



Inspiring Excellence

## **Internship Report**

**on**

### **“Client servicing and Public engagement of Mirai International Event Management”**



#### **Prepared for:**

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ID: 12104240

**Date of Submission: 21<sup>st</sup> December, 2017**

**Internship Report**  
**on**  
**“Client servicing and Public engagement of Mirai International  
Event Management”**



## Letter of Transmittal

December 21<sup>st</sup>, 2017

Mr. Jubairul Islam Shawon

Lecturer,

BRAC Business School

BRAC University

**Subject:** Public Relations and Client Management Activities of Mirai International Event Management BD Ltd.

Dear Sir,

This is my great pleasure to submit the Internship Report on “Public relations and Client management of Mirai International Event Management”. This report was assigned by you during my internship period in Mirai International Event Management.

This report was made as the final requirement of my Bachelor of Business Administration (BBA) Degree. I have tried my level best to bring a fruitful report obeying all your directions and guidelines carefully. I tried to gather all the related information within this small time frame by observing direct operations, taking interviews and reading related materials for preparing this report.

I am grateful to you for your guidance and kind cooperation at every step of my endeavor on this report. I hope that you would be kind enough to accept my internship report and oblige me thereby.

Sincerely yours,

Ashraful Islam

ID: 12104240

BRAC Business School

BRAC University



## Letter of Endorsement by Supervisor

This is to certify that Ashraful Islam is a student of BBA, ID: 12104240 successfully completed Internship program entitled “Client servicing and Public engagement of Mirai International Event Management” a study on Mirai International Event Management under my supervision the partial fulfillment for the award of BBA degree.

He has done his job according to my supervision and guidance. He has tried his best to do this successfully. I think this program will help his in the future to build up his finer career.

I wish his success and prosperity.

.....

**Jubairul Islam Shawon**

Internship Supervisor

Lecturer

BRAC Business School

BRAC University

## **Acknowledgement**

First of all, I want to express my special gratitude to Almighty Allah for giving me the opportunity & strength to complete the report on time. While I was preparing the internship report I must have to appreciate the help and guidance given to me by **Mr. Jubairul Islam Shawon** as my internship Supervisor. Without his help it would not be possible for me to compile information and complete the report in time.

I would like to give big thanks to all the staff of Mirai International Event Management, they made my experience there very pleasant. Specially **Mr. Forhad Munir**, Manager, Activations, for his kind co-operation during my Internship tenure. He was my Supervisor in Mirai International Event Management BD ltd. I would like to express my foremost gratitude to other officials of Mirai International Event Management BD ltd who helped me and gave me their valuable time, providing me with the most relevant information on the basis of which I have prepared this report. My heartiest gratitude also goes to my university for giving me the opportunity to prepare the internship report.

Finally, I would like to express my sincere appreciation to Ms. Shakila Akhter (Manager) & All others colleague and staff of Mirai International Event Management, whose liberal guidance, attention, advice, suggestions and particularly firm encouragement always kept me toward a right path to complete the report.

## **Executive Summery**

Mirai International Event Management (MIEM) BD Ltd. is a reputed Bangladesh-Japan joint venture Event Organizing Company. It has successfully organized national and international expos in several countries. Mirai International Event Management (MIEM) is a fully integrated event management, creative and experiential marketing company which is specialized in organizing and managing global event and expo solutions through a power team of innovative, energetic and dynamic souls.

Mirai International Event Management (MIEM) is an event management company which is committed to achieve success by organizing international events with participations of young, dynamic and talented group. The purpose is to deliver insightful, simple and creative solutions via events, experiential marketing and corporate hospitality. They also deliver corporate events, conference, exhibitions, concerts and brand experience locally and globally.

The Mirai International Event Management (MIEM) team is expert in organizing and managing corporate events, delivering the very best value of money and creating something special behind the scenes. Their aim is to take Bangladesh to the next level in near future by showcasing their products as we all know how rich our country is in garments, textiles, leather, handicrafts and other sectors. Our products and services quality is doing better recent days than many countries but we never have got the chance to explore much. MIEM is working on it to get more exposure of our own products and services worldwide.

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# **Chapter: 1**

## **INTRODUCTION**



## **1.1 Organization Overview:**

Mirai International Event Management BD Ltd (MIEM) was founded by a group of Bangladeshi and Japanese businessmen, who have years of hand on experience of working in the event management sector globally. A Japan-Bangladesh joint venture company, Mirai boasts an well diversified and adopted management team who have been responsible for several successful events in the past. The Mirai team members have organized trade expos, concerts, grand weddings, important seminars in Bangladesh. Creating the excellent combination of expertise offered by Mirai, it promises to become one of the most leading event management organizations in the world, within next few years. Mirai International Event Management is a fully integrated event management, creative and experiential marketing company which is specialized in organizing and managing global event and expo solutions through a power team of innovative, energetic and dynamic soul. I am grateful to Mirai International Event management BD. Ltd. for giving me the opportunity to complete my internship in their organization. The journey has been started from 25th September 2017 for a period of 03 Months till 26th December 2017. During the internship period I have been working under Public Relations and Client Management. It has been gathered information from the superior as well as from the concerned persons of the company. Basically we have not enough chance for gather practical knowledge because our education system this thing does not allow. So it is the great chance for us to gather practical experience by getting involved internee with an organization. I think that it is important to know how the office works, how the promoting functions, and how the association attempts to control their business sectors. So, the opportunity has been provided by the marketing department of MIEM. My whole internship work has been doing under the supervision of Public Relations and Client Management department. I gathered practical knowledge of Digital Marketing, Networking, public relations, Client meeting and Event organizing, Client handling.

It was immensely beneficiary for me to gather this kind of practical experience.

Mirai International Event Management BD Ltd. is the sister concern of Mirai Group. Mirai Group has 10 different sister concerns that focus on leather craft, event management, textile and composite, auto park, fashion and style, international business consultancy, properties business management and so on. The concerns are-

**Sister concerns of Mirai Group:**

1. Mirai Manpower Ltd.
2. Mirai International Trading Co. Ltd.
3. Mirai Leather Craft Ltd.
4. Mirai Textile and composite Ltd.
5. Mirai International Business Consulting Ltd
6. Mirai Auto Park Ltd
7. Mirai Properties Management Ltd.
8. Mirai Fashion House Ltd.
9. Japan Platinum Club.

## **1.2 Rationale of the study:**

During the academic learning the students in our education system has limited scope to gather relevant practical knowledge. So, it is a great learning experience chance for the undergraduate students like us to gather practical experience by getting involved ourselves as an internee with an organization.

Marketing as major, I think it is necessary to know how the marketing works, how the department operates and how the organization works to deal with their target markets with the combination of internal and external stakeholders.

Showcasing as significant, I think it is important to get an overview on how the promotional activities are carried out, what are the management initiatives to regulate the company and how the association attempts to control their business sectors with the blend of inner and outer representatives.

In this regard, the opportunity has been provided to me by the marketing department of MIEM. My whole internship work has been doing under the supervision of Public Relations and Client Management department. I gathered practical knowledge of Digital Marketing, Networking, public relations, Client meeting and Event organizing, Client handling, etc. some of which I have discussed in this report.

It was immensely beneficiary for me to gather this kind of practical experience.

### **1.3 Background of MIEM:**

The word “MIRAI” is the transliteration of the Japanese word for “FUTURE”. It signifies our focus on the ever-changing world of the 21st century, where the demands of our clients are also constantly changing and becoming more challenging, equipped with the experience and aptitude of our highly experienced team, we welcome the future and the changes with open arms.

Mirai International Event Management Bd. Ltd. is a reputed Japan-Bangladesh Joint venture event organizing company that has formed a group with very powerful, dynamic and experienced young souls to organize successful expos, taking all the risk and responsibilities. Mirai Group was established in September 2015 by Akira Isono as a Chairman. He is one of the most successful personalities in business circle of Japan. He has maintained a high profile by showing caliber in doing business and has provided leadership to business community in different capacities. Akira Isono does business in Bangladesh, Japan and UK for 19 years, including 2 years as Chairman of MIEM. In 2008, he became the President & CEO of Takeheed Marketing Co. Ltd in Tokyo. He is developing a resort casino project at Tinian island in Northern Mariana Island which is named “Marianas Resort”.

Mirai International Event Management is always ready to deliver insightful, simple and creative solutions via events, experiential marketing and corporate hospitality. We can arrange corporate seminars, conference, exhibitions and concerts. Now, for the first time ever, they are organizing the World’s biggest Single Trade expo in Japan for Bangladesh. MIEM strongly believe that the expo will develop strong business relationships between Bangladeshi and Japanese companies and it will boost our economy as well.

#### **Location of Bangladesh Office:**

Road: 10, Baridhara Diplomatic Area, Level: 04 House: 05,  
Dhaka, Bangladesh.

#### **Location of Japan Office:**

3-9-1 Kamikoga, Chikushino, Fukuoka Prefecture, Japan.



## Company Logo:



Mirai International Event Management (MIEM) BD Ltd. is a reputed Bangladesh-Japan joint venture Event Organizing Company. It has successfully organized national and international expos in several countries. MIEM is a fully integrated event management, creative and experiential marketing company which is specialized in organizing and managing global event and expo solutions through a power team of innovative, energetic and dynamic souls.

MIEM is an event management company which is committed to achieve success by organizing international events with participations of young, dynamic and talented group. The purpose is to deliver insightful, simple and creative solutions via events, experiential marketing and corporate hospitality. They also deliver corporate events, conference, exhibitions, concerts and brand experience locally and globally.

The MIEM team organizes and manages corporate events, delivering the very best value of money and creating something special behind the scenes. MIEM aim is to take Bangladesh to the next level by showcasing their products as we all know how rich our country is in garments, textiles, leather, handicrafts and other sectors. Our products and services are richer than many countries but we never have got the chance to explore much.

### **1.3.1 Vision and Mission of Mirai International Event Management:**

#### **Vision**

MIEM's **vision** is to become markets leading event management firm, through sheer dedication and commitment to our clients, one of the best event management firms in the world. We wish to participate in managing international occasions of enormous magnitudes such as royal weddings, global concerts, and exquisite product launching etc. services.

#### **Mission**

The **Mission** of Mirai International Event Management BD Ltd. (MIEM) is to ensure that every event we host completely satisfies our clients and cater to their exact needs and demands. We try to ensure that every occasion turns out to a special and memorable one with full of joy and happiness.

### **1.3.2 Services of MIEM:**

MIEM delivers insightful, authentic and creative solutions via events, experiential marketing and corporate hospitality. We also organize conferences, exhibitions, concerts, brand experience locally and internationally.

#### **1. International and Local Expo & Fair Solutions-**

- I. International Expo & Fair
  - ✓ International Expo
  - ✓ International Fair
  - ✓ Multinational Expo
  - ✓ Single Country Expo
- II. Local Expo & Fair
  - ✓ Trade Fair
  - ✓ Ekushey Boi Mela

#### **2. Corporate Events Solutions**

- ✓ Lunching Ceremony

- ✓ AGM/EGM,
- ✓ Conference.
- ✓ Meeting, Signing Ceremony.
- ✓ Dealer's Meet

### **3. Social Event Solutions**

- ✓ Engagement
- ✓ Gaye Holud
- ✓ Wedding Program
- ✓ Reception / Party,

### **4. Festival Event Solutions**

- ✓ National Festival (Eid Ul Fitor , Eid Ul Azha , Puja , Pohela Boishak , New Year , Pohela Falgun)
- ✓ Special Day (Women Day, Mother's Day, Father's day)

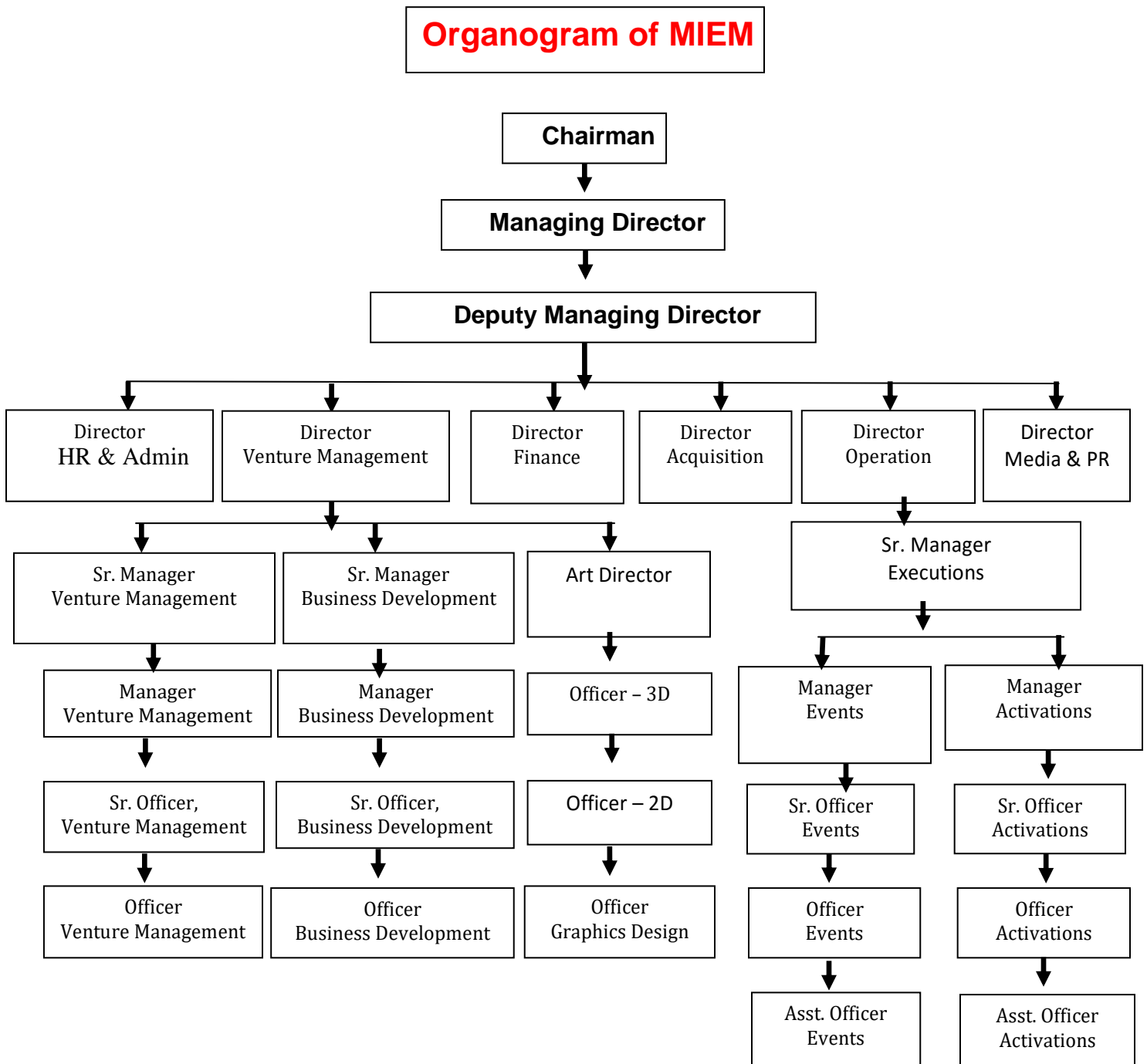
### **5. Cultural Program Solution**

- ✓ Exhibition
- ✓ Fashion Show
- ✓ Award Giving Ceremony
- ✓ Re-Union

### **6. Execution Solutions**

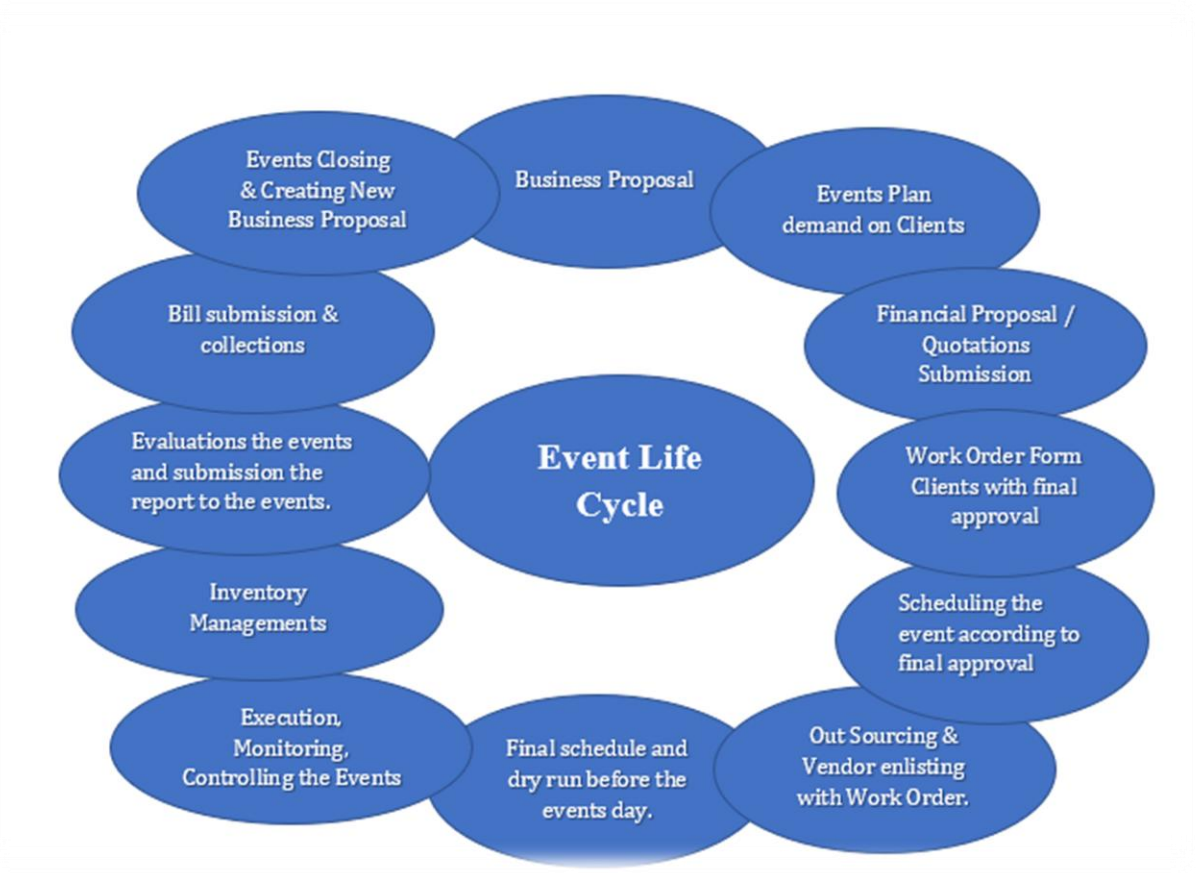
- ✓ Design Stall & Pavilion
- ✓ Execution setup

### 1.3.3 Organogram of MIEM





**1.3.4 Mirai International Event management Lifecycle:**



**1.4 Objectives of the study**

**Main Objective:**

The general objective of this report is to prepare a report based on Public Relations and Client Management of Mirai International Event Management BD. Ltd. As per requirement of BBA program of BRAC Univesity, a student needs to work in a business organization for three months to acquire practical knowledge about actual business operation.

The main objective of this study was to evaluate the client service and public relation activities of Mirai International Event Management BD ltd.

### **Specific Objective:**

- To present an overview of "MIEM".
- To describe the internship job related activities in MIEM.
- To understand process to organize an event and what are requirements behind this.
- To explore the problems in organizing events.
- To know how MIEM build their customers relationship.
- Analyzing & sourcing and client and communicating with proposal.
- Make build up strong relationship with client.
- Researching for the events.
- Selecting and reserving venues.
- Distributing responsibilities according to scheduling.
- Became the market leader and one of the best leading Event Management organization in the country.

## **1.5 SWOT Analysis of MIEM:**

For this report I have done a small **SWOT** analysis for Mirai International Event Management which is given below-

### **Strengths of Mirai International Event Management (MIEM):**

These are the attributes of **MIEM** which are helpful in achieving project's objectives-

1. Experienced event team
2. High motivation level
3. Excellent PR
4. Strong media and corporate contacts
5. Usage of the right event marketing tools

### **Weaknesses:**

These are the attributes of **MIEM** which are harmful in achieving project's objectives.

1. Small social follower base
2. Not a lot of brand recognition
3. Small budget & Market share
4. lack of funds
5. low energy level

### **Opportunities:**

These are those external factors which are helpful in achieving the project's objectives of **MIEM**.

1. Little competition
2. Favorable economic conditions
3. Support from the local authorities
4. Availability of the state of the art infrastructure
5. Great weather coming up.

### **Threats:**

These are those external factors which are harmful in achieving the project's objectives for **MIEM**.

1. High competition
2. Bad weather
3. Unavailability of raw material
4. Poor infrastructure

### **1.6 Related Literature:**

Event management firms are frequently hired to plan and execute large-scale company meetings and special events. While weddings and concerts are common events for an event management professional, sporting events, reunions, and large parties are also occasions that can benefit from event management.

Government entities, nonprofits, associations and corporations all utilize event management companies to coordinate important events and meetings. The event management function can often be found within a corporate marketing or public relations department or as part of their special events staffing.

#### **Meaning of the word 'Event'**

“The use of unconventional media / method involving people witnessing a happening within a capsule of time, for the purpose of communication of a message”

An event is a live multimedia package carried out with preconceived concept, customized or modified to achieve the clients' objectives of reaching out and suitably influencing the sharply defined, specially gathered target audience by providing at complete experience and an avenue for two way interaction.

## **Meaning of the Word 'Management'**

The term "management" characterizes the process of and the personnel leading and directing all or part of an organization through the deployment and manipulation of resources (human, financial, material, intellectual or intangible).

According to the Oxford English Dictionary, the word "manage" comes from the Italian maneggiare (to handle). Management has to do with power by position, whereas leadership involves power by influence.

## **Event in terms of Cultural and social life**

In cultural and social life, an event refers to a social gathering or activity, such as:

- A festival, for example a musical festival
- A ceremony, for example a marriage
- A party, for example a birthday party

## **Event in terms of science**

In science, an event is something that takes place at a particular place and time. Specifically, event may refer to:

- Phenomenon, something observable at a given time
- A point in space time , a concept of the theory of relativity
- Event (particle physics), a set of elementary particle interactions
- Event (probability theory), a possible outcome of an experiment
- Extinction event, when a large number of biological species die out in a relatively short period of time.

## **Functions of management**

Management operates through various functions, often classified as planning, organizing, leading/motivating and controlling.

1. **Planning:** Deciding what has to happen in the future (today, next week, next month, next year, over the next five years, etc.) and generating plans for action.
2. **Organizing:** Making optimum use of the resources required to enable the successful carrying out of plans.
3. **Leading/Motivating:** Exhibiting skills in these areas for getting others to play an effective part in achieving plans.
4. **Controlling:** Monitoring — checking progress against plans, which may need modification based on feedback.
5. **Staffing:** Appointing skill and unskilled workers, and efficient personnel.

## **Types of Event Management**

There are mainly 3 types of event management-

1. Corporate Event Management
2. Product Launch Event Management
3. Special Event Management

## **1. Corporate Event Management:**

A product launch, the company anniversary, sales target achieved or any special event could mark the onset of a corporate event. It demands pure professionalism as you are interacting with people from the high-end category.

Not surprising, that event management companies are spurring up to provide these professional services. They attend meetings, hold dialogues with the bosses to realize the objective of the event. They then take it off with creative ideas to arrive at a theme for the event. A corporate event demands a little corporate look. The food and the style need to blend with the corporates and make the bosses comfortable. Hence it ought to be prepared and presented with ultimate efficiency. But that is if the top-notchers are involved. A corporate event could also be a product-launch. That would involve a media conference. So the event management company would get a list of prospective venues. Decide on the dinner and the cocktail party that will follow. Arrange for the conference, the speakers, and microphones. Make sure everyone get a seat. Car parking is made available, etc. For a product launch in the market, the event management team gets their grey cells working as to the creative ways to make the samples of the product reach the end consumers. They have to be innovative so that consumers are attracted to try it out.

Corporate management is a sub-category of event management. Mega companies usually have an in-house event management team to organize their events on a regular basis.

## **2. Product Launch Event Management**

A company wants to launch a product in the market. So how should it get to its customers? How does the company make sure that the products gain awareness? The feel and touch reasoning still remains strong in the mind of the consumer. So although you have advertised in other channels, how do you explain product usage to the audience?

Call in the event management team. They innovate new styles so that the product can make its way to the consumer. They ensure that the samples reach the desired households. For instance: when coca cola launched Vanilla Coke, two men dressed in the 70s attire would enter retail

grocery shops and dance to the designed tune. This was the strategy used to launch vanilla coke and make its entry memorable.

Some event management companies even professionalize in a particular target audience. For example if you have a particular target audience in mind, the event management team will devise ideas and strike places that will give you maximum reach.

Road shows, promotions, contests, set designing, stage shows and audiovisual films are all interesting methods to invite public participation. Some event management companies go a step ahead to analyze the customer reaction and provide relevant feedback.

Among the available platforms road shows are known to be economical. It gives more visibility and allows the customer to directly relate to the product. And the touch and feel concept is satisfied. Road shows with innovative themes organized at a national level give your product high reach and coverage. These road shows arrest the customer's attention and persuade the customers to try out the product. If impressed then the product receives a warm welcome.

### **3. Special Event Management**

'Special Events' is the term given to events with a difference. Charity shows, marathons, cycling races, street festivals etc. are a few of the many special events organized. As the event has an unusual theme, the event management company has to double up its speed to think on lines with the theme. More resources and creativity are put to the task.

For instance consider the organization of Athens 2004. It was a special event. The opening ceremony, the event and the closing ceremony, had to be meticulously organized. A race kicked off the event. Runners passed the baton. This earmarked the tradition that running was the only sport at the first Olympic Games held in Athens. Then 400 percussionists and 50 bouzouki players welcomed the audience. From 400 it dropped to just one percussionist who played the rhythm of a heartbeat. This was the symbol of the theme of Athens 2004 'unique games on a human scale'. This should give you an idea how a special event is organized.



Event management companies arrange the entire event on a theme. It could be a wedding or a charity show, a children's event etc. these events demand creativity. Something that will make them stand out of the clutter firstly, as it is a different event and secondly that the feedback should be encouraging for an encore. The recent marathon that Mumbai witnessed was one of the specialized events. Foreign nationals, corporate personnel, etc. everybody was seen to take part in it. More than winning it was the spirit of participation that was encouraged. And it received an overwhelming response.

## **Chapter: 2**

# **ACTIVITIES UNDERTAKEN**

## **2.1 Work related activities:**

Mirai International Event Management BD Limited gave me chance to learn hand on practical experience during my Internship and I have worked there with the marketing and activation team under the supervision of Forhad Munir who is the Manager of activation and also done brilliant networking session with elite businessmen of our country regarding the International trade expo launching program. During my internship I was assigned to arrange different events and from those the Grand launching of BITIEX was the biggest one as I have managed the daylong event from from top to bottom.

### **Bangladesh International Trade and Investment Expo Japan 2018 (BITIEx)**

Bangladeshi companies very often participate in many national and international trade expos. Mirai Group is going to organize “Bangladesh International Trade and Investment Expo Japan 2018 (BITIEX)”. It is going to be the biggest single country expo where only Bangladeshi products/ services will be showcased. Many investors and buyers from different countries from all over the world including Japan will be available. The launching program of this Expo was held on December 3<sup>rd</sup>, 2017 at Hall - 4, International Convention Center Bashundhara (ICCB) Dhaka, Bangladesh. The activities I have done in the launching program are-

- Prepared a list of target clients/ Companies.
- Made cold calls for letting them know about the expo and the launching program.
- Wrote various E-mail and proposal letter and send it to clients.
- Asked for appointment for meeting.
- Fixing meeting schedule.
- Maintained and updated the customer databases.
- Made different kind of official presentation.
- Attended corporate meeting.
- Followed-up with the contact business clients.

### **Research & Development (R&D) and Report writing:**

I have been also associated with some research & development activities and prepared report on some specific topics. Such as-

- Made a report on “Basis Soft Expo Bangladesh 2018” and doing Research & Development tasks on “Basis Soft Expo Bangladesh 2018”. Collecting all exhibitors list of previous expo and those who are willing to attend upcoming expo and find all companies Location, Contact number of any higher authority (Managing Director, Chairman, Director or Head of department), and the concerned Email address.
- Prepared a report on Lady Biker to show tribute to Women Birangona of 1971..
- Research & Development on Bangladesh Leathersgoods Association and Bangladesh Agro Processors Associations (BAPA) who are the members and made a short list of it. Finding detail information (Contact Number, Address, Email etc) of the short listed companies and make cold call to confirm the contact number was also a part of my duty.
- Made a report on “Healthcare, pharmaceutical and biotech fair 2017” and do Research & Development on “Healthcare, pharmaceutical and biotech fair 2017”. Collect all exhibitors list of previous expo those are willing to attend upcoming expo and find all companies Location, Contact number of any higher authority (Managing Director, Chairman, Director or Head of department), Email address.
- Prepared report about Export situation of Agro Processors Companies and Ceramics Companies in Bangladesh.

### **Marketing Plan:**

- Making a total marketing plan on Cable Company.
- Presentation slide making.
- Giving official presentation.

### **Creating Brochure:**

Created a brochure on “Japan Tourism” with proposing a full plan of exhibitors travel itineraries and procedures to visit Japan during the International Trade expo. (Without graphics work)

### **Articles Writing:**

Write some Articles for online Magazine such as-

- ➡ An Article about Tourism in Bangladesh.
- ➡ An Article about effect of Modern Technology.
- ➡ An Article about Efficiency of Cell Phone.
- ➡ An Article about Outbound Medical Tourism from Bangladesh.
- ➡ An article About Tourism in USA.

### **Presentation and Slide Making:**

- ➡ Gave presentation through Slide about Bangladesh International Trade and Investment Expo in Japan 2018 to Corporate Clients like Hameem Group, KOHLER, Leatherex.
- ➡ Slide making about Venue list in Bangladesh (Related on Expo, Event, and Wedding).

### **Searching Advertisement:**

- ➡ Find out Advertisement’s (products name, Offer, Company name, Category, Page, Size, Position, Color or black and white) from Prothom alo newspaper.

## **2.2 Organization-Wide activities:**

### **Service Patten of MIEM:**

#### **360° Services Provider**

“You imagine, we create.”

MIEM provide imaginative and effective event solutions related to strategy, planning, designing and executions according to the expectation of our valued clients.

#### **Extreme Communication**

“Your thoughts, our words.”

You just imagine, we make it comes true. We provide the solutions through polite and precise communication skills. Our vast experience and affluent networking will make your event more successful.

#### **Unique Solutions**

“Your impediment, our ascension.”

MIEM provide excellent market collaboration solutions that are exceptional, creative and innovative. We assist you to make your thoughts into reality in the easiest and unique way possible.

#### **Market Collaboration**

“Your eagerness, we create new alliance.”

Mirai International Event Management provides excellent market collaboration to process of aligning your company’s interests, resources, and marketing muscle with other like-minded companies. It will help you to accomplish much more than you might be able to do by yourself.

## **2.3 Other Related Activities:**

Other activities I have done under my Internship program are-

- Receiving Digital marketing Training.
- Meeting with renowned corporate officials.

**Chapter: 3**  
**CONSTRAINTS/CHALLENGES**

### **3.1 Identified/ Observed in the Organization:**

Mirai International Event Management BD Ltd. is a joint venture between Japan and Bangladesh. I am doing Internship in Baridhara Diplomatic Zone branch which is very secure place to work. So, there I observed many things about the workplace environment, employee skill and organizational behavior and culture. My observations are given bellow:

- **Lack of working logistic:** When I joined MIEM, I did not have a separate desk. I shared with another employees desk. Office does not give personal computer to interns so I have to bring my personal paptop in there. As the location of office is in very restricted area (Baridhara Diplomatic Zone) the entry is very difficult if I do not “Society Card” provided by the Baridhara Society. MIEM provides company’s own card but does not provide Society Card. I faced difficulty and got harassed sometimes by check post security guard to enter into the Office as security guard does not accept ID Card provided by the office.
- **Attendance:** Attendance issue is very strict. Working hour is 09.00 AM - 5.00 PM. While my supervisor said to attend the office at 09.00 AM. Sharp. But because of not having Society Card it was very difficult to enter into the office within 9.00 AM by convincing the security guard.
- **Lack of professionalism:** There are some issues in the organization which were not expected by me or those seemed unfair. Firstly, employees talk with high voice in their work place. This is a weak side of the organizational environment. Secondly, time maintenance. Many employees do not follow the time schedule system. They always come in the office lately. This is another negative side of the organization.
- **Lack of Man Power:** As MIEM is new in Bangladesh they have lack of man power. MIEM does not have sufficient employee for each position. As a result, one employee takes various responsibilities.
- **Good Sourcing of network:** Ingenious Group is in a better position in respect of sourcing and supplying various work order because they have very good and strong



liaising with the suppliers as well as contact person to deliver that required elements for event setup.

- **Political Hold:** They have very good and strong relationship with various clients and have a strong political backup.
- **Communication with Employees:** They have a good communication among the employee and have a good communication network domestically as well as internationally.

### **3.2 Academic Preparation:**

#### **Mismatch between academic major related lessons & the practical works:**

In internship program in MIEM, I got the opportunity to apply academic knowledge on real life work. There are some mismatches between assigned tasks and other operational function which are given below-

- ✓ As a Marketing student I have learned theoretically about how to do meeting with business/ corporate people but real scenario is little different. Real life meeting with official is more challenging and difficult.
- ✓ I made many presentations in my academic life but academic presentation and corporate presentation is somewhat different from using content.

#### **Relevance with Major Courses:**

- ➡ In Consumer Behavior course I learned about how to understand consumer, consumer attitudes, consumer personalities etc. That knowledge I am using in MIEM during handling a customer.
- ➡ In Service Marketing course I have learned theoretically about how to convince/ handle a client. And how to cope up with any situation and make communication with the client confidently. It is now less difficult to understand the customer and convince them.  
From this course I learned more about how to give proper service to the target consumers, service quality and satisfaction, developing service strategies, managing customer service, service recovery. I am doing internship which is totally service oriented company. So, this course helps me a lot to know about service related works.
- ➡ Marketing Research is a course where I learned how to conduct a research. I conduct some research with different topic during Internship.

## **Chapter: 4**

# **LESSONS LEARNED FROM THE INTERNSHIP PROGRAM**

## **4.1 Lesson learned as an Intern:**

As an intern I have done my internship from Mirai International Event Management BD Ltd. only for three months. With lots of limitation and three months time duration is not sufficient time to learn and cover the whole things of any kinds of organizations activities or operations. As an intern I have tried my level best to cover and learn most of the major/ essential activities in my firsthand experience that is relevant to various kinds of marketing as well as event management operation. Whatever I have learned from the internship program these are given below-

### **Research & Development:**

I have conducted the task by searching the internet to find out the companies in the market of Bangladesh and overseas. I have to make a list of them with details of those particular companies and also have to make a list of our valued as well as potential clients and entered those data in a database system for further contact.

### **Cold Calls:**

I learned how to make cold call professionally from my Internship period. I made 400+ cold calls during 3 months of Internship. I have learned to convince corporate people from different organizations.

### **Google Drive:**

I have learned the best way of using Google Drive which I did not know. It is possible to work in Google sheet more people at a time. It reduced time and increased efficiency of work.

### **Time Management:**

All the employees in MIEM are following time rules. So, I also had to maintain the time during my internship period.

### **Organization Culture:**

Each organization has its own culture and all members of the organization are following the culture. The environment of MIEM was very friendly and helped me to understand the works within a very short time.

## **Chapter: 5**

# **CONCLUDING STATEMENTS**

## **5.1 Summary:**

Internship program is an obligatory part of completion of the Bachelor of Business Administration program (BBA) and Mirai International Event Management BD Ltd. gave me an opportunity to complete my internship program in their organization. MIEM has been doing great in the local market though it is new initiatives in Bangladesh. It has achieved tremendous popularity with in this short journey and credibility among the people for its superior services. It is providing and maintaining good working environment for delivery of better quality services to maintain its position over the competitors.

The upcoming Expo “Bangladesh International Trade and Investment Expo Japan 2018” which Mirai International Event Management BD Ltd. is going to organize will be of great significance for the betterment of the company. I am wishing MIEM all the best for this expo. Hope it will be successful and Mirai International Event Management BD Ltd. will be the leading company in event management sector in Bangladesh.

During the three months of internship period I was able to gather valuable experiences of real life business communication activities and also gathered the overall event activities of an event management firm. This knowledge and experience will help me in building my professional career.

## **5.2 Recommendations for Future Strategic Actions:**

Although Mirai International Event Management BD Ltd. is providing very proficient and valuable Service and they have good position in market. There are also some facts which can help them to improve their service and generate more revenue. Some recommendations are given below:

- Proper working logistics should be provided to the employees.
- Should increase the number of computer desks for working comfortably.
- Should hire sufficient employees so that work pressure on an individual employee decreases.



## **References:**

### **❖ Books:**

- David W. Cravens & Nigel F. Piercy, Strategic Marketing 8<sup>th</sup> Edition 2006.
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- Philip Kotler, Principles of Marketing 13<sup>th</sup> Edition.
- Naresh K Malhotra, Satyabhushan Dash, Marketing Research Book.

### **❖ Websites:**

- <https://www.miraieventmanagement.com>
- [www.learnmarketing.net/servicemarketingmix.htm](http://www.learnmarketing.net/servicemarketingmix.htm),
- [www.linkedin.com/company/miraievents](http://www.linkedin.com/company/miraievents)

**Appendix:**

**Invitation Card of Grand Launching**



## BITIEX'18 JAPAN: Bangladesh International Trade and Investment Expo 2018 in Japan

### The Biggest Single Country Expo: BITIEX

The 5-days event will be held on July (10th to 14th), 2018  
Day 1, Day 2 and Day 3: Showcasing the Bangladeshi products and services.

B2B and B2C Marketing Activities and Discussion on business expansion in Japan.

One to one communication and meeting.

Day 4: A conference on the scopes of doing business in and with Bangladesh and dinner party.

Day 5: A cultural program and fashion show displaying Bangladesh's rich cultures and heritage to the world.

An award ceremony will be hosted, namely the "Bangladesh Business Icon Awards 2018"

### BITIEX Highlights

Opening Ceremony

Exhibiting and showcasing Bangladeshi Product and Services

Bangladeshi Business Icon Award in Japan 2018

B2B and B2C Marketing and Discussion

Seminar on Product development

Seminar on Export-Import rules and facilities between two countries.

Fashion Show

Cultural Program

Special Seminar and Conference

CXO & Closing night

### Expected Visitors

Over 50,000 visitors

2000+ guests in the opening ceremony

1500+ CEOs from Japan and Bangladesh at CXO & Closing night with Dinner

2000+ Private and Government company will be reached.

### Exhibitor Area

- Ready Made Garments
- Textile
- Denim Textile
- Pharmaceutical Manufacturers
- Leather and Leather Goods
- Plastic Industries
- Furniture Industries
- Glass Manufacturers
- Jute and Jute Products
- Ceramics Industries
- Agro Industries
- Sea Foods and Frozen Foods
- Steel Structure Building Manufacturer
- Shipbuilding
- IT and IT Services
- Automobile Manufacturers
- Electronic Products
- Handicrafts
- Bicycle Manufacturers
- Real Estate and Property Development
- Tea and Tea Estates
- Power and Renewable Energy
- Tours and Travels
- Buying House



## Event details of International Trade Expo

**A BITE OF DONE TASKS**



**A BITE OF DONE TASKS**

