

“Effectively Pitching 360⁰ Marketing Services to Clients”





Internship Report
On
“Effectively Pitching 360⁰ Marketing Services to Clients”

Submitted To:

AdibaNaoshin

Lecturer, BRAC Business School

BRAC University, Dhaka, Bangladesh

Submitted By:

Name: ADIB SADAKET RAKIN

ID: 14304082

Department: BRAC Business School

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Letter of Transmittal

11th July, 2017

AdibaNaoshin

Lecturer

BRAC Business School

BRAC UNIVERSITY

66, Mohakhali, Dhaka

Subject: Submission of Internship Report on “Effectively Pitching 360⁰ Marketing Services To Clients”

Dear Ma’am,

It is an immense pleasure for me that I am submitting my Internship report on how to effectively pitch 360⁰ marketing services to clients on behalf of “ARRAY Creative”. This report comprehensively described about my experience and knowledge which I have gathered during my Internship program. I am assigned to work at their Corporate Office at West Karwan Bazar. I have invested my time, skills and hard work for preparing this Internship report following my Supervisor instructions and fulfill all the requirements of this course. I would like to thank you for giving me the opportunity to work on this topic.

I will be very glad if the report can serve its actual purpose and I am ready to explain anything if you feel necessary. Therefore, I pray and hope that you will appreciate my hard work and I am really grateful to you for all the guidance you have provided me during this program.

Sincerely yours,

Adib Sadaket Rakin

ID: 14304082

Program: BBS, BRAC Business School

Acknowledgments

Firstly I am very grateful to my Almighty Allah for giving me such a great opportunity to work on.

Afterwards, I would like to acknowledge and extend my heartfelt gratitude to Ms. AdibaNaoshin miss, my Internship Supervisor for providing me this great opportunity to work on this Report concerning my topic. I am also grateful to her for guiding me and showing her best interest in helping me to prepare this report. Without her patience, sincere guidance and suggestion I would not have been able to finish this report properly.

Secondly, I heartily thank all the officials of ARRAY creatives for their supporting as well as cooperating me as an intern in their organization. After that, I would like to convey my sincere gratitude to the Chairman of ARRAY, Mustofa Al-Rajib for providing their valuable time and cooperate with me. Moreover, I am also thankful to them for providing necessary and valuable information regarding the company.

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Executive Summary:

Array Creatives is an innovative advertising agency along with 360⁰ marketing solutions. The Company tends to be an outstanding advertising, marketing and media communication oriented solution centre or also can be called as one stop marketing solution firm. Array is essentially a startup marketing firm and is owned by experienced, passionate and dedicated entrepreneur. The objective company is to help clients communicate, advertise and grow through branding, strategic marketing and also graphic designing.

The report will be highly focusing on the pitching of marketing solutions to its valued clients. The overall process of services deliver. Strategies regarding pitching process and proposal of the services offered by Array. The report also contains projects of Array creatives which were successfully completed before.

As competition within the advertising and marketing arena continues to flourish, pricing pressures push margins lower than before. So as a result, only those entities providing value based and quality based advertising and marketing solutions will survive in future. Assuring quality services Array is brilliant in meeting them all boldly.

Organization Insight

CHAPTER-1

Introduction:

With a booming economy of Bangladesh in recent years the advertising agencies are generating a lot of revenue in many different ways. Array Creatives is one of the leading advertising agency among them. They started their wonderful journey in 30th July 2015 well guided by Mostofa Al Rajib as the director of Array creatives. Along with him a group of talented and professional creative team continued to support this advertising agency from the very first. “Array” is not only an advertising agency it’s also a 360⁰ marketing service solutions to its clients. In a world of competitive markets Array is well aware of how to handle its business and to deliver the best services to its respective clients. They also focus on evaluation, research, planning and implementation on specified customized business solutions.

The shift to analytics-driven marketing and technology-enabled business growth has changed the nature of advertising agencies. The era of “Mad Men,” where advertisers primarily focused on TV, radio, and print advertising is gone. In its place are specialists who focus on social media, digital media, and traditional media and, there are behemoths who attempt to pull all disciplines into a single house(Whitler, 2016). In such cases Array is providing service marketing all under one roof. With a versatile number of diversified programs Array puts up positive influences in clients mind. Array’s multi-purpose creative services amazes clients regarding their expectations. Array’s main focus on how to build a positive relationship with their present and future clients.

Along with 360⁰ marketing services Array is highly dedicated and skilled in certain areas like Motion graphics, 2D and 3D animation designing, character designs and logos, Event management programs, TV commercials, video editing, printing, website designs and interior designing. With an innovative pool of talented employees, these tough works are done skillfully and handily. Internet and software knowledge is a mandatory thing if anyone is a regular employee of Array team. Working in an advertising agency like these required creative skills, knowledge, industry analysis and researching capabilities. Array Creatives is more like to be a one stop marketing solutions and itself is a brand promoter where their clients can safely rely on and keep on doing further businesses.

Literature review:

Many argue that global marketing and its surrounding issues are critical in determining performance for firms in the international marketplace. For several decades, international advertising research has sought to address issues surrounding the ever-increasing globalization of business. However, the last decade has seen fewer international advertising articles in the highest ranked marketing and advertising journals. The authors investigate 198 empirical international advertising articles from the leading journals in marketing, advertising, international marketing since 1990. Specific recommendations to aid the continued development and impede the decline of international advertising research in premier marketing and advertising journals include: more advances in theory development and methodology as well as addressing underserved topic areas such as campaign management (Garrett & Iyer, 2013). On proceeding with such case advertising and marketing can be set catchy so that the audiences or the target customers are attracted towards the overall process. Advertising agency can also focus on cultural aspects and as well as current traits followed by the nation which ultimately leads to modernization glimpse. Meeting the deadline and delivering the perfect work in time bring a satisfaction level in client's mind which more likely turns into brand loyalty. Unique selling proposition can influence customer choice of sticking with any specific brand they like most. Ultimately agencies are bound to give the best services within the given time limit to keep their USP stronger than other organizations.

Purpose of the study:

In this part of the topic “Effectively pitching 360⁰ marketing services to clients” will be discussed in a summarized form. How effectively marketing services are being delivered to the clients and what are the competitive advantages the agency has to retain its valuable clients. Pitching any creative services towards its clients is not an easy job to roll on. Making and educating clients about the services pitched is a comprehensive process. Understanding the target group of people to whom the services are to be delivered must be researched to do further business with them. As it is mainly a B2B service agency the pitching process are being assigned by Array with the head to marketing of other companies. During the pitching process the

proposal letters are given to clients along with the work samples. Giving clients a brief idea about our company and the services we were providing. When any client felt the necessity of any service needed then the secondary meeting is being arranged with the business development officers for negotiation. After that price quotations are given to specific clients for further process. Once the deal is final and the price order is taken the agency start working on specific project. As deadline is a major issue the company tries their best to put maximum effort to complete the task with all the requirements. After the project is done the company collects the payment from the clients to the company's bank account. On the other hand there are some disadvantages in pitching process like some clients take the price quotations and forgot to connect the agency to proceed works. For such cases telemarketing is required. Reminding clients with e-mails and asking for any feedback needed if necessary. The USP of the agency is a major subject which the clients are looking for to get the best services at a reasonable price.

Methodology:

The study was approached in a systematic procedure from the beginning of topic selection to final report presentation. The collection of data was in fact a difficult job to gather. Few information and analytical data was scattered to find in piled up of files and soft documents. Here two methods of sources are being used.

Primary sources →

- Primary data was derived from the practical desk work.
- Moreover conversation with other executives of marketing and business development officer helped me to get a lot of information regarding Array.

Secondary sources →

- Various documents provided by concerned officers and files of the organization.
- Their Website: www.arraycreatives.com
- Portfolio manuals.

Limitations:

This final report is in fact the last stage of my undergraduate life. During preparing this report I faced few problem. One of the major obstacle was time constraints as three month was not enough to know everything related to the agency. Some of the strategies and logistic of the business were restricted to be delivered. Information related to some projects are disorganized and difficult to understand. Budget related quotations are not allowed to disclose. Supply of more practical and up to date data was another shortcoming. Sometimes training program was less interesting and employees pays less attentions. As it is a marketing internship program there are lots of field works. Some clients are less available during my visits hence submitting business proposal letter was delayed. Sometimes e mails of clients were not response which creates a problem. So these were some of the limitations I faced during my internship period.

CHAPTER-2

Mission, Vision and Core Values of Array:

Mission Statement: To provide innovative and effective integrated advertising and marketing solutions which help our clients to grow their business and to realize their marketing goals. Whatever your requirement is, Array will deliver the complete solution that works and helps you to become a market leader.

Vision: To become one of the leading advertising agency in Bangladesh which will provide positive result oriented brand marketing and public relation campaigns that will enhance our clients awareness resulting greater sales and faster growth of the company.

Core Values: To become an outstanding advertising agency one need to have extraordinary core values which prove themselves among the top lists. For such case Array have some strong core values to highlight themselves among the best of the best.

Some core values are as follows:

- We are here to serve our clients. (Client services are the first priority we care most).
- We are passionate about what we do.
- Sustainability. (Able to maintain level and standard of works).
- Highly focused on deadline and quality based work within given time limit.
- We are creative and smart too. (Quality works defines us).
- Collaborate and works as a team.
- Maintain a good rapport with the clients.
- Resourceful and highly dedicated to task assigned.

SWOT Analysis of ARRAY:

Strengths: As an advertising agency Array keeps on moving with its successful work bucket list. Arrays' magnificent quality works amaze clients and motivated them to do business with them. Some of the strengths are as follows:

- ❖ High market demand which means clients are very eager to receive marketing and advertising solutions from Array Creatives.
- ❖ Immense networking results to become a partner with many corporate giants like Megna group and Nitol-Niloy.
- ❖ Quality, innovative works and great event managements.
- ❖ Talented pool of experienced work force (Employees of Array)
- ❖ Strategic implementation of plans brings a lot of marketing related works.
- ❖ Works with other reputed agency as a third party.

