



# **Internship report**

## **On**

### **“Digital Publication and Outsourcing Marketing Strategies: A study on Tech Cloud LTD.”**

**Prepared for:**

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Date of submission

20<sup>th</sup> April, 2017

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# Letter of Transmittal

April 20th, 2017

**Afsana Akhtar**

Assistant Professor

BRAC Business School

BRAC University

66, Mohakhali, Dhaka.

Subject: Submission of Internship Report.

Dear Ma'am,

I am honored to submit the internship report that I have prepared for last 3 months extensive in Tech Cloud Ltd, under the marketing department. The Title of this report is "Digital Publication and outsourcing marketing strategies: A study on Tech Cloud LTD". This report imitates that the successful completion of my Internship report at Tech Cloud Ltd.

I am very thankful for the guidance you provided me in writing this report. It will be an achievement for me if you find this report quite enough informative to fulfill the requirement. I am really grateful to you.

Regards,

Yours Sincerely

Rahul Sen

Id: 13104104

## Acknowledgment:

Above all, I want to express my gratitude to Almighty the most gracious and merciful because of whom it is possible for me to end this report within the scheduled time. Also I am indebted to my family for their immense support and strong sense of assessment during the completion of my report. In the entire period there were few individuals without their commitment I could have not finished the report. These peoples never let me down at the time of my obstacle regarding the report accomplishment. Firstly, I would like to thank and provide my gratefulness to my supervisor at Tech Cloud Ltd Mr. Abdullah AL Nyeem Senior Marketing Executive for his extreme support and help throughout the three months period at Tech Cloud Ltd. He taught me how the research work is done when something comes up and gave me some ideas about the marketing strategies that need to be follow in order to grab global clients. Secondly, my special gratitude goes to my internship supervisor, Afsana Akhtar, Assistant Professor, BRAC Business School, BRAC University for her substantial guidance, direction, motivation and endurance I would not have completed this report. She gave me a huge support to write this report. I am honored to complete this internship report under her assistance and instruction.

## Declaration

I, Rahul Sen, a student of BBS (2013-2017), ID: 13104104 of the BRAC Business School, BRAC University, would like to solemnly declare here that the internship report on “Digital Publication and outsourcing marketing strategies: A study on Tech Cloud LTD.”

A study on Tech Cloud LTD has been authentically prepared by me under the supervision of Mrs. Afsana Akhtar, Assistant Professor, BRAC Business School of BRAC University.

While preparing this internship report, I have not breached any copyright act intentionally or unintentionally.

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**Rahul Sen**

ID: 13104104

BRAC Business School

BRAC University

## Executive Summary

The internship report is based on outsourcing activities and marketing strategies of Tech Cloud LTD. TCL is located in Baridhara DOHS, Dhaka. Moreover, it contains the overview of the functions and operations of TCL and the tasks that have been performed by me as an intern during this three months period of time. The main job of TCL is graphic designing, which includes handmade clipping paths, masks, flyers, brochures, newspaper ad, packaging design, illustration and other photo editing services. There is a studio of 200 plus graphic designers working 24/7, the graphic designers are maximum four to five years experienced who are efficient and effective and are focused on client satisfaction by providing the clients with high end customized services. The studio runs on three shifts, there is morning shift, day shift and night shift. Fifty workers work in each shift, so this is how the company operation goes on 24/7. Mr. Sheikh Jafar Tarique and the marketing team, which includes the marketing executives and the senior marketing manager, bring in the clients and takes job from the clients. The job is then passed to the studio; the studio completes the job according to the instructions given by the client. The job is then passed to Mr. Sheikh Jafar Tarique, who then submits the job to the client. Then the client pays for the job done through Pay Pal, Bank Account (UK) or other convenient mode of payments. That is mostly how the company runs. Furthermore, there is an accountant who works for only TCL, who makes the invoices and send the invoices to the clients and also does other tasks of an accountant also like: making financial reports. In addition, the strategies that are used to boost up the outsourcing activities of the company more coordinated and organized in its nature. With a view to concluding my report summary I would relish to mention that there was a shortage of periods to prepare my report and there were not congruous and weighted data available to make it better fitted. But still I tried my best to make the report subsidiary to represent the marketing phenomenon of TCL which might be able to evaluate this company's marketing positioning in more preeminent extent.

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# **1.0 Introduction**

## **1.1 Background of the report**

This report has been inscribed as a part of the degree requirement for “Bachelor of Business Administration Program” of BRAC University. The three months internship program is part of the university program for the above stated degree, which is worth four credits. As I have selected Tech Cloud Limited for doing my internship, thus I have written this report about the business procedures of this company. The report comprises a thorough summary of all the services provided to the clients as well as an intensive analysis of the marketing strategies followed and applied by this company.

## **1.2 Objectives**

The objective of this report is to give a detailed understanding about the various marketing strategies followed by Tech Cloud LTD in order to attract the foreign clients, so that they outsource their post-production, graphics design work to this company. In addition, the other objective is to identify and analyze the strengths and weaknesses of the company and recommend some solutions that TCL can follow to grab the potential opportunities and face the upcoming challenges.

## **1.3 Scope**

This report will talk in points of interest the distinct parts of my part as a Tech Cloud Ltd. Internee. The report includes the following:

- ✓ An organizational overview.
- ✓ Impression of the job nature.
- ✓ Various marketing strategies followed by TCL like:
  1. Individual marketing
  2. Cost Focus
- ✓ This report will also analyze the overall performance of the company through the following model:
  1. One-to-one Marketing.
  2. Modern Customer-oriented Organization Chart.
  3. SWOT Analysis
  4. Porter’s Generic Strategies
- ✓ The appropriate findings, conclusions as well as the possible recommendations that the company should follow to be more efficient and effective.

## **1.4 Methodology (primary and secondary)**

I have collected information from both primary sources and secondary sources. As for primary sources, I have collected data through the interview session with the Head of Operations, and the Senior Marketing Executive. And the secondary sources data was collected from the company website and the service proposal of Tech Cloud Limited that is given to the clients which allows them to get knowledge about the services TCL provide.

## **1.5 Limitations**

As an Intern, I faced a lot of limitations in my workplace, so I couldn't gather sufficient information for making this report. At the beginning I was not allowed to make any call and directly contact with the clients, later I was allowed to contact with the clients. I was not able to deal with the situations that different clients are in while I make the calls, so my supervisor constrained me from any further calls. So I don't have much real-world experience of directly communicating with the clients.

However, I must remark that I am very lucky to work with such wonderful people during this 3 months period. My supervisor was always there to help me from the start till the end, all he wanted for me is to learn and shine. In the beginning, he used to give me limited work, he gave me time to understand the services they provide to the clients and he made me learn all the service details of the company.

Then as the time passed, gradually he started giving me more work, but he never substitute the total responsibility to me as I was an intern here. So I would say that the only limitation for me the limited time period of three months, if there was more time to this internship period I would have learned a lot more work there.

Furthermore, another limitation that I faced in writing this report was that I had to take most of the company and service details from the website of Tech Cloud LTD, so probably I couldn't make many changes there as this was all about graphic designing.

## **2.0 Organization Overview**

### **2.1 Introduction**

Tech Cloud Limited is an ITES (Information Enabled Service) outsourcing company which provides Image post-production, graphics design, web design & development and many other services. This company provides image editing services, anything from simple clipping to high-end retouching to Fashion Icons, Brands, E-commerce retailers, Photography studios and Design agencies and also freelance photographers. Tech Cloud Limited has the capacity of doing 5000 plus clipping work done every day. Therefore, this company can handle huge volume of work every day and can cope up with almost any deadline of the clients. TCL always tries to not only satisfy its clients but also they pleasure its clients, because the authentic performance of their services always surpasses the expected performance. That's why their clients never switch image retouching vendor, because this company is focused on making long term relationship with the clients. This company employs the best tools and has excellent knowledge over Photoshop in this line, so they are hostilely moving to become number one in Southeast Asia.

### **2.2 History**

Assaduzzaman Asad is the Chairman; Sheikh Jafar Tarique is the Managing Director as well as the Head of Operations and Farhaan Ashiq, the Global Coordinator of TCL. Basically, Sheikh Jafar Tarique who is the Head of Operations takes care of all major business decisions. Tech Cloud LTD was formed in 2013 with 20 graphic designers and there were no works till 4 months. Then, the company started recruiting marketing executives and therefore it finds a way to get the works and it never stops until now. Currently, the company has almost 200 plus designers excluding the other members and considered as the largest company in terms of employee size in this industry. This is the how the company formed and swing the way to the betterment.

## 2.3 Services

There are two major departments which generates different types of service offerings. One is called Image post-production and the other one is Desktop Publishing.

### 1. Image Post-production:

Tech Cloud Limited's main project is to engender clipping path accommodation which is fundamentally a word form of masking or stenciling where outline drawing around the figure is possible where if we want it to be visible, whereas the remaining expanse become transparent. It naturally comports in such a way as if the image is physically cut up and abstracted from its background. With scissors, images masked with clipping path generally have hard edges, where there's no feathering available.

Tech Cloud LTD delivers high quality clipping path services at a very competitive price and at a faster turnaround time. TCL has the capacity of providing 5000 plus clipping path services per day. The graphic designers of TCL are minimum five to four years experienced in this area, and they are highly qualified, who uses specialized clipping path illustrator and in-design software's to create diverse tasks with pinpoint accuracy. The image below is an example of the work of TCL, the before and after image is exposed to provide a clear understanding how the image looked before and after the clipping path is done.



The price varies for clipping path services from \$0.20 to \$5.50 depending on the complexity of the images that the client sent to us.

## 2. Multiple Clipping Path:

Tech Cloud Limited is very good at providing the clients with top worth Multiple Clipping Path services to its clients. Multi path is a very time consuming job, thus the clients can save their treasured time by outsourcing their back office work to us and focusing on their core activities. In this way they can save a lot of expense on their post-production work and thus can lower their production costs and make higher profits. The before after image given below is an example of how an image look before and after Multiple Clipping Path is done.



Multiple Clipping Path service prices differs depending on the quantity of images a client gives us, if the clients gives us substance images to retouch, the price per image goes down. The price varies from \$1.20 to \$5 .50 depending on the complexity of images.

## 3. Image Masking:

In today's world of globalization the grocery is extremely competitive, thus the graphic designers have to push the boundaries of reality and must try constantly to improve and innovate and come up with new unique ideas. The work of image masking to today's digital graphics creation is be sensual climax more and more vivid and realistic, that's why now a day's image screening has become a very popular image editing tool . Some example of the TCL is given below



Tech Cloud Limited uses Photoshop Image Masking with Clipping Path technique to knockout the background of a complex image to be placed for advertisement display in e-commerce website or photo process. Photoshop Image Masking is also used for creating product catalogs. In addition, it is useful when clipping path alone is not applicable on hair, fur, semi-transparent or translucent images like glasses, feathers, smoke, flames, highlights, lighting, chiffon and muslin, etc.

Price per image for image masking varies from \$1.45 to \$5.25, and the price varies depending on the complexity of the images. Complexity varies from Basic to super complex, basic image cost \$1.45 and price increases as work given by the clients are more complex. However, TCL is always thriving to provide its clients with enhanced deal, thus as the number of work given by the client increases thus cost per image decreases. Image masking can be of two types:



**a) Hair Masking:**

In digital design masking has become a common practice, where the graphic designers use a black and white or mostly gray scale image mask. As it is shown below the background of the image is changed to make the image look more bright and lively. Price per image for layer masking varies from \$1.25 to \$5.00, and the price varies depending on the complexity of the images. An example of the work of TCL of layer masking is shown below.



**b) Channel Mask / Alpha Mask:**

Channel masking is perhaps the utmost time consuming work that requires a lot of labor-intensive, but TCL has become skilled at this work. The production head and the team leaders are very skilled in their work and they make sure their assistants working under them work even enhanced than them. Though the work of channel masking is pretty similar to hair masking but still it has some variations than that. That is why the prices of channel masking is way more than of hair masking. TCL assures its clients with top quality channel masking service and quick delivery time with competitive prices. Price per image for this service varies from \$1.45 to \$5.50 and it also depends on the complexity of the images. An example of the work of TCL of layer masking is shown below.



#### 4. Drop Shadow:

Tech Cloud Limited utilizes this technique to provide a graphic effect that engenders the illusion of a light source for the component of images the client requires, giving the image a natural look and making the picture vivid. Here manipulation and quality of images can be ameliorated through intersection of shadows on images. An example of the work of TCL of drop shadow is shown below.





