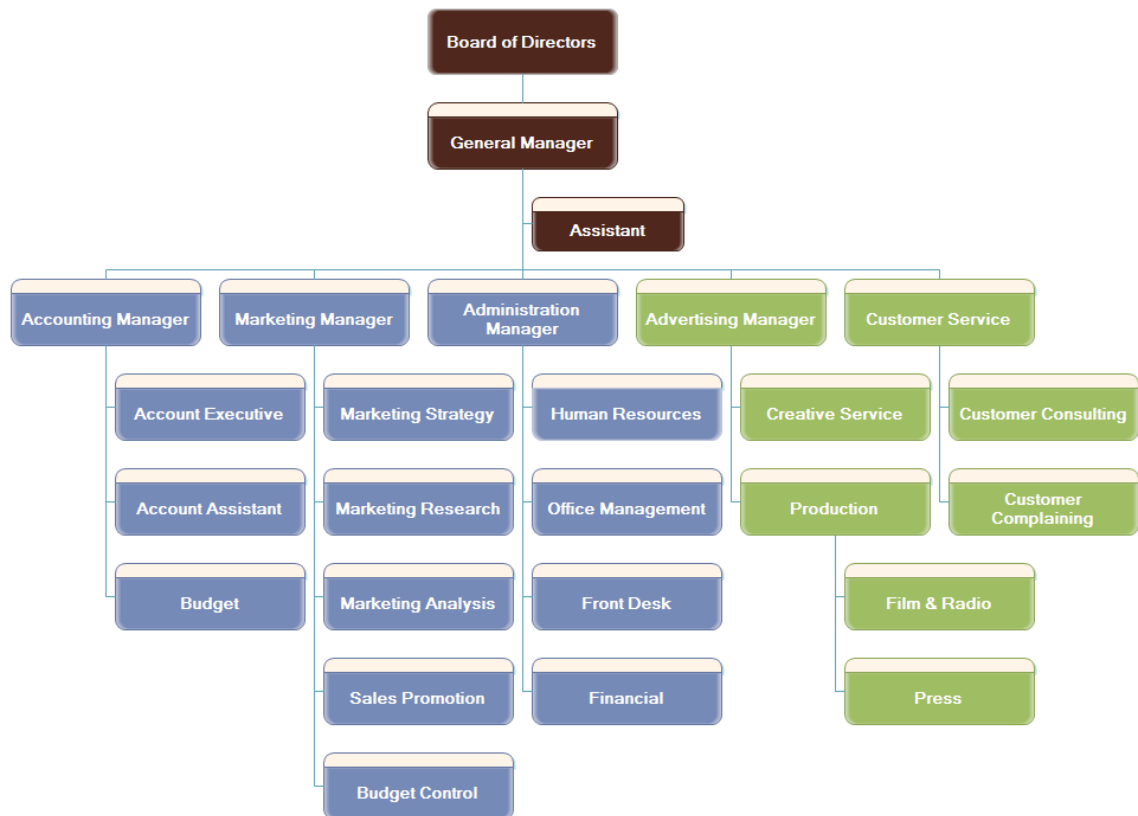
Array creatives is one of the newest and successful advertising agency in the advertising industry founded by Mr. Mostafa Al Rajib the founder of Array creatives. Even though being one of the new comers in the industry the Agency has made noticeable achievements since its formation. The experience I have gathered during the tenure of three months of internship in the organization was very valuable to me and it has provided me with a good knowledge and insight about the industry as well as the business itself. I consider myself being very lucky that I could be a part of the Array creatives even though it was only for just a three months. I have learned a lot about the practical ideas and also the organization's internal and also the external policies which I can relate with the academic learnings I have learned throughout my BBA program. I can definitely use the valuable experience that I have gathered working the three months with Array creatives for the rest of my career.

References:

- Array creatives annual magazines
- Array creatives archive data
- www.arraycreatives.com

Appendix:

Organization chart:



Service chart:

