



Internship Report

Partnership Impact on Integrating Business Strategy:

A Study on Strategic Partnership Management of The Daily Star

Submitted To:

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Assistant Professor

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Subject: Submission of Internship report

Honorable sir,

With great pleasure, submitting my Internship report on the topic “**Partnership Impact on Integrating Business Strategy: A Study on Strategic Partnership Management of The Daily Star**”.

While preparing this report, your instruction and guidelines as well as those given by my Internship supervisor have been followed.

This report has been completed with my experiences I have achieved during the Internship period at The Daily Star. I hope they will be quite helpful to enlighten my future career and knowledge well. I hope this report to be informative as well as comprehensive.

My special gratitude to you for dedicating your valuable time, expert guidance and support. I have tried my best to complete the report appropriately as much as possible. I shall be pleased to answer any sort of query you may have regarding this report.

SK. MD. MUTTAKIN KHOKON

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Acknowledgement:

At the beginning, conveying my gratefulness to the Almighty Allah for giving me the strength of complete the report properly. Without his diving blessings, it would never be possible for me to complete both internship period and this internship report successfully. A special thanks and gratitude goes to my Internship supervisor, Md. Hasan Maksud Chowdhury. Without his valuable supervision and directions, it would not have been possible to complete this report. My heartfelt gratitude to the Daily Star for giving me the chance to complete my internship program at their branch, for allowing me to collect information and helping me every possible way in preparing the internship report. My endless thanks to go Mr. Tanjim Ferdous, In Charge, Partnership Management, The Daily Star for being patient and supporting me during my internship program. Without their support, I would not be able to gain knowledge about the print media industry and provide information in this report. All the colleagues of the branch had been very helpful and they made my internship period more enjoyable and eventful one. Finally, my sincere gratitude goes to BARC University Authority for arranging this internship program for students. It really makes student capable of doing official tasks before entering the corporate world.

Executive Summary

The Internship Report “**Partnership Impact on Integrating Business Strategy: A Study on Strategic Partnership Management of The Daily Star**” is originated as a partial requirement of BBA Program, BRAC Business School, BRAC University, Dhaka.

This report focuses working experiences at The Daily Star. This report will give a clear idea about the activities and operational strategies of TDS. This report contains seven parts.

The first part is focused on the Introduction, background of the study, objective of the study, limitations of the study.

The Second part is focused on the methodology of study, scope of data, population size, sampling technique and tools used.

The Third part is focused on literature review and conceptual framework.

The Fourth part is focused on my job as an intern in The Daily Star.

The Fifth part is focused on organizational profile.

The Sixth parts contains focused on findings and analysis of this report.

The Seventh part contains recommendation and conclusion of this report.

In TDS, the “Partnerships Management” is being followed properly. The Business Development department of TDS prepares plans and demonstrates with other departments to maintain successful partnership to other NGO’s, educational Institutes and various organizations. In Business Development section the basic work is to enter into partnership with the events arranged by non-profit organizations like, clubs of schools, colleges, universities, corporates and NGOs.

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Company Overview

Overview of The Daily Star

The Daily Star is the country's largest and mostly published and read English Daily Newspaper. The Daily Star built up its place in the media scene of Bangladesh on January 14, 1991. It began its excursion with a feeling of test and a sentiment of quietude to serve this country as a really autonomous daily paper. The Daily Star carries the legacy of duty is to reinforce popular conclusion on how the law based framework should function and how to support and sustain majority rule standards successfully. Syed Mohammed Ali established this daily paper at an exceptionally critical political minute when the military dictatorial administration was fizzled and Bangladesh was prepared for another time for building up vote based system. The motto of this daily paper is "People's Right to Know".

The uniqueness of The Daily Star lies in its non-fanatic position, in the flexibility it appreciates from any impact of political gatherings or vested gatherings. Its quality is in taking position of lack of bias in clashes amongst great and shrewdness, equity and good and bad, paying little heed to positions held by any gathering or union. Mr. Mahfuz Anam is the Editor and Publisher of The Daily Star.

Slogan

"Your Right to Know"

Vision:

The paper believes to report occasions equitably, as it seems to be, and with no dread and support. It is an obvious to serve the general population. That is the why — whether in control or in restriction —The Daily Star stays in the same frequency.