Price per image for image masking varies from \$1.10 to \$3.65 depending on the involution of the images. It engenders illusion of a light source shining on an object from above, thus a shadow appears to be shed behind the object. Mostly the clients prefer white background, because it gives the image a professional look. Moreover, putting a gray or black area below and offset from the object will give the image a very inventive appearance. TCL can apply clipping paths to the images will maintain pristine shadows while the background is removed. Furthermore, they can engender incipient drop shadow which will look natural and can develop images where the pristine lighting conditions were not optimal. In addition, artificially generated drop shadows can be generated to balance the photo's framework.

#### **5. Reflection Shadow/ Mirror Effect:**

Reflection shadow engender the same thing engendered on a pristine mirror or glass that gives the image an alluring look and make the image look glossy, which magnetize people's attention. Due to a reflection shadow or mirror effect an illusion is engendered that the product featured in the image is not simply an intangible picture, but has a depth and solidity which emanates from its relationship to another surface. The adroit graphic designers of Tech Cloud Limited have expertise in these areas and are able to provide the clients with the best quality images and precisely the way they want. An example of the work of TCL of mirror effect is shown below.



Price per image for shadow masking varies from \$1.50 to \$3.25 depending on the involution of the images. Sometimes the most impeccably staged images might not be opportune when the context in which they are utilized changes and exorbitant reflection can make an image look impecunious and flashy. The graphics designers of TCL use only the best hand culled Photoshop retouching implements to engender a culminated product.

## 6. Color Correction:

Probably color rectification sounds easy, but it is one of the greatest challenges in professional photography. Tech Cloud Limited is always standing up to take up these challenges and is adroit at accomplishing their task prosperously. Color rectification betokens that there is something erroneous about the color in the image. Mostly color rectification involves abstracting color casts from neutral white highlights or fine-tuning the color balance in skin tones. Thus the image looks more authentic and thoroughly natural. An example of the work of TCL of color rectification is shown below.



Price per image for color rectification varies from \$1.65 to \$4.00 depending on the complexity of the images. If the caliber of involution is basic then price per image would be \$1.65, when the caliber of intricacy increases price per image charged additionally increases, and the super complex images for color rectification is charged \$4.00 per

image. However, the more images a client gives us to work with, the better deal they will get from TCL.

## **7. Retouching Image:**

Tech Cloud Limited provide specialized digital photo retouching accommodations by abstracting cracks, correct missing spots, contrasting, abstracting stains and scratches. This company has specialized graphic designers for rehabilitating images from old photos along with readdressing damaged, torn and faded photos. An example of the work of TCL of image retouching is shown below.



In addition, TCL additionally recuperate image background, redressing brightness, digitally recuperating damaged photos and dust spotting. Furthermore, TCL additionally provides ingenious art, converting raw images and more wide range of image processing accommodations. Image retouching also includes beauty retouch, an example of beauty retouch of TCL is shown below.





Beauty retouch abstracts any spots on the skin and clears the skin, which makes the skin glow and look fresh. Price per image for retouching image varies from \$1.30 to \$5.50 depending on the intricacy of the images.

#### **8. Image Manipulation:**

Image manipulation is the technique to edit an image in order to engender illusion in images. Photo manipulation can be done through analog and digital method. This manipulation avails to amend the quality of a simple photo to an extra mundane photo. It can be acclimated to engender promotional shots for businesses. It can be acclimated to abstract the lamentable composing elements, integrate more things in it, and additionally integrate color to black and white image. In this way the whole composition of an image can be transformed. An example of the work of TCL of Image manipulation is shown below.



Price per image for image manipulation varies from \$1.10 to \$5.50 depending on the intricacy of the images. Image manipulation is widely utilized in product photography, fashion houses, online stores, etc. for their advertisement or photography work. The work of image manipulation requires a high caliber of ingenuity and experience in order to understand precisely what an image requires and what the client wants. Consequently, the graphic designers strive hard to communicate with the clients and understand their wants and authoritatively mandates. The marketing team and the production of TCL has these capabilities, that is why they can not only gratify but additionally delight the clients with better quality images and at the best deal.

#### 9. Neck Joint/ Ghost Mannequin:

Mostly the neck joint accommodations on images are done for the garments items. Tech Cloud Limited has a separate department of highly adept specialized neck joint graphic designers who edit the best quality images with perfection. This company is famous for neck joining works at the lowest rate, for this reason most of our clients wants to stay with us for this business for a long period of time. An example of the work of TCL of neck joint is shown below.

*Before**After*

The work of neck joint is required mainly in the picture of a shirt, at first the shirt is taken from the front while it is hanging and then again when it is inside out. Neck joint is done to get a more precise view of the shirt holistically. Price per image for neck joint varies from \$1.10 to \$4.35 depending on the intricacy of the images. Mostly a neck joint includes works of path, cull and then it is all a matter of the final idealizing touches. A path of the front view of the attire is first made with a pen implement, then the neck portion of the turned out part of the apparel is taken out by path and cull, and then it is placed in the component of the apparel 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 to make the image look impeccable, which includes applying required shadows.

#### **10. Roaster to Vector:**

Raster to Vector (R2V) conversion is crucial for animation and 3D CAD designs, for this reason Tech Cloud Limited has a dedicated team for this kind of work. The graphic designers of this company are adroit at what they do and they can convert any Logo, Artwork, Illustration, Signs, Maps, Photographs, Race cars, Cartoons, etc. to hand drawn vector photo. Vector images can be organized in any context and at whatever size, which preserves a picture as a series of pixels, and vector files store information as a series of guidelines. For this reason vector predicated images are mathematical and are not stored as a picture, and they can be facilely reproduced at any size. Few examples of the vector works are shown below.



**FLUID PIPE**

Price per image for (R2V) conversion varies from \$1.80 to \$5.80 depending on the involution of the images.



## 11. Brochure Design:

Tech Cloud Limited has also a dedicated team for this type of desktop publishing services. Basically, we get to work on the formatting part of the creative design related stuffs. As getting the brief from the clients regarding creative works is mostly a tough ask but generating formatting of those works is what we are capable of like: layout creation, labeling, color correction etc. An example of the work of TCL about brochure design is shown below.



Adityapur Industrial Area Development Authority



Price per project or design varies from \$3.00 to \$25.00 depending on the complexity of the design.

