



Inspiring Excellence

Internship Report
On
Consumer Behavior Towards
STAR Cineplex

AN
INTERNSHIP REPORT
ON
Consumer Behavior Towards
STAR Cineplex



Submitted To:

Ms. Mayesha Tasnim

Lecturer BRAC Business School

Submitted By:

MD. Faisal Rabbi

ID: 12204028

Letter of Transmittal

November 15, 2017

Ms. Mayesha Tasnim
Supervisor, BUS400
BRAC Business School
66 Mohakhali, Dhaka

Subject: Submission of the final Internship report on “Consumer Behavior of STAR Cineplex”

Dear Miss,

Here is the report that you had asked me to prepare as part of the course work for my internship course (BUS400). The title of the report is “Consumer Behavior of STAR Cineplex”. In my report I have discussed about Consumer Behavior and how they think about the brand. I would like to thank you for giving me this topic as I have learnt a lot from it. If you have any questions regarding this, I will answer them as per my capability. Hopefully, I will be able to meet your expectation and get to enrich my knowledge about business.

Sincerely,



MD. Faisal Rabbi
ID-12204028

Letter of Endorsements

15th August, 2017

Ms. Laila Naznin
HR Manager
ShowMotion Ltd. (STAR Cineplex)
Level 8, Bashundhara City Shopping Mall
Dhaka 1205, Bangladesh.

Subject: Letter of Endorsements

Dear Ms. Laila Naznin,

I, Ms. Mayesha Tasnim, hereby authorize my student (MD. Faisal Rabbi), to make an internship report on your organization and fill the forms on my behalf. He will also claim the detail and other related non-confidential documents from your office, you can offer on my behalf. I have asked him to verify all the documents and collect the details from your office within 15th November, 2017. You are requested to allow him complete access to the above mentioned grounds. Feel free to contact me via email on mayesha.tasnim2000@gmail.com for any further clarifications needed.

Thank you very much.

Respectfully yours,

Mayesha Tasnim
Lecturer,
BRAC Business School

Acknowledgment

First and foremost, I would like to thank MS. Mayesha Tasnim, lecturer BRAC Business School. I would like to thank her for inspiring me that I shall forever treasure. Along with that I would like to thank her for providing me with detailed instructions on how to proceed with my report and also for supporting and helping me when I was faced with problems.

Secondly I would like to thank my organization STAR Cineplex for helping me to complete my internship report on the topic I have worked on. The successful completion of this report might never have been possible in time without their support. I feel short of words to thanks my parent and friends who had directly or indirectly instrumental in the completion of the report. I am indebted to all for their time and not forgetting the almighty Allah for showering blessings on me during the completion of internship report.

Executive Summary

Film industry represents any one country's culture, their behavior, traditions and having the entire single thing the country having of their own. Basically, film industry is just like a window of a society by which any country can earn lots of money. If any country has a good film industry, it can easily reflect their culture through this and different people of the world are highlighted in the film industry. Bengali cinema is passing through a very crucial time. The number of cinema hall has gone down to half and so has the number of cinemas being released. Since 2010, Bangladesh has developed several substantial creation and circulation companies such as, Jaz multimedia and Tiger media limited. The year 2014 ended up being the most profitable year in our film industry. Some production houses are trying a lot to bring good quality movies so that we can change our concept about our cinema. STAR Cineplex show Motion Limited, incorporated in 19th December 2002, and pioneered the modern Multiplex Movie Theatre industry with STAR Cineplex brand in Bangladesh. With lucid vision for the entertainment development in the country, the local and foreign promoters of Show Motion Ltd. started the first international quality state-of-the-art multiplex cinema theatre on 8th October 2004 in Bangladesh at Bashundhara City Mall at Panthapath, Dhaka. As STAR Cineplex is the first multiplex in Bangladesh, STAR Cineplex wants to provide an international quality state-of-the-art multiplex cinema theatre in order to capture the market. STAR Cineplex has managed to compete very well in the market using an excellent way to keep the customers attracted. My report is about the perception and preference of different customers for the Cineplex in Dhaka.

The customers' tastes and preferences keep changing day by day. The factors like price, quality, place, the service delivery, ambience, physical elements- interior, parking and many more influence the perception and preference of the customers towards a particular good or a service. And for my report I have used only the questionnaire survey method to conduct my analysis. And for the analysis of my data I used graphical representation of the data that I collected from our respondents.

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Profile of the Organization

With a lucid vision for the development of the entertainment industry in the country, ShowMotion Ltd. started the first international quality state-of-the-art multiplex cinema theatre on 8th October, 2004 in Bangladesh at Bashundhara City Mall at Panthapath, Dhaka. Show Motion Limited pioneered the modern Multiplex Movie Theatre industry with STAR Cineplex brand in Bangladesh. STAR Cineplex now has six fully digital cinema screens with state-of-the-art 3D Projection Technology, Silver Screens, Dolby-Digital Sound and stadium seating. With a total capacity of 1,600 seats the theater has large lobby with full concession stands serving popcorns, soft drinks, ice-creams and many other items. Star VIP and Star Premium, the first premium movie theatres in the country, started its journey through a ceremonious event which was held at the Bashunhara City Shopping Complex. The new halls are equipped with latest technologies including a cozy seating arrangement, X-Mirror SD, Dolby Atmos sound system, a VIP lounge and world-class interior, which will give the moviegoers a completely new experience. In addition to scheduled shows, STAR Cineplex also caters to special corporate bookings, red-carpet premieres and private events. As an organization, STAR Cineplex has assigned a total of 6 departments which includes the Marketing, Human Resources, Security, IT, Administration, Customer Care and Services department. Around 170 people are working at STAR Cineplex, where 30 people in the administration department and the rest 140 employees are in the customer care and service department. This year they have celebrated their 13th anniversary and making concerted efforts to bring great movie experiences to Bangladesh. The enterprise plans to open 5 more movie theatre country wide as well as within Dhaka city. The anniversary event took place at STAR Cineplex Auditorium on October 8th, where the announcement was made. Over the years STAR Cineplex kept the moviegoers enchanted with many Hollywood hits, as well as quality local films. The parent company, Show Motion Limited has brought many films to the city dwellers which proved too stiff a challenge for other cinema hall owners. Thus the journey of STAR Cineplex was pioneering; and it was adorned with love from the film buffs. With the span of time, the multiplex has become a familiar spot for quality entertainment and weekly outings.