Introductory Part

INTRODUCTION TO PARTNERSHIP MANAGEMENT

News media is likewise in charge of exploring reality and certainties and imparting it to the whole world through it's a wide range of a channel like print media, online media. In the daily paper media, it is as daily paper, magazines, books, web journals and online life. News coverage is an extremely wide angle and it has a wide range of structures. At The Daily Star, I was responsible of the Partnership Administration. This division is overseen by the Partnership Manager. He is assisted by aide Organization Manager and a Partnership Management Executive. Altogether, this office has three individuals. The main activity of the Partnership Management personnel to manage section to enter into partnership with the events arranged by non-profit organizations like, clubs of schools, colleges, universities, corporates and NGOs.

Scope of the study:

Media is playing a constant and significant role in the various aspects of life and it is becoming increasingly greater day by day, especially in spheres like fair news, public intentions, social interaction, and cultural and educational aspects of our life. To dig more into this report I found there is a huge scope to study more in light of partnership management, develop it accordance to customer's necessity also keeping in Mind Company's beneficiary. In the long run, company will be recognized more if the management of strategic partnership are built considering the values and efficiency of other companies. Also the expectancy of bringing business from different development sectors keep higher possibility from a strategic partnership.

Rationale of the report:

As we know an important part of our university is conducting internships in companies related to the field of study in which we test our knowledge and develop the skills needed to develop at a professional level with efficiency and effectiveness.

Therefore, finding myself in the last cycle of my academic career, I have tried to develop a report, and as we know, developing a graduation project to be supervised and approved by a panel of professionals in my University.

This report entitled “**Partnership Impact on Integrating Business Strategy: A Study on Strategic Partnership Management of The Daily Star**” has been prepared as a requirement for the BBA Internship Program. The preparation of the report has served as an analysis of the influence of mass media on the benefits and area of improvements of establishing strategic partnership with different organizations. It has also provided a greater understanding of the mass media and development along with corporate sectors of Bangladesh

For the development of this paper, necessary data have been collected from The Daily Star and various organizations.

Objective of the Study:

Broader Objective:

The main objective of this study is to prepare an internship report to fulfill the academic requirements to complete the BBA.

Specific Objectives:

- To characterize a viable system for the young reader and persuading them to be a potential accomplice of "The Daily Star"
- To recommend how "The Daily Star" can stay in a place of competitive advantage among other.
- •To get a review of the showcasing technique of the whole media industry of Bangladesh.

Methodology:

This Portion of the report covers the sources of data which were used to collect all materials about the strategic partnership management of The Daily Star and its activities.

Data sources are:

- 1. Primary data:** Primary data was collected by observing organization's partnership proposals from the event organizers and going through those carefully The Daily Star.
- 2. Secondary data:** Secondary data was collected using the organization's website, and from relevant books and social medias.

Limitations of the study:

- In partnership management there are less employees regarding the necessity. Only two personnel manage the whole management of The Daily Star.
- Sometimes people outside Dhaka find it hard to make a proper communication to become partner with The Daily Star.
- I think NGO sectors aren't enough prioritized in terms of bringing business.
- In fact, three months is too short to learn all the banking activities.

Literature Review

While the word “media” can be defined in various ways based on the researchers, normally the term “media” is considered a Latin plural form of the singular noun “medium,” meaning an intervening substance through which something is conveyed. Throughout history, media has been developed with the advance in technology, and the influence of social, economic, and political forces (Pace, 1997). Humanity needed a medium that is able to convey the information for effective communication in the process of socialization (Febvre & Martin, 1976). Fowler (1995) carried out a study to find out why equitable relations or true partnerships among Non-Government Development Organizations (NGDOs) are difficult to achieve. Maxwell and Riddell (1998) in their examination said that the United Kingdom White Paper made a guarantee to the possibility of 'partnership' as the foundation of another guide association with nations submitted to destitution decrease and great administration. Other studies have found that partnership is a complex concept understood differently by organizations which have unequal power. Lewis (1998b) argued that the rhetoric of equal partnership between agencies was found to hide differences in motivation and power which led in some cases to partnerships being based on opportunities for resource access from international donors rather than on a clear sense of a joint venture and shared learning and risks. In the same way, the relationship between Northern NGOs and Southern NGOs tends to be viewed differently by the Northern ‘donor’ NGO and the Southern partner ‘recipient’