## 12. Flyer Design:

This is also another category of desktop publishing services that Tech Cloud Limited is capable of doing. Price per project or design varies from \$3.00 to \$15.00 depending on the complexity of the design. An example of the work of TCL about brochure design is shown below.

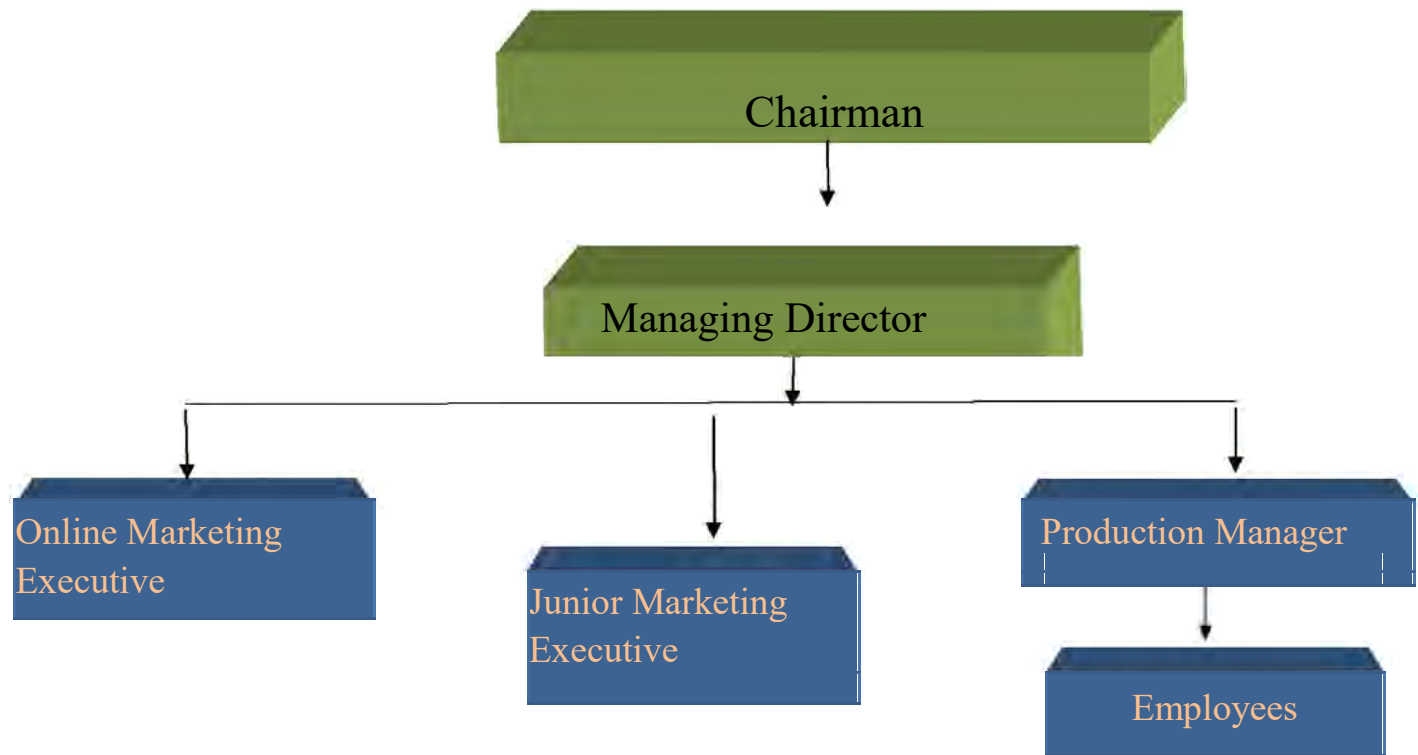


### 13. Magazine/ Newspaper Page Design:

Tech Cloud Limited does provide beautiful design editing service when it comes to magazines/newspaper page design. We have worked with several design agencies and other design companies for their various page design works. Basically, we do the whole formatting part of their creative design work with special care and consideration. That is why our clients seem to have a long lasting relationship with our company. An example of the work of TCL about magazine/newspaper page design is shown below.



## 2.4 Organization Hierarchy



## 2.5 Vision and Mission Statement

### Vision:

To be the global leader in IT service industry delivering improved quality by being a preferred supplier selling preferred services. (Source: <http://www.techcloudltd.com>)

### Mission:

To provide exceptional services to the clipping path, graphic design industry to distribute integrated value to our customer by identifying, monitoring and responding to their desire and prospects.

### Workflow Process:



Figure Abstract: Work Flow of TCL (Source: Tech Cloud LTD website)

Basically, the marketing executives initially make the direct contact with the clients and talks about the service proposal. If everything goes well send client shows interest and send work via e-mail or drop box, then it is taken care of by the support team, support team then forward the job to production manager and he sets the team for that specific category of work by discussing it with the team manager. After the completion of the work it goes through 3 steps quality control check and finally via support it sends back to the client. In this way, tech cloud actually taking care of their operations in an efficient manner.

## **3.0 Job**

### **3.1 Description of the Job**

The Internship at Tech Cloud Limited is for 3 months period of time. During this whole time I was the only one intern in this marketing department. As an intern I had access to virtually everything, e-mail account, directly contacting with the clients, FTP server, Drop box account, etc. At the commencement of my internship I was trained how to do research and collect the pertinent information of the clients. Then I was sanctioned to make calls to the printing companies, small type business, and design agencies, just to learn how to verbalize with the clients, what information we require to get from them, and what information we require to give them. Later I was given variety of tasks like keeping records of the jobs coming in from each client in the work chart, and maintain the report spreadsheet of my supervisor.

### **3.2 Job Responsibilities**

There are some specific responsibilities that I had to take during my three month intern period which is following:

#### **1. Contacting with the Clients:**

I was sanctioned to call the clients over Skype in their company contact number. I had to get in touch with the categorical responsible person and introduce myself and my company to that person. Then I had to get some relevant information from him like how he/she currently handles his/her design work, post production work. After that I would tell him our accommodation details and offer him the benefits he is going to get if he works with us and outsource their work to us. It is more like a business collaboration proposal.

#### **2. Research:**

Collecting information of the clients like ascertaining the denomination of the company that are involved in photography business, Design agencies and requires image editing post production work, design editing accommodations. Mostly, all the clients all over Europe have their in-house graphic designers, or they get their work done by studios located in Europe. Then I had to ascertain the person in charge of production of image editing work or Creative Director, the contact number of the company, electronic-mail address, website link, etc. And finally save all the information into the company's internal server called "CRM".