Their goal is to provide the most modern, comfortable, cinema viewing experience of Hollywood and quality Dhallywood releases for a locally adjusted price for our youth and family centered audiences in Dhaka. They aim to be the highest-value entertainment provider in Bangladesh with integrity & professionalism in every step.

Introduction

As I have been working at STAR Cineplex for over nine months in the Marketing Department, I have had access to the consumer preference patterns. As a result, I can conjure a clear picture while analyzing consumer preferences with experiences of direct interactions with consumers. Another reason for choosing this topic is that- I have always been interested in the multiplex business and seeing how Bangladesh is flourishing with its higher GDP rate every year, the country will need to expand the multiplex business in every division. I think no other multiplex in the country is as reputed and recognized as STAR Cineplex, and proper report on how consumers react to such a big brand like STAR Cineplex will be of great significance while founding the new multiplexes. I have worked here while being a student of BRAC University and my work here has inspired me to build a career and gain success by staying in this field. I believe my report is going to be unique in quality with its real-time insights on consumers, and thus of much value for BRAC Business School. Furthermore, the feedback I will get from BRAC University on this report is going to be of much help for the business of STAR Cineplex as well.

Description of the Organization

STAR Cineplex show Motion Limited, incorporated in 19th December 2002, and pioneered the modern Multiplex Movie Theatre industry with STAR Cineplex brand in Bangladesh. With lucid vision for the entertainment development in the country, the local and foreign promoters of Show Motion Ltd. started the first international quality state-of-the-art multiplex cinema theatre on 8th October 2004 in Bangladesh at Bashundhara City Mall at Panthapath, Dhaka. STAR Cineplex now has six fully digital cinema screens with state-of-the-art 3D Projection Technology, Silver Screens, Dolby-Digital Sound and stadium seating. With a total capacity of 1,600 seats the theater has large lobby with full concession stands serving pop-corns, soft drinks, ice-creams and many other items. In addition to scheduled shows, STAR Cineplex also caters to special corporate bookings, red-carpet premieres and private events. Visit www.cineplexbd.com for updated movie schedules and online ticket purchase. . This year they celebrated their 13th anniversary and are making concerted efforts to bring great movie experiences to Bangladesh. The enterprise plans to open 5 more multiplex countries wide as well as within Dhaka city, announced by STAR Cineplex chairperson Mahbub Rahman. The anniversary event took place at STAR Cineplex Auditorium on October 8th, where the announcement was made. Beginning its journey in 2004, STAR Cineplex, over the years kept the moviegoers enchanted with many Hollywood hits, as well as quality local films. Over the years, Show Motion Limited has brought many films to the city dwellers which proved too stiff a challenge for other cinema hall owners. Thus the journey of STAR Cineplex was pioneering; and it was adorned with love from the film buffs. With the span of time, the multiplex has become a familiar spot for celebrations and quality entertainment. STAR VIP and Star Premium, two premium movie theatres in the country, started its journey through a ceremonious event was held at the STAR Cineplex in the capital's Bashundhara City Shopping Mall. The new halls are equipped with latest technologies including a cozy seating arrangement, X-Mirror SD, Dolby Atmos sound system, a VIP lounge and world-class interior, which will give the moviegoers a completely new experience. Their goal is to provide the most modern, comfortable, cinema viewing experience of Hollywood and quality Dhallywood releases for a locally adjusted price for our youth and family centered audiences in Dhaka. They aim to be the highest-value entertainment provider in Bangladesh with integrity & professionalism in every step. As STAR Cineplex is first multiplex cinema theatre in Bangladesh

so from the point of STAR Cineplex, they want to provide an international quality state-of-the-art multiplex cinema theatre in order to capture the market. For this STAR Cineplex has assigned a total of 6 departments which includes the Marketing, Human Resource, Security, Administration, Customer Care and Services department. Around 170 people are working at STAR Cineplex, where 30 people in the administration department and the rest 140 employees are in the customer care and service department. They want to achieve the best customer relation and want consumers to be stuck with their theater instead of their main competitor, Blockbuster Cinemas. Other than Blockbuster Cinemas, they also have a few local competitors in the market and one of them is Balaka, Even though Balaka is targeting a different group of customers STAR Cineplex has managed to compete very well in the market using an excellent way to keep the customers attracted. This is basically done with charging a low price and giving the customers a suitable place to watch movies in 2D and 3D with a luxurious way helping them to target different segments of customers. They want to keep sustainability in the minds of the customers and want to create an image of them in the mind of the customers for a long run. STAR Cineplex is conducting their promotions through the local and foreign promoters of Show Motion Ltd. They have always been promoting their new movie arrival through newspapers and online. For special cases, in case a very renowned movie has been released, text messages are sent to customers who have visited there to watch a movie before. Through this strategy, STAR Cineplex is trying to keep the existing customers to keep in touch with them. Discount offers are also given to customers through the telecommunication operators to attract customers to keep coming to their theatre to watch movies.