Partnership Management activities of The Daily Star

In The Daily Star there we receive a lot of partnership proposal from different organizations, educational institutes, corporates and NGOs. The next step is checking the background of the event over social media and gathering insights about last year's events arranged by the same organizers. Then evaluating the suitability of entering into partnership with the proposed events. After that estimating the number of participants and attendants scheduling meeting with the organizers of the event to discover more partnership opportunities and benefits for both the parties in a preferable date at The Daily Star Centre. Matching their demands with the requirements of The Daily Star. Sending confirmation emails to the relevant parties only if it is found that The Daily Star will get enough outreach and brand visibility in the event. Otherwise, sending a regret email is the next step in the partnership management. In that case challenges can include managing alliance programs, launching new partnership/revenue programs with minimal drain on resources, non-uniform processes and lack of visibility.

Afterwards, maintaining "Partnership Tracker" to keep a track of the numbers of engagements. The last phase of entering the partnership is maintaining relationship with regular clients, especially NGOs and attending company functions, especially in the events where we have entered into partnership, and networking events.

Sort Of Partnerships:

The Daily Star takes the leadership within the English newspaper in the country. With quite sixty

Thousand copy of daily print news and quite a pair of 9 million distinctive visits and 5 million monthly

Web page visit. Within the partnership management, we have a tendency to do opt for any of this 2 engagement pre-event Coverage and post-event coverage. Supported the provide letter or proposal we have a tendency to the team partnership management initially. We have 2 partnership formats for different institutes.

YOUTH ENGAGEMENT PARTNER:

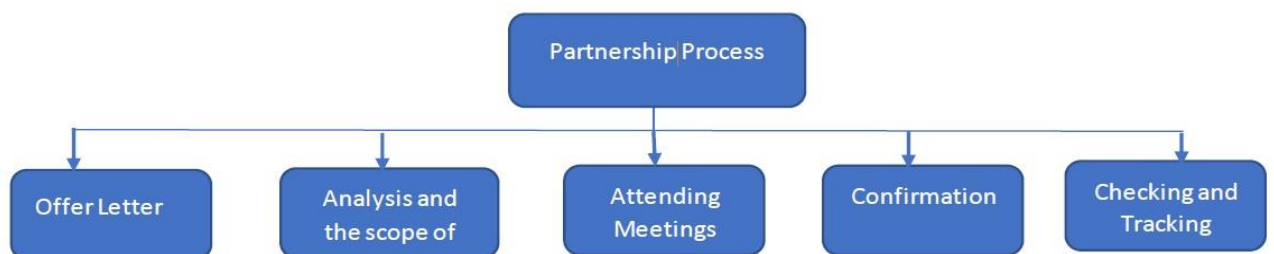
This is an exclusive partnership program. In this organization of association, we do just spotlight on the young. Grounds related program and career related program are the fundamental centering zone of this configuration of commitment. The primary goal is to advance the adolescent and youngsters through our daily paper and supplement like SHOUT, NEXT STEP and SHIFT. The supplement is for concentrating on the adolescent commitment related program. In the group, my obligation was to oversee and plan. STAR YOUTH is published to represent youth activity of all over the country.

MEDIA PARTNER

In this class of organization, administration is essentially centering the various classifications. It might be round table dialog and any occasion or program that the group figures The Daily Star can go as a media accomplice. In the group, my obligation was to deal with the different page.

PROCESS OF PARTNERSHIP

In partnership management, we take after a five-advance process in any effective association. From the offer letter to distribute on the site or printed form. At the point when an association runs any program what's more, they need media scope from The Daily Star. We request that they make an email or the hard duplicate with a legitimate depiction of the occasion. We don't acknowledge any sorts of verbal offer.



OFFER LETTER

In this letter, the association sends us the detail of the occasion. What will be in this occasion, the time and date, the members, evaluated number of individuals will participate in this occasion, Guest what's more, this sort of key data.

Examination AND SCOPE OF PARTNERSHIP

We make some examination and foundation keeping an eye on the occasion in the event, their prospects of the occasion etc..

Going to MEETINGS

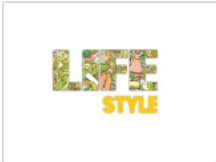
To make it clearer and more solid we assemble them for a conference. We welcome at least two dependable individuals who can take a choice. On account of any instructive establishments and club, the President and the Secretary General is must to go along with us. In that gathering, we talk about directly what's more get notification from them about the occasion. With all that data, verbally we make a few responsibilities.

Affirmation

At this phase because of the proposition or the discourse with we send them a formal letter with all the condition which applies in the organization. We likewise give them the Logo as we made the partnership. For Youth Engagement Partnership, we run organization with SHOUT and Subsequent stage supplement, the week by week supplement which we distribute on Thursday; this supplement is just centering the young related program. Following stage is likewise youth related yet it is more centered on the vocation related program and this is likewise a week by week supplement and it distributes on Friday. On the off chance that the commitment isn't identified with youth and for other issue yet which has a significant affect in the general public then we influence our organization as Media To accomplice.

Partnership Confirmation with Radisson Blu Dhaka Water Garden.

MUTTAKIN KHOKON
 Thu 7/19/2018, 7:27 PM
 sales.dhaka@radisson.com; hasan@invento.com.bd; Tanjim Ferdous





 Life Style [Converted].ai
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Show all 4 attachments (4 MB) Download all Save all to OneDrive

Dear Concern(s),
 Good evening. Greetings from The Daily Star. We appreciate your interest to enter into a partnership with us and **Pan Asia @ Water Garden Brasserie** organized by **Radisson Blu Dhaka Water Garden** which will take place at **Radisson Blu Dhaka Water Garden** on **August 2nd To August 11th, 2018**. This to inform you, **The Daily Star** will be the **Official Print Partner** of the event.

As the Partner; TDS will provide:

- Press conference coverage of the event.(Online)
- An article coverage featuring the overall experience and activities of the festival which will be published on **Life Style** ,weekly publication of The Daily Star. (Online and Print)

Note: Feature Story/Report with title and by-line will be provided by **Radisson Blu Dhaka Water Garden**.
 Photographs will also be provided by **Radisson Blu Dhaka Water Garden**

Radisson Blu Dhaka Water Garden will give the following in return:

- As per our policy, Logo of **The Daily Star** will be placed prominently in all communication materials of **Pan Asia @ Water Garden Brasserie** as **Official Print Partner** including both online and offline materials but not limited to advertisements, leaflets, program backdrops, banners, posters official website, social media campaigns, etc.
- 5 (Five) Festivals Dinner Coupons to The Daily Star Team.

**** This will be an exclusive partnership deal in the sense that Radisson Blu Dhaka Water Garden will not tie up with any other English language national print and online news media as partners for this event.**

**** TDS authority reserves the right to change, amend, modify, suspend, continue or terminate all or any part of the plan.**

**** TDS authority reserves the right to bring necessary changes and publish the report according to our editorial standards.**

Please send us the press conference coverage as soon as possible.

****Attachment: The Daily Star and Life Style Logo (JPEG,ai)**

Kindly Confirm upon receipt of this email.

SK. MD. MUTTAKIN KHOKON
 INTERN
 Business Development
 The Daily Star
 +8801718709621

Fig: Model of partnership confirmation

CHECKING AND TRACKING

When we effectively influence an understanding then we need to track on the program and need to keep an eye on its action. In the event if there is any infringement of understanding. Need to check the situating of our logo or brand picture accurately utilizing as a part of the standard, notice, scenery and any online advancement or in web based life movement. The group organization administration works at the center point between the association and The Daily Star. Organization administration group need to influence a win-to win situation for both sides.

A	B	C	D
January - March, 2018			
Date	Event Name	Organization	Mode of Partners
January			
04.01.18	BUFT Intra MUN	BGMEA UNIVERSITY	YEP
05.01.18	FogHorn	FogHorn	YEP
18.01.18	GSCPC national photography	Government Science College	YEP
17.01.18	Program for visually impaired children	Heroes for All	YEP
31.01.18	13th Dhaka Int'l Yarn & Fabric Show and Denim Show 2018	CEMS Global	Media Partner
19.01.18	1st Notre Dame Math Festival 2018	Notre Dame Math Club	Powered by/ YEPTDS/
26.01.18	Concert for Kaan Pete Roi	Kaan Pete Roi	YEP
26.01.18	NSUers Carnival	AANSU	YEP
February			
01.02.18	4th National English Carnival 2018	Notre Dame English Club	Powered by/ Y