### **3. Daily Work Schedule Preparation:**

I was given the responsibility of preparing the work chart for the jobs that comes in every day. I had to keep the records and be responsible for any mistakes. I used to make some mistakes, and when the total jobs of the month of March didn't match with the record of my ascendant figure, I had to go through all the hard copies and e-mails and cross check with these to ascertain my mistakes. Then I had to rectify those mistakes and report to my supervisor about the mistakes I have made. The work chart included the information like date, job name and the number of files. Basically, the internal server CRM is the easiest way to keep all the traces but as I was new to the company I did face some difficulties regarding the work schedule maintenance.

### **4. Report Organizing:**

I had to avail my supervisor with his report preparation. My supervisor used to keep records of all the jobs in a report that includes date, folder name of the job, and number of images of the clients. In this report all the clients name and the records of all the jobs done for these clients are kept. So I used to update this report after I culminated updating my work chart. So there was less possibility of making mistakes, but still sometime I used to forget to enter one or two data. But as I was an intern, my supervisor sometimes used to consistently visually examine the report and also correct me when I was doing some mistakes.

## **3.3 Job Performance on Different Aspects**

I have learnt a lot of things during my internship period and a very special gratitude to my Supervisor and also to my Boss to teach me many important things which are as follows:

- My boss always guide me and let me know about the procedures of how to work in this kind of industry, how to approach the clients and to offer our services and so on.
- My supervisor also teaches me some mechanisms regarding talking to the client, also when clients reject the offer or hung up the phone. In that time how to handle the rejection and move on with it.
- My supervisor also shared his experience work with me on a regular basis which boosts up my performance rapidly.
- In addition, He also teaches me how to speak loudly and confidently to the clients in order to create some impression and by the time hit the proposal according to it.



- Finally, my supervisor also encourages me to call as many as possible in order to develop the communication skill with the global clients.

### **Limitations at workplace:**

There are few tasks that were not given to me so that they had to give it to someone else. Certain limitations face by me is:

- The time limitation of three months period is very less for me to learn everything from the scratch.
- As I was an introvert, so I was unable to verbalize with the clients in all kinds of situations. So I was facing quandaries in persuading the clients to endeavor our accommodation out.
- As I was an intern, they could not entrust me with directly making business deal with the clients, so I could not get much time to learn how to persuade the clients for accepting our business proposal.

## **3.4 Encounter & Recommendations**

### **Observation:**

1. The graphic designers in the studio of Tech Cloud Limited are incompetent in English language, so they sometimes face difficulty in understanding the client's guidelines. So we the marketing team makes them understand what the client precisely wants.
2. The client wants 100% error free work done on projects, but sometimes the graphic designers of our studio makes meaningless mistakes, so we always tell the clients to consider at least 10% errors in total number of images, because 10% work can comprise human errors. For example, if a client gives work on a regular basis and finds error on completion of the works. Then, we tell the client to point out of the mistakes and also to notify us and we will sort out the correction immediately.
3. The Quality Control Unit (QC) is sometimes becoming too lazy to check all the work for a client which puts the company under bad impression.
4. An intern in this company is not pickled as an employee, so they don't trust an intern with more responsibilities.

### **Recommendations:**

1. Graphic designers of the company should be trained on a regular basis in order to maintain the effective flow of work.
2. The studio of TCL requires more trained graphic designers if they optate to contend aggressively with other nations that are way ahead and prominent for outsourcing arena, for example, India, Philippines, Vietnam, etc.
3. Managing Director should take necessary steps to make the QC more prominent, otherwise there will be a catastrophe of losing very good clients.
4. An intern should be treated as an employee of the organization so that they can feel comfort in taking responsibilities.

## **4.0 Methodology**

### **4.1 Data Collection Method**

This report is predicated on both primary and secondary sources of information. The data accumulation method utilized for collecting primary data was mainly interviews and discussion with my boss and my supervisor. Moreover, I have learnt about the graphic designers working in our studio by verbalizing with them and observing their work. Mostly I talked with the team manager about the work of the clients, but sometimes I went to the studio and spoken with the graphic designers and asked them to make me understand about what they are working on. I have interviewed the Managing Director, who has the vast knowledge about the whole company to get more precise information. The interview questions have been occupied in the appendix. I have collected the secondary sources of data mostly from the TCL and from the service catalog of the company.

### **4.2 Sampling Unit**

In my research, the sample unit is basically individual employees of Tech Cloud Limited, as I interviewed MD and my supervisor individually. I also interacted with the graphic designers individually to get as much information as possible.

### **4.3 Sample Size**

I collected the majority of the information from Mr. Sheikh JafarTarique, who is the Head of Operations/ MD. He has been in this post from very beginning of this company. He is an expert



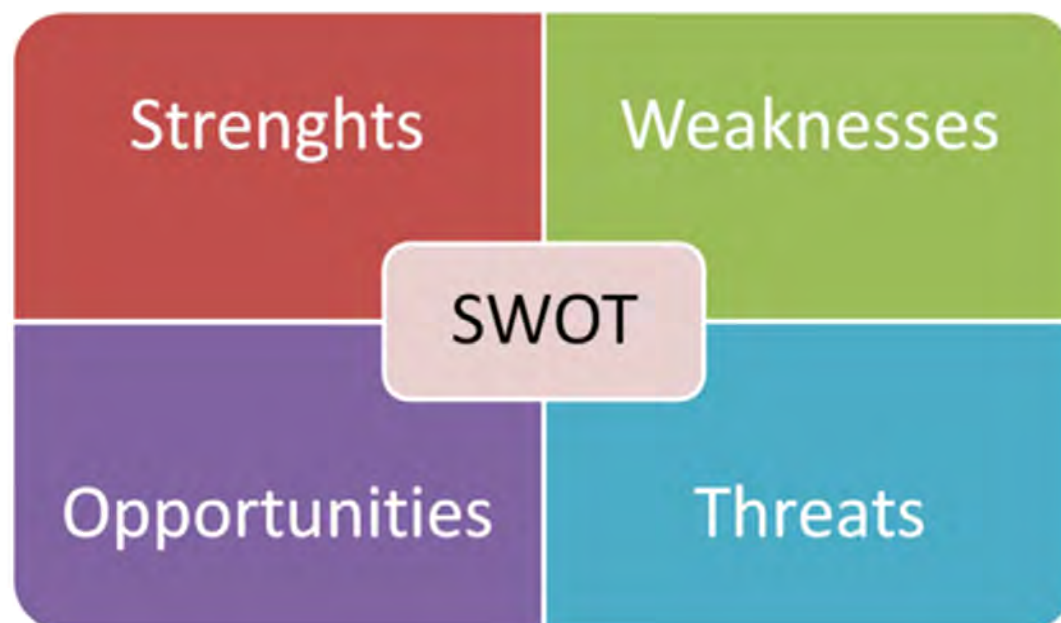
and knows well how to run this business efficiently and efficaciously. The second person I accumulated information from is the Senior Marketing Executive, who is my supervisor. The capacity of our studio is around 75 seats, in total 70 graphic designers can work in each shift. Currently, this company has three shifts, i.e. morning, day and night shift.