There are basically six departments in STAR Cineplex. Those are Marketing, Security, Administration, Customer Care Services and Human Resource department. Human Resource department is the one that fulfills the requirements of the organization needs and other departments ensure smooth functionality of the organization.

HR Department

This department serves with figure out those best people, who might alter for this association. This Branch Additionally motivates those workers done Different routes.

- ✓ Recruiting new representatives would their worry.

- ✓ Preparing and improvement of the interns would be setting off On a great lifestyle alternately not is likewise their worry.
- ✓ Compensation, Worker benefits, abandons What's more administration standards system What's more up gradation.
- ✓ Placement and execution examination from claiming representatives.
- ✓ Get ready related reports

Recruitment Process

The recruitment processes for quality of an executive are as follows:

- a) Coursing library about opening to an official may be disseminated "around those separate departments, everyday newspapers, Furthermore web vocation locales.
- b) Once the CV is collected, it is screened to the best hopefuls and they would be called for situation presentation.
- c) Those case is as a rule Gave with real-life undertaking topic, the place the hopefuls would provided for 3 hours on get ready the instance and available.
- d) When that case is exhibited the hopefuls are shortlisted.
- e) Those shortlisted hopefuls are called for last meeting and the best nomination may be picked around the lot of people.

Marketing Department

The essential work of the promoting division is with keep up the association for the customers What's more customer. They communicate the thought of both the parties between two parties. They are one of the most important parts of STAR Cineplex because they are the team who find out the things customer needs and finding the need is one of the most useful ways to keep the client happy. This department is the heart of the whole organization and it co-ordinates within the functions of the various department in company. This department is also important for research purpose. This gives some important information to the Marketing department of STAR Cineplex, like

- a. Viability of the general correspondence fight.

- b. Client response what's more reaction something like those computerized correspondence fight.
- c. Finding out the motivations that make correspondence crusade fizzle with bring All the more arrived at alternately engagement What's more mark background.

This information that helps marketing department to take decisions are-

- If the promoting section arrangements fill into the customer Also consumers or not?
- What kind of claiming computerized correspondence crusade is necessary with help to create more successful correspondence campaign?
- What might have been those achievements of the campaign?
- The thing that progress is required in the campaign? and so forth throughout this way, observing and stock arrangement of all instrumentation may be etc.
- Creating duplicate to correspondence with respect to Online networking.
- Creating weekly post logbook for correspondence to Online networking.
- Outlining those A large portion imaginative for computerized correspondence.
- Visualizing the thought of fight Furthermore challenge.
- Finalizing design and so forth throughout this way, observing and stock arrangement of all instrumentation may be etc..
- Google advertisement, Facebook promotion plan.

Accounting Department

The Accounting Department of STAR Cineplex is responsible for management of the organization's cash flow and ensuring there are enough funds available to meet the day-to-day payments. These are some of area of their work.

- Accounts Payable (money out)
- Accounts Receivable and Revenue Tracking (money in)
- Payroll
- Reporting and Financial Statements
- Financial Controls

Objectives of the report

The General Objective of this study is to get a definite idea about Consumer behavior towards STAR Cineplex. As well as it will show a primary feasibility of multiplex business in Bangladesh. Along with that I need to identify the difference between Multiplex and Cineplex (Single screen) in Dhaka on Financial aspect Customer satisfaction Infrastructure Facilities provided Employees behavior.

Literature Review

Film industry represents any one country's culture, their behavior, traditions and having the entire single thing the country having their own. Basically film industry is just like a window of a society by this, any country can earn lots of money and not only this but also if any country has a good film industry can easily reflect their cultures throughout this way and all over the people of the world are highlighted by film industry. Bengali cinema is passing now a very crucial time. Reducing number of cinema hall goes down into half and also the releasing new cinema has additionally boiled down into half. Since 2010, Bangladesh has developed several substantial creation and circulation companies such as, Jaz multimedia and Tiger media limited. The year 2014 ended up being the most profitable year in our film industry. Some production houses are trying a lot to bring good quality movies so that we can change our concept on our cinema. STAR Cineplex show Motion Limited, incorporated in 19th December 2002, and pioneered the modern Multiplex Movie Theatre industry with STAR Cineplex brand in Bangladesh. Star-Cineplex is becoming more popular day by day. Numbers of audience are increasing day by day however not all age groups people are not coming to watch movies and many prefers to watch movies at home. The main reason behind this is the location. People who live little far do not want to go Star-Cineplex for variable reasons such as traffic jam, cost of the price, new experience etc. Recently Star-Cineplex authority is building new Cineplex in different locations in Dhaka and has a plan to extend their business all over the country. This could be a great step to encourage people to watch movies at Cineplex as it will be near to the audience. TV commercials, billboard and also more Facebook competition are useful to encourage more

people. Different people have different taste in movies so why not release more versatile movies so that people with different taste can come and watch movies of their likings. All in all people are now more interested in going to Cineplex to enjoy 3d experience and sound effects and if Star-Cineplex people can extend their business everywhere in country then tradition to watch movies at home will change, people will go to the Cineplex and watch movies of their likings. STAR Cineplex has managed to compete very well in the market using an excellent way to keep the customers attracted. Our research is about the the perception and preference of different customers for the Cineplex screens theatres in Dhaka. The customer's tastes and preferences keep changing day by day. The factors like price, quality, place, the service delivery, ambience, physical elements- interior, parking and many more do influence the perception and preference of the customers towards a particular good or a service. And for our research we have used only the questionnaire survey method to conduct our analysis. And for the analysis of our data we used graphical representation of the data that we collected from our respondents.