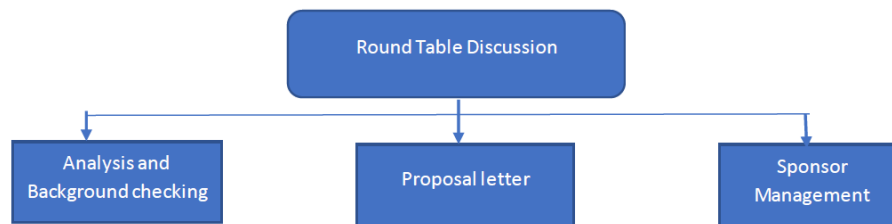
Fig: Partnership Tracker

Few successful partnership engagements during my internship



ROUNDTABLE DISCUSSION

Roundtable discourse is a sort of commitment stage in which we mostly center on the NGO who are working with an issue. It can be political, financial, social some other issue. In light of the issue we discover the general population who has information on that issue who are taking a shot at that issue. We essentially focus on the NGO division in this stage. With a NGO like BRAC, UN or Save The Children we make a multi-year or two yearlong contracts and run few round table exchange in The Daily Star Center. The discourse conceals as the exceptional supplement in The Daily Star. To make a unique supplement we generally need to experience the investigation on the NGO that what specific stage they are working and what may be the round table issue them may sit for the discourse. The group organization administration needs to make a proposition on that and make a introduction on the round table issue. We have to set the financial plan and welcome visitors and take key point noted and amid the dialog. Despite the fact that one of our main reporters participates in that dialog. We should watch out for each and everything amid the discourse.



Examination AND BACKGROUND CHECKING

Before we are moving toward any issue to a NGO we should inquire about on it. With some potential information or on the other hand measurements and a decent introduction, we have to exhibit the issue to that NGO.

Proposition LETTER

We send a proposition letter by saying every one of the terms and condition. They survey and send us a answer then the group Partnership Management Give them an affirmation letter alongside an

SPONSORSHIP MANAGEMENT

The NGO will likewise send us their financial plan for the production in the daily paper and for the meeting room lease. Here and there we additionally search for some sponsorship, to do that we have to make another Introduction and proposition letter.

Significance OF PARTNERSHIP MANAGEMENT

In the news media administration, cooperative effort its a part. They make a decent partnership with the news scope. Individuals dependably endeavor to go somebody who tried and true and reliable partnership away at that phases in an association. The administration collaborates with both The Daily Star and the organization with which they will make an agreement. This group makes a comprehension between two partners and goes to a point in which both will be profited.

My Findings:

While working on the Partnership Management section I found a lot of positive things and also a few confusing materials. Before joining to The Daily Star I had a very few idea regarding partnering with organizations and their expected benefits. However, now it is very clear and transparent to me the motive and benefits for the both parties. I have found out the following things in this concern:

- Analog system of keeping and tracking the partnership report.
- Unsynchronized activity with different departments which creates problem.
- People face difficulty in logo using in Banner, poster, and backdrop

Apart from this I also found lack of manpower to continually check and serve our partners.

Recommendation

As I have gotten only 3 months at this Newspaper I observed a very little in this time period. I only kept focus on the partnership management issues and related concerns. Considering my point of view I would like to recommend a few things which I think will make a better strategy for future strategic partnership management.

- I think an automated system like a specially designed software or management information system (MIS) will accelerate the program and make it more accurate.
- Introducing more wings to the partnership management team like more associates, resources and bigger separate space just for the partnership management team.
- Effective involvement with other departments like Editor Panel, media wing and studio department will assist to get more coverage.
- Making more representatives from different educational institutes and also from foreign NGO's to increase the reach and in the long run The Daily Star will be benefited through this various channel.

In these circumstances, I can firmly say I really admired the whole process of partnership management and I have learnt a lot.

CONCLUSION

The paper believes to report events objectively, as it is, and without any fear and favor. In this journey the newspaper needs to tie up numerous numbers of organizations, charities, international events and etc. Therefore, to bring the most effective output from this partnership, the team is working very hard. Although there are challenges and limitations the team is committed to the editorial that in every case the maximum output with beneficiary for both parties will come. The experience I gathered is undoubtedly a tremendous experience in my life and very much looking forward to make this effort in something applicable for my future career. I have not found out only about organization administration but in addition I figured out how to be an expert in overseeing and how to make a legitimate correspondence and how to help a team in any emergency. I wish The Daily Star will always speak and write for the people and make their statement true – “ **Journalism without fear or favour** ”.

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Web Links:

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3. <https://www.thedailystar.net/>
4. <https://www.transcombd.com/>