## **4.4 Sampling Technique**

The sampling technique that I use was convenience sampling, as all the employees I have interviewed works in the same building. So, it was easier for me to get all the necessary information regarding the research.

## 5.0 Analysis and Findings

### 5.1 SWOT Analysis



#### Strengths:

- 1. Skilled Labor:** All the employees including marketing and production are very enthusiastic and hard working in nature.
- 2. Facilities:** Employees gets many facilities from the company such as lunch, evening tea and snacks. So that they do not have to worry about it and can work to their full potential.
- 3. Work Environment:** The office environment is full of fun. There are opportunities to play some indoor games while feeling stress and also there is recreation room for the employees to take some time off while working relentlessly.
- 4. Industry Standard Quality:** We provide high quality design, retouching services to our clients. Our graphic designers are experienced for the works that they get from the global clients.
- 5. Faster Turnaround Time:** As we have got over 200 graphic designers, we can produce the work on a faster pace. For a big client we assign a dedicated team 10-12 people so that they can work at a quick time frame and the client gets his work at his convenience.
- 6. Competitive Prices:** The Company charge competitive price into its clients, compared to other vendors in other countries like: India, Vietnam etc. Moreover, we charge our clients on per

project basis and also on clients demand sometimes we arrange an hourly basis rate. Either way we help our client to save at least 30-40% of their expenditure regarding relevant services.

### **Weaknesses:**

**1. Limited workforce:** The Company has been growing gradually over the years but at the same time the workload has also increased tremendously. So, in order to grow and prosper in future they need to think about extending their workforce. Now, this has become an issue which can be considered as a weakness for the company.

**2. Company Size:** When number of employees will increase, the size of the company on the other hand will also increase. However, right now it has become a weakness for the company as they are unable to do so, which ultimately creating the obstacle in the company's growth.

**3. Company Website:** When we marketing executives communicate and discuss business proposal with a client, most of the time the client asks for our company web link which was backdated and not up to the mark. This is also become a significant weakness for the company.

**4. Time Management:** The environment of the office is very flexible. Due to that, sometimes employees try to take the advantage of the fact which hampers the workflow process of the organization. This is another side of weakness for the company.

### **Opportunities:**

**1. Animation:** In 2018, Sheikh JafarTarique also planned start working on animation works. To engender an animation post production work is also required, where the images will be provided by the clients, and the graphic designers will do clipping path on those images, and edit the pieces of animation together utilizing video editing software. During final edit background abstraction, sound effects, color rectification can withal be done on the animation, if the client wants.

**2. 3D Design Services:** Sheikh JafarTarique is also planning to train the existing designers about the 3D design concepts. He also has plans to hire some qualified 3D designers to provide the clients best possible services. The demand for this very service is increasing in a rapid manner. So, this is something that the company is looking forward to achieve.

**3. Training Programs:** Mr. Sheikh JafarTarique is also planning to introduce training programs for the designers in the near future, where they will be trained and after successful completion they will start working for the company. There will be a legal agreement that the designers will have to work for like two years at least.

### **Threats:**

**1. National & Global Competitors:** Technological enhancement has forcefully made the world to become a single marketplace. That very reason has led many foreign companies to outsource their works to third world countries to minimize their cost of production and thus increase profits. Competition in this industry is immense both nationally and internationally. As the switching costs of the clients are very low, so a client can switch over for a few cents to get the job done in from somewhere else. Anyway, Sheikh JafarTarique is willing to take this kind of challenges and overcome the treats.

**2. Variation in the Services:** Due to massive competition in the graphic design, if the company wants to remain viable they have to provide different categories of customized services to the clients which they are unable to do now. So, the challenge is there for the company and Sheikh JafarTarique is planning to overcome this threat as soon as possible.