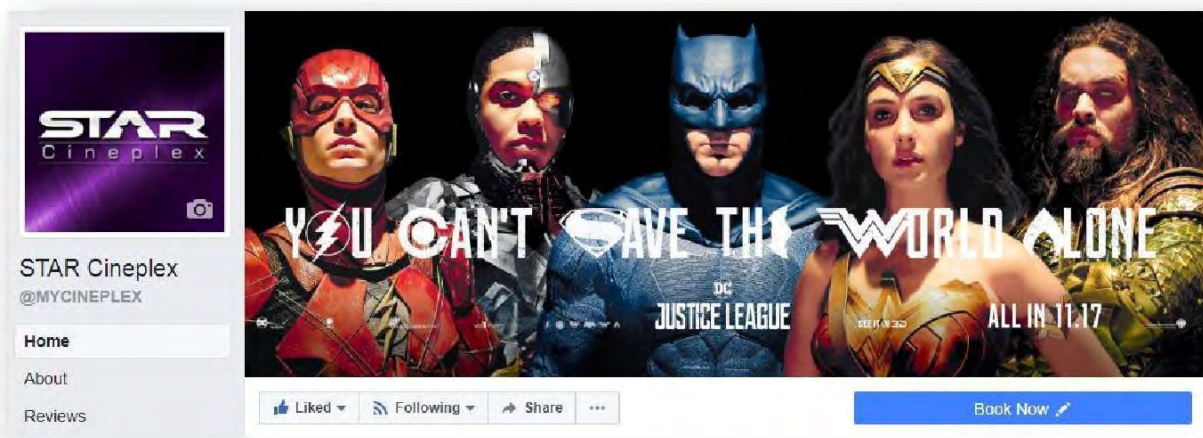
Activities Undertaken

As I have done my major in Marketing, I got an opportunity to work in the digital wing of STAR Cineplex's marketing team. Where I have gained and learned several digital marketing practices. I had started my career as an intern later on I got an opportunity to work in a permanent position as a management trainee in marketing department at STAR Cineplex. This is where I have come across with different tasks and activities that are conducted by the Digital Marketing Service Department such as website, facebook, YouTube, Instagram.

- Gathering on the web promotional technique to facebook & Instagram.
- Duplicate composing to Facebook & Instagram Entries.
- Delivering output/Facebook, Instagram & Youtube post innovative to Regard. Making Weekly Post logbook.
- Briefing Vendors about Application and Game Development
- Settling on estimates of the costs and endorsement starting with the official chief.
- Making necessary plans for Facebook feature making Furthermore photograph shoot.
- Calling dependent upon those viewers Also chiefs for At whatever short or reaction.
- Taking part in the decision-making process with the team leaders or when the reporting boss is unavailable.
- Taking short Furthermore reaction starting with the customer.

By looking at the statistics on Wikipedia, we can see that 41.63% Internet users of Bangladesh are Facebook users by which we can say that social media in Bangladesh is very popular. With the following information in mind and ranking of Facebook brand pages from socialbakers.com website mostly telecom, fashion and electronic brands in Bangladesh both international and national brand have made themselves available on social media and have a strong presence there to interact and make a positive impact on the potential as well as current consumers present online. Below we will find STAR Cineplex that has strong presence on the social media website.

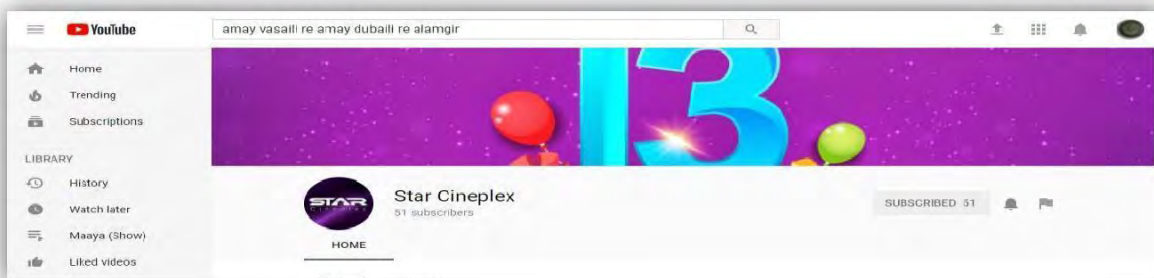
MYCineplex



MYCineplex is the official brand page of STAR Cineplex. It has a very strong presence on Facebook, Instagram and YouTube, three of the most popular social media websites in Bangladesh. According to socialbakers.com which is a Czech-based company that provides social media network statistics and analysis from Facebook, Twitter, Google+, LinkedIn and

YouTube, MYCineplex is the top Facebook multiplex brand page in Bangladesh with over 2,50,000 fans liking its page and receiving posts and status of its product and services on their newsfeeds. Moreover, it has one of the highest numbers of people, talking about it, which is on average about 80,000 people at a given time in its page which shows the fans of this page are highly interactive and the page is engaging. If we look at their Facebook brand page insights we can see that most of their posts have an unpaid reach of 1, 50,000 which is one of the highest reach for a Bangladeshi page on Facebook. Not only that its brand videos is also one of the most viewed brand videos in YouTube with over 50,000 views. More observations show that they keep an interest of their consumers with an average of 2 posts a day with movie update and fun related service posts. MYCineplex's main objective is to increase page likes and post likes on its page to increase engagement with consumers for which they give nonpaid posts and page promotion through Facebook, YouTube, instagram. MYCineplex's presence on Facebook comes with their understanding that a large part of their target group are between 15 to 35 years old and one of the most popular past time of the target group is spending time on Facebook chatting, sharing, liking on posts both of their friends and posts that interest them. So if MYCineplex page is able to be like a friend and posting interesting items on Facebook that interest the target group then the target group consumers will have a good and positive experience which will eventually make them purchase of service, increase likability of brand and loyalty. Moreover, compared to other media it is the cheapest and can directly reach their preferred consumers to give brand experience and involvement.