## 5.2 Modern Customer-oriented Organization Chart

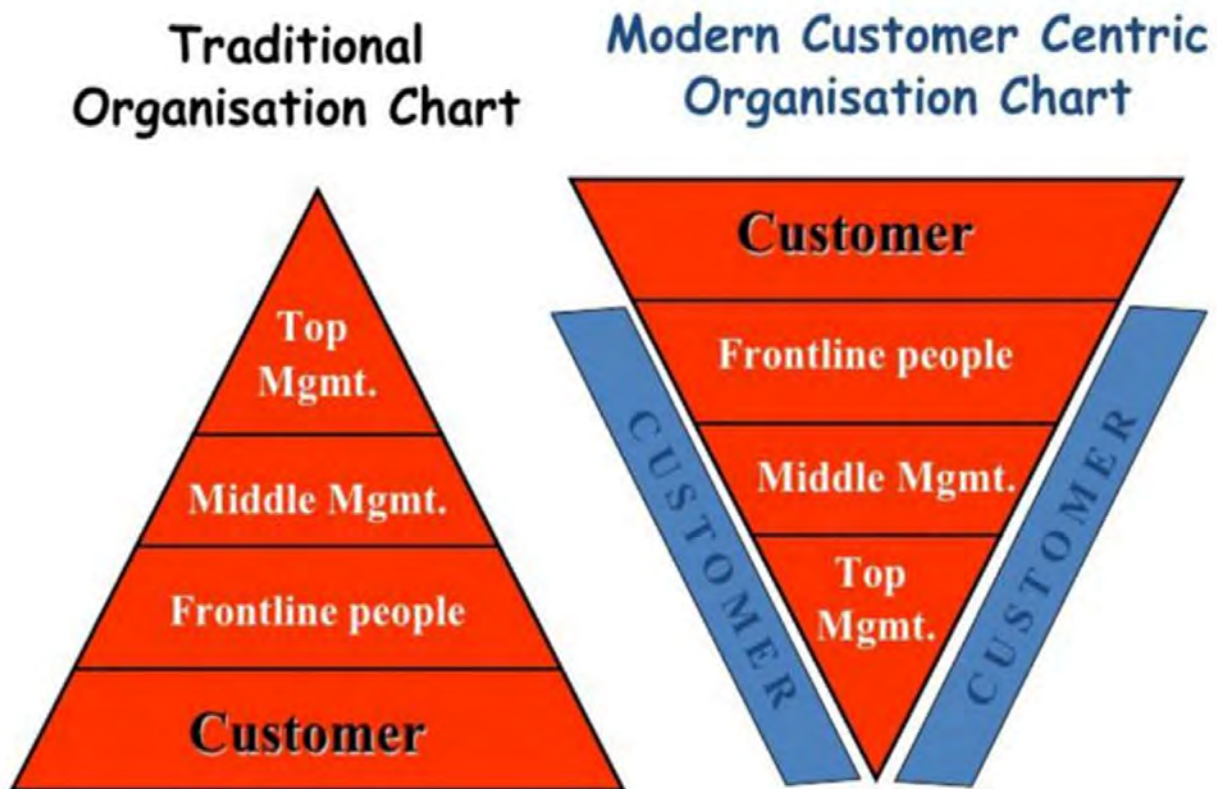


Figure 5.2: Modern customer-oriented Organization Chart

(Source: <http://www.marketing91.com/modern-customer-oriented-organizational-chart>)

Tech Cloud Limited completely follows the modern customer oriented chart, where customers are given top level priority, and then the Frontline people are given priority because they are the ones who directly communicate with the clients. Then the role of Middle and Top management comes to play. The whole process of TCL is described below:

- 1. Customers:** TCL always possesses on the wants and authoritatively mandate of its clients. The client wants best quality at lower price, thus we endeavor our best to provide the client with what they desire.
- 2. Frontline People:** In this company marketing executives and the senior marketing executive are the ones who communicate directly with the clients and bring in the job. So, these peoples play vital roles in terms of running the organization, thus they get second level priority from the organization after the customers.

**3. Middle Management:** The Head of Operations/ Managing Director, Sheikh JafarTarique, is the middle management of the company. Even though he is the main decision maker, but still he gives more priority to his frontline people after that he gets priority. He makes sure that his marketing executives are cunning in their way of work to bring in the clients and the designers are well trained up to complete their respective works within given time frame.

**4. Top Management:** The founder of this company is basically the Chairman, AssaduzzamanAsad and Managing Director, Sheikh JafarTarique. Mr. AssaduzzamanAsad plays an active role in decision making process, whereas majority of the decisions were taken by Sheikh JafarTarique by consulting with Mr. Asad and by taking his approval. That is the reason for getting the last priority of the top management and thus also sits at the bottom of the organization pyramid.

## 5.3 One-To-One Marketing

Tech Cloud Limited follows one to one marketing strategy to build long term relationships with the clients, they recollect the customer's choice and predilections and build unique marketing plan for each one of them. They recollect details about each client's preferences and utilize that understanding to provide better accommodation. This company provides one-to-one marketing accommodation to its clients in the following ways:

### 1. Identifying Potential Prospects:

Initially, we identify which group is our potential prospects like: design agencies, photographers, online stores, brands etc. Then, we mine the information of those selected segments and build a rich customer database, which comes from the continuous research from Google, online directory, Golden pages, Hoovers, Bloomberg's etc.

### 2. Differentiation Technique for Customers in terms of Needs and Values:

Most of the cases we tend to give more time to our most valuable clients like: Diesel, Mango, HUT group, Unique Studios etc. These are the oldest and loyal clients of TCL over the last years. We have separate team of designers for these giant clients because they gave us regular work in bulk quantity. So, we maintain a separate and skillful entity for them to ensure efficiency and also effectiveness.

### 3. Building Stronger Customer Relationships:

We provide our each and individual client with customized services; the designers do their work according to their given briefings. In regards to that, for a better understanding the marketing



team constantly communicates with each client to make sure everyone remains happy. In this way we build and maintain long term relationships with them.

## 5.4 Porter's Generic Strategies

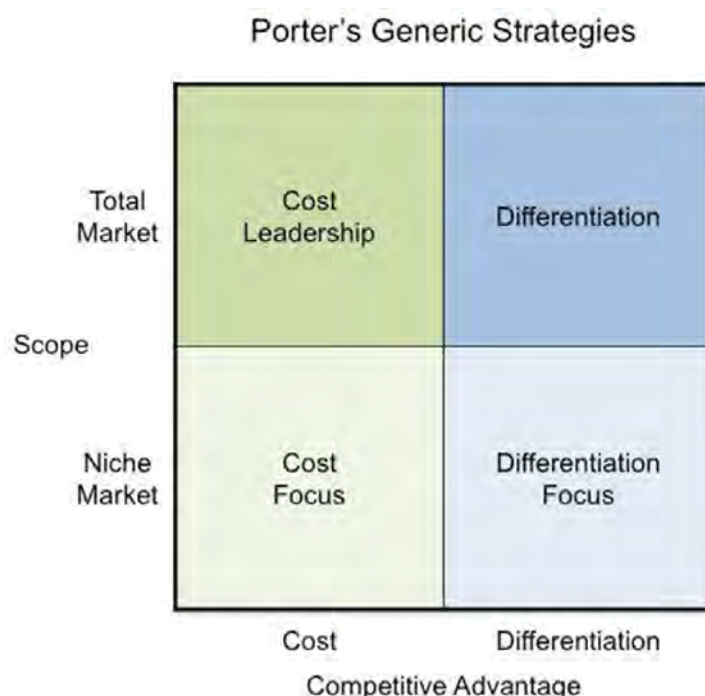


Figure 5.4: Porter's Generic Strategies Model

(Source: <http://www.quickmba.com/strategy/generic.shtml>)

According to Michael Porter there are three strategies for achieving a competitive advantage over the rivals. The three strategies are: Cost Leadership, Differentiation and Focus. Michael Porter then again divided the focus strategy into two parts: one is Cost Focus and other one is Differentiation Focus.