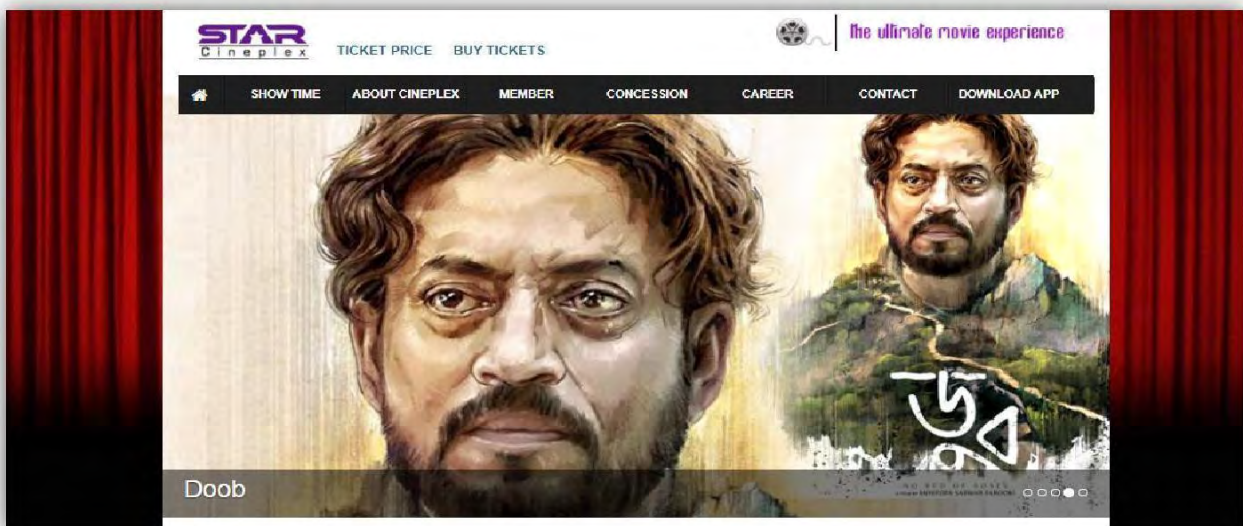
STAR Cineplex YouTube



This is the official YouTube brand channel of STAR Cineplex. One of their main objectives of presence on social media is to drive traffic to their main webpage www.cineplexbd.com. Their

strategy is different from other channels because for other brand channels their main objective is to communicate their brand message and create engagement among online consumers on youtube but on STAR Cineplex brand channel it is to divert the consumers to their own webpage to make awareness about the now showing & upcoming movies. Its digital marketing is also wider than blockbuster and other movie theater in Bangladesh. Currently STAR Cineplex has around 10,000 subscribers on its channel with a people talking about it of 1,000 which show that people are well engaged with this channel through likes, comments and shares of its posts. The other observation is that they mostly post funny and entertaining video on their youtube channel which is product related to gain attention and engagement of consumers to divert them to their main web page to generate more consumer awareness.

STAR Cineplex Website



STAR Cineplex website is the official web page for STAR Cineplex. Currently this website has one of the highest viewers for multiplex brand web according to socialbakers.com in Bangladesh having around 10, 00,000 viewers. This website weekly updated their movie schedule and all the necessary information. This website is exclusively managed to promote different features and attributes of STAR Cineplex. If we go through the web page www.cineplexbd.com is an extremely useful website for online users to know and be updated about the latest movie news. Fans can also get answers to all their queries related to movies, which is one of the top priorities for STAR Cineplex to operate the website. Additionally, we can also find entertaining viral

videos made to promote new movies to potential online consumers. One of the other reasons of STAR Cineplex to operate a website is because a large part of their target group is between 15 to 35 years old and one of the most popular past time of the target group is spending time on online chatting, sharing, liking on posts both of their friends and posts that interest them. So, if STAR Cineplex website is able to be like a friend and posting interesting items on their website that interest the target group then the target group consumers will have a good and positive experience which will eventually make them come to STAR Cineplex, increase likability of brand and loyalty.

RESEARCH METHODOLOGY

Research Methodology comprises of defining the problem, collection, organizing and evaluation data, making deductions, reaching conclusions and suggesting solutions.

PROBLEM DEFINITION

The problem area is the perception and preference of different customers for the Cineplex screens theatres in Dhaka. The customer's tastes and preferences keep changing day by day. The factors like price, quality, place, the service delivery, ambience, physical elements- interior, parking and many more do influence the perception and preference of the customers towards a particular good or a service. In 2004 the STAR Cineplex started. So, the experiences the local people have had and the future prospects of s STAR Cineplex in Dhaka needs to be studied.

DATA COLLECTION

Secondary data:

Separate distributed Also unpublished (only online) materials fundamentally articles starting with the web have been centered ahead. I have examined and assembled data starting with a number from claiming true sources like:

➤ Books

- Newspapers
- Magazines
- Internet

As I have used many websites and links and book like Research Methodology by C.R. Kothari. Secondary data alone is not sufficient for any research. So, one needs to collect primary data as well. This is a very important part of research methodology.

Primary Data:

The primary data are those which are collected a fresh and for the first time and thus happen to be original in character. For my report I have used only the questionnaire survey method to conduct my analysis. I have prepared a questionnaire and got it filled by 300 respondents.

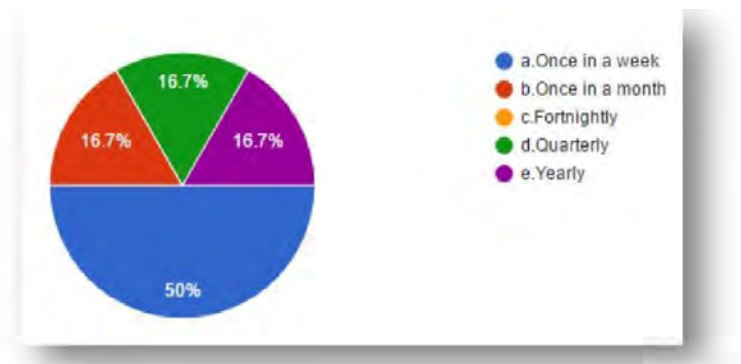
ANALYSIS OF DATA

The following graphs and table are basically a representation of the respondents in the form of questionnaire being filled by them. The number and percentage wise distribution is shown below and also separate analysis of the graphs has been shown therewith. Finally, detailed conclusion of all the graphs has been told focusing on key points as well.

GRAPHICAL REPRESENTATION OF DATA

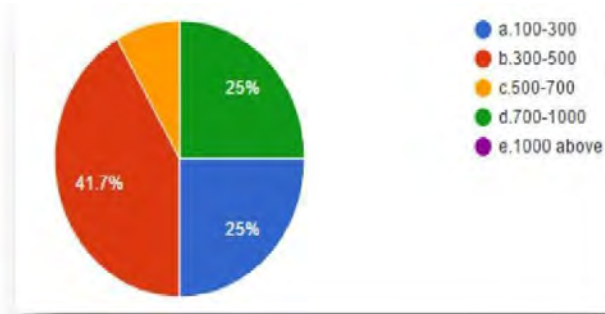
A) How frequently do you watch movies?

- a. Ones in a week
- b. Once in a month
- c. Fortnightly
- d. Quarterly
- e. Yearly



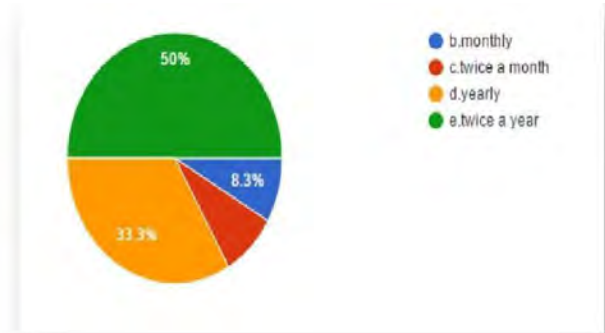
B) What is your expenditure on movies?

- a. 100-300
- b. 300-500
- c. 500-700
- d. 700-1000
- e. 1000 above



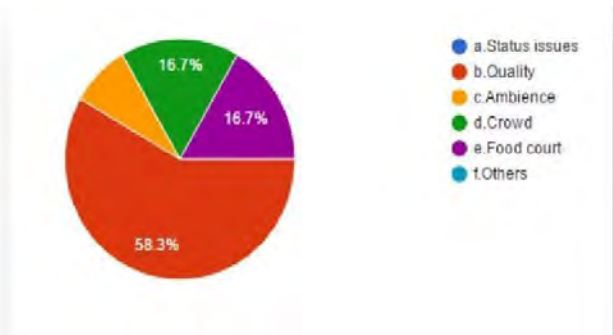
C) How often do you visit STAR Cineplex?

- a. Weekly
- b. Monthly
- c. Twice a month
- d. Yearly
- e. Twice a year



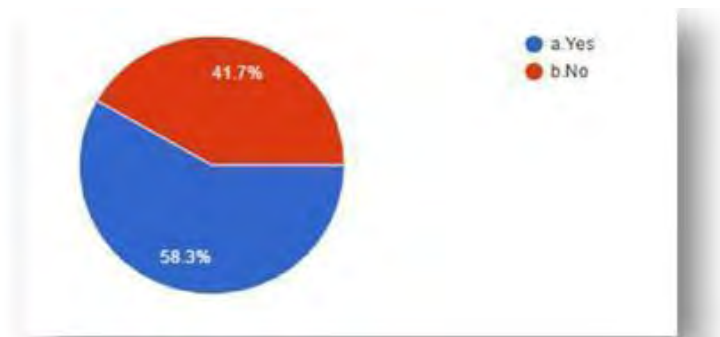
D) For what specific reason would you prefer STAR Cineplex?

- a. Status issues
- b. Quality
- c. Ambience
- d. Crowd
- e. Food court
- f. Others



E) Do you find STAR Cineplex in your budget?