Tech Cloud Limited can be articulated to be following Cost Focus strategy, because this company charges its clients competitive prices compared to its national and international competitors. So the lower-cost strategy is a competitive advantage of this company. Furthermore, this company also grips on concrete buyer group like Photographers, Online Stores and Design Agencies, and concrete geographic market like Europe and USA. The lower cost position gives this company a bulwark against the competitors, and as competition in this industry is massive so lower costs sanctions this company to earn a copacetic profit at all times. As the wage rates of

the workforce of Bangladesh is lower compared to India, China, etc., so Bangladesh is now becoming a captivating outsourcing destination for the clients in Europe and US.

Although TCL Constrained is a cost leader, who charge lower prices compared to its rivals, this company cannot be verbally expressed to be following Cost leadership strategy because this company is not yet focusing at the broad mass market cognate to graphic design.

This company is not following the differentiation strategy, because the accommodation this company is providing to its clients like clipping path, retouching, image masking, etc. are additionally provided by all other graphic design companies located nationally and internationally. The clients in Europe mostly have their own in-house graphic designers, whom they trust and always work with, thus they hesitate to outsource their work, because they fear the work quality might decrease and their clients might switch to other firm.

In the End, it can be verbalized that the low cost strategy is competitive advantage for Tech Cloud Limited so it should pursue this tactic to gain benefit over its competitors.

## 6.0 Conclusion

From my perspective, I celebrate that the benefits of outsourcing outweigh the cost of outsourcing. Offshore outsourcing integrates value to the business and also amends business performance. For example, if the photographers throughout the world outsource their image editing post production work to countries like India, Bangladesh, Philippines, China, etc., they can benefit from lower production cost thus can increment their profits. The photographers can fixate on their core activities, that is, Photo shoot and taking pictures, and they can get their back office work done by offshore image editing post production vendors. Thus the photographers can elongate their business by increasing their photo shoots and they can additionally distribute the work expeditious to their clients. However, it is a win-win situation for everyone. In my internship program, I found marketing is authentically a fascinating job. If we opt ate to work in business, we require to know about marketing because marketing people play a vital role in the welfare of an organization. Marketing job is genuinely intriguing 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 accommodations to customers and employees as well. Most of us are not conscious of many of these activities because the salespeople we meet most frequently work in retail stores. However, the most exhilarating, rewarding and challenging sales position involve building partnerships: long term, win-win relationship with customers. I found marketing in an incipient way while working in Tech Cloud Ltd.

## **7.0 Recommendation**

Tech Cloud Limited follows some selective marketing strategies to grab their client which is not adequate. Firstly, they need to focus on vast marketing by using social media because all of their clients are international. Head of Operations, Sheikh Jafar Tarique has great plans for the future expansion of the company. He is planning to hire some experienced marketing executives which will work dedicatedly to bring clients on a regular basis for the company. It will also keep the production team going and thus company will grow and prosper. Secondly, they need to hire some experienced and skillful graphic designers and give them adequate training in order to keep pace with the industry. Another thing can be done like there should be a new compensation plan for the employees in order to keep them motivated for the works. By increasing their salaries or buy announcing monthly reward system etc. can be a very good option. Finally, last but not the least the QC department designers need to be proactive at their work and there should be some reward system for the employees who work with the team. As a result, there will be possibility of 0% error of work in the future.

## **8.0 Appendix**

### **8.1 Interview Questions & Answers**

**1. When did TCL established and how it was accomplished?**

Tech Cloud Limited was formed in 2013 by the both the founders Chairman, AssaduzzamanAsad and Managing Director, Sheikh JafarTarique. Basically, the company was previously named as Clipping Path Today and Tech Cloud is the sister concern of that company. It started its journey with around 50 people including marketing executives, graphic designers and other stuffs. Then gradually over the years with more employees coming to the TCL as well as clients and it started to grow.

**2. What are the opportunities of TCL?**

According to Sheikh JafarTarique, the entire world is the market for this company. Our clients are all over the globe and there is no end in this business. So, every day opportunities are opening up for this company, however for the upcoming future the most significant opportunities are 3D design and Animation.

**3. How do you plan to achieve the opportunities?**

Mr. Sheikh JafarTarique has great plans for the future of this company. He intended to start training programs for the designers which will enhance their productivity and they will be able to work accurately depending upon the client's brief. There will also some legal agreements like: an employee after gets training have to stay in the company for at least 2 years.

**4. What are the threats of TCL?**

The competitors that exhibit in the national and international market are the major threats for this company, because switching cost factor is the key to the clients. Moreover, Bangladesh is not renowned for its graphic design outsourcing works; rather we are known for Garments item outsourcing. Some examples of the national rivals are: Stencil Bangladesh Limited, Clipping Path Bangladesh Limited, Color Experts, and Graphics Bangladesh etc.

**5. How do you planning to avoid these circumstances?**

SJ Tarique says that he doesn't bother about the rivals as threats, because he believe that he can overcome these challenges by getting all the clients from those competitor, Because this company can provide better offerings at a competitive pricing.

**6. What do you think regarding Political situation is a threat to this company?**

Tech Cloud Limited basically has no issues regarding political instability or whatever related to this matter. The thing is all of the clients of TCL are in abroad. So, until they have some problem over their country or something we possess no difficulty.

**7. How do you collect the Payments of your clients?**

Actually we accept all kinds of payment methods including: Pay Pearl, Bank transfer, Credit Card, Western Union and so on. But we usually prefer bank transfer because it's easier and there is less hassle.

**8. Do you think the company needs more face to face conversation with the clients?**

According to the Senior Marketing Executive, Mr. Abdullah AL-Nyeem this company needs more people located in abroad, who will at least work part time for this country and communicate directly with the clients to give them boost up about us and also to build long term relationship with them.

**9. What kind of government regulations does TCL face?**

The only rules and regulation comes into part is while collecting the payments. Bangladesh Bank has strict policy over the money that is remitted to our country. So, the company like has to go through a lot to collect the payments.

**10. Where do you see this company five years from now on?**

SJ Tarique believes that in 5 years' time there will 400+ skilled employees in the company, who would be providing services of Video Editing, 3D design and Animation. The company will move into a new dimension into the upcoming days.



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