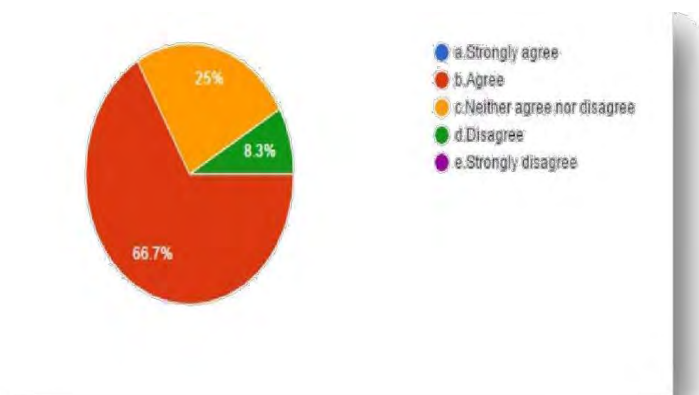
a. Yes



b. No

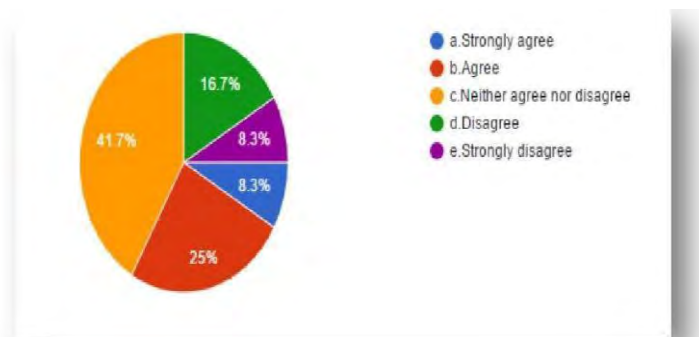
F) Do you feel the food court at STAR Cineplex is too expensive?

- a. Strongly agree
- b. Agree
- c. Neither agree nor disagree
- d. Disagree
- e. Strongly disagree



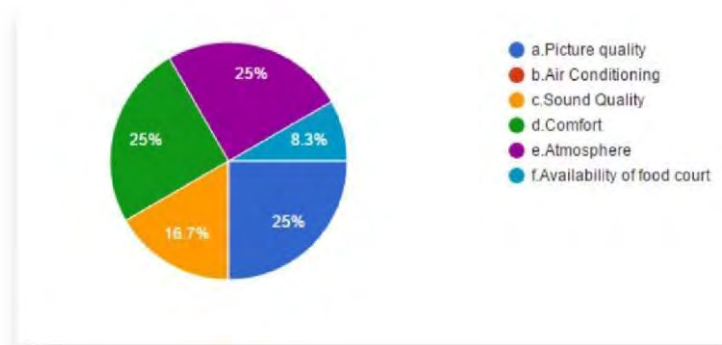
G) Do you find the ticket price of STAR Cineplex is paid off by the service quality provided?

- a. Strongly agrees
- b. Agree
- c. Neither agree nor disagree
- d. Disagree
- e. Strongly disagree



H) Which feature of multiplex contributes to your satisfaction?

- a. Picture quality
- b. Air Conditioning
- c. Sound Quality
- d. Comfort
- e. Atmosphere
- f. Availability of food court

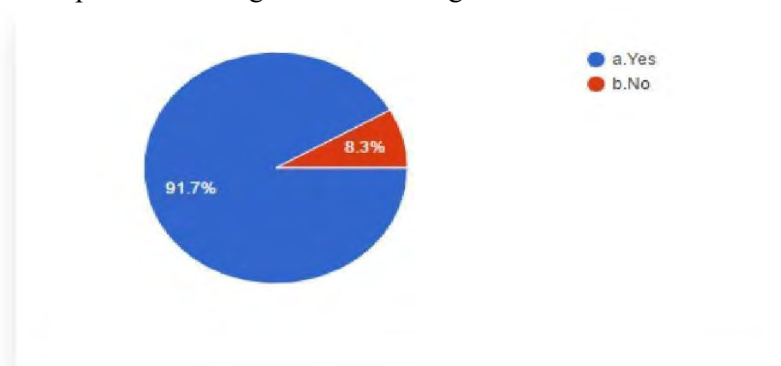


I) your suggestions -



J) Do multiplexes like STAR Cineplex have a bright future in Bangladesh?

- a. Yes
- b. No



INTERPRETATION OF DATA

I have found that 50 % of the total respondents are visiting cinemas only once in a week. But the strange fact is that the second higher figure is 17% people visiting once in a month. From this analysis we found that 94% of the total respondents would prefer to go to STAR Cineplex in Dhaka. This is obviously due to the quality and service provided by Cineplex. Only the 6 % are not willing to go to STAR Cineplex because of the high price and their low disposable income. You can see that how with time the taste and perception of the customers regarding the venue of movie watching has changed. The preference of the customers for the STAR Cineplex is majorly an influence of the quality provided by the STAR Cineplex. People go for movies to get entertained, and STAR Cineplex gives a value addition to them, in youngsters this is a new trend and just to keep up with their peer pressure they are to move along the tide. This satisfies the customer more. Out of 30 respondents, 3 (6%) preferred other instead of STAR Cineplex. So in some questions they are not applicable like in this Most of the people in Dhaka find STAR Cineplex in their budget. 59% said YES to the question. Rests 41% are not finding the STAR Cineplex in their budget. They feel that Multiplex is unreasonably expensive and the prices are not suitable to their pockets. We came to know that though the customers find the food courts in the STAR Cineplex are too expensive but they are even then agree rather strongly agreed with the quality provided and the price paid. The 18% responded as disagreed but still 58% are strongly agreed about the price paid off and the service quality provided. Out of 30 three respondents were not in the favor of STAR Cineplex so in some queries they have marked as Not Applicable.

Why are Multiplexes preferred over the single screens?

On the basis of our analysis, 94% of the people think that Multiplexes are better options than Single Screen (Cineplex) whereas; only 6% negate the fact. The reason behind this can simply be answered by pointing out the difference between single screen and multiplexes.

Multiplexes	Single Screen
The multiplexes enjoy rebates and exemptions from the government. (Entertainment Tax).	Single Screen dose not enjoy such exemptions on part of government.
They just don't offer movie but also offer so called add-on facilities.	Cineplex on the other hand offer only movies and no extra facilities.
They offer customer with choice indifferent movies.	Single screens do not offer such facilities with no options to the customers.
Talking of the ambience, multiplex offer better sitting, Dolby digital sounds and good graphics for viewers	Single screens on the other hand do not offer such facilities to viewers.
Multiplexes, by offering food courts, ATM Facility, shopping facilities can offer Add value to money to customers.	Single Screen on the other hand does not offer add value to money to the customer's income.

Constraints/Challenges and Proposed Course of Action for Improvement

The quality that STAR Cineplex aims to achieve in Bangladesh is of international level. However, they have not exactly met the standards perfectly. As it is an international franchise business, the quality they offer in Bangladesh, is lower than compared with the foreign countries. For this, STAR Cineplex needs to have more technological upgraded tools and machines in order for a better view of movies in the theatre. There are always an international standard quality bar set for any franchise business and they must always maintain this to be a good existing and competitive business in the market. Keeping an updated list of movies to show to their customers will always keep existing and new customers to come to their theatre regularly. Increasing their promotion level of movies in different places will also lead to more people knowing about their movie schedules. In my opinion I also believe that they should have more branches of their theatres spread throughout Dhaka and Bangladesh. This is because in Dhaka many people are unable to reach STAR Cineplex due to huge traffic and poor transportation systems. Increasing the number of theatres would make it more feasible for people to go and watch movies and in Bangladesh; the amount of theatres with a standard quality being maintained is very poor. So expanding throughout Bangladesh would lead to a great boom for STAR Cineplex.

Lessons Learned from the Internship Program

Being a recent intern, I have come to learn that in the job-hunting world, they will not look at my resume if I do not have some sort of relevant work experience. Internships are a great resource for that, but that's not the only thing I should be taking with me from my student work stint.

Whether I was doing coffee runs or pitching stories, it is important to absorb lessons that will help me land and succeed at that future job. Here are seven things that I have learnt from my internship period that helped me land my job at this sector.

1. Punctuality in all aspects

Whether it is arriving early in the morning or getting a task done on time, punctuality is essential. I managed my time well to get things done. It showed that I was dedicated to my work, and that I am capable of responsibility and professionalism.

2. The eager beaver intern

I showed my enthusiasm by absorbing everything like a sponge, from corporate culture to knowing the nitty-gritty processes involved in company deliverables. I took initiatives and even if I was unsuccessful, I still learnt how I can improve upon my work. I was resourceful in handling projects and made sure that I got noticed by my higher-ups in a positive way.

3. Adopting new skills

Working skills that I think will be useful in my industry, and considered that capitalizing on my work. Utilize the skills in part-time jobs or freelance projects in tandem with my work placement. When I was interning, I covered events as a videographer- it was a good networking opportunity. If I had extra time, I would also write articles about the events as portfolio samples. Later on, I decided to help out budding art initiatives with their marketing by providing video teasers. These vides helped me gain other opportunities, and now, especially as I work at a company that is very digit-centric, I'm more aware of the advantages of online video both for my resume and as a marketing tool. It's not about being a jack-of-all-trades but instead using my skills to strengthen my forte.

4. Researching my targets

In my case, I read the publications I wanted to work for and I also suggest following the writers. Follow the company on facebook to keep apprised of vacancies and read all of their social media platforms to get a better feel of their office culture.

5. Connect with people at my career-level

We always hear how it's important to have experienced industry leaders to look up to, but it's also essential to practice horizontal loyalty and develop relationships with people who are at the same career level, no matter which industry they're in. So, I collaborated on projects together and provided feedback on other's recent work.

Concluding Statements

As it is the first multiplex cinema theatre in Bangladesh, it has brought a huge change in the trend of watching movies in theatres for people of Bangladesh. However, there has been several problems identified and STAR Cineplex has to overcome and go ahead with keeping an international standard to be existent in this world of a highly competitive market. To have a competitive advantage they need to increase the number of movie halls and arriving with the international movies in the right time and upgrading their technologies and coping up with the advanced technological world. These are basically the wants of the consumers in the situation going on. Moreover, the competitive world will always try to bring in new ways and techniques to grab the market and STAR Cineplex has to anticipate the upcoming problems and solve the current ones in order to sustain.

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Appendices

Consumer behavior of STAR Cineplex

* Required

A) How frequently do you watch movies? *

- a. Once in a week
- b. Once in a month
- c. Fortnightly
- d. Quarterly
- e. Yearly

B) What is your expenditure on movies? *

- a. 100-500
- b. 500-600
- c. 600-700
- d. 700-1000
- e. 1000 above

C) How often do you visit Star Cineplex? *

- a. monthly
- c. twice a month
- d. yearly
- e. twice a year

D) For what specific reason would you prefer Star Cineplex? *

- a. Status issues
- b. Quality
- c. Ambience
- d. Crowd
- e. Food court
- f. Others

E) Do you find Star Cineplex ticket price reasonable? *

- a. Yes

k.No

F) Do you feel the food court at Star Cineplex is too expensive?*

- a.Strongly agree
- b.Agree
- c.Neither agree nor disagree
- d.Disagree
- e.Strongly disagree

G) Do you find the ticket price of Star Cineplex is paid off by the service quality provided?*

- a.Strongly agree
- b.Agree
- c.Neither agree nor disagree
- d.Disagree
- e.Strongly disagree

H) Which feature of multiplex contributes to your satisfaction?*

- a.Picture quality
- b.Air Conditioning
- c.Sound Quality
- d.Comfort
- e.Atmosphere
- f.Availability of food court

I) Do you think multiplexes like Star Cineplex have a bright future in Bangladesh?*

- a.Yes
- b.No

J) Your suggestions

more reasonable price

Responses result of the Survey