Weakness: In every agency there are some bits of weakness. In a complex process there are few drawbacks such as:

- ❖ Sometimes high cost projects and event management program takes time to finish so deadline are cross over.
- ❖ Few process are complicated and complex such as software and web development works.
- ❖ Less digital marketing activity.
- ❖ Overload works creates quality degradation.

Opportunities: There are lot of opportunities in the field of advertising and marketing agencies. Opportunities are like steps in ladder which will take the agency in a higher position and create a great reputation. Some opportunities like:

- ❖ Large domestic market create more awareness to people to involve more works and hence more profit.
- ❖ In an era of Facebook and social media advertising and digital marketing turns viral so ultimately brings advantages to many advertising agencies.
- ❖ Positive word of mouth brings up fame and success.

Threats: Being a young agency there are lots of threats to handle. The big giants are already established and famous. It is very difficult to cope up since Array is only two years old. Some major threats are like:

- ❖ Very high competition. (Agency like Gray and Ogilvy are so good to be compete)
- ❖ Changing consumers demands and wants with time.
- ❖ Post work payment process. Sometimes clients pays off like 70% of the budgets and leave it to delaying days after days. This effects on agencies revenue and profits.
- ❖ Political instability comes up with major threat for agency. Work flows gradually decreases. Strikes causes many problem. Employees are unable to arrive at the office. Work projects shut down and hence decrease revenue.
- ❖ New Entrants in advertising agency creates more option to clients.
- ❖ Employees turn over.

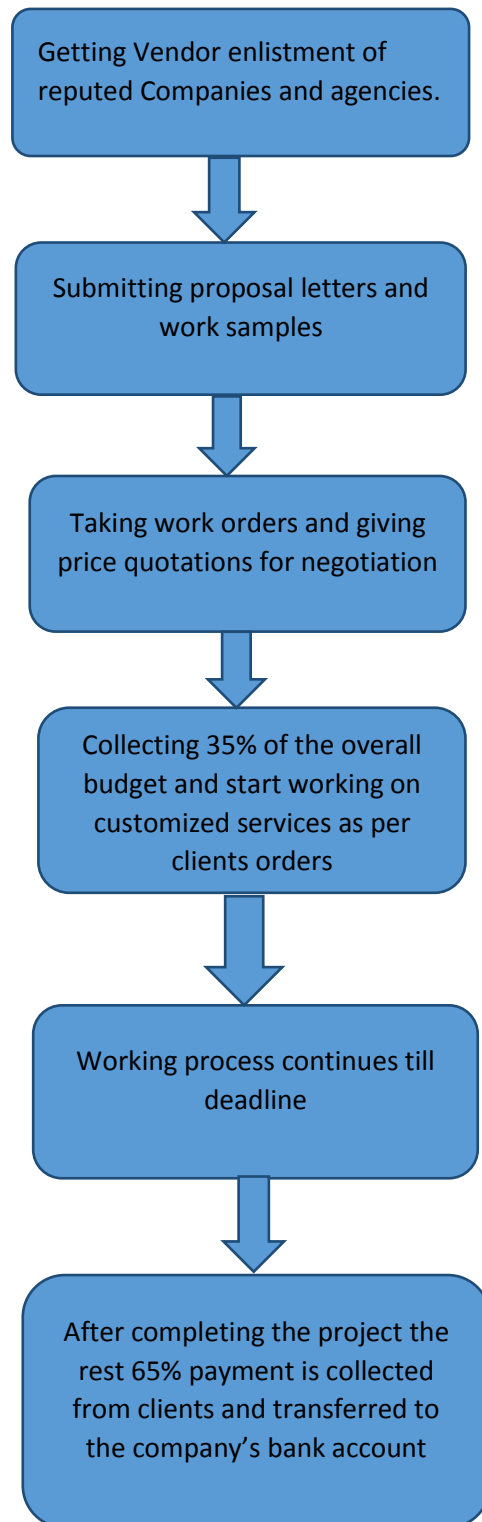
The Types of services Array provides:

Array is moreover a service centric organization. So it deals with intangible services. Clients will provide raw data to them and Array will hand over the complete product at its own creativity. The slogan of the organization is entitled as “Our creation, your dream”. Array is brilliant in delivering complete advertising and marketing solution towards its clients. Their out of the box concepts and creative ideas wonders clients. With a diverse range of multiple services Array helps its customers to create many different options to do business with them. Array makes sure the quality and the standard of the services they are providing. Here are some of the services they are offering to clients are:

- **Broadcast Motion Graphics**
- **TV commercials**
- **Info Graphics**
- **2D/3D Animation**
- **Set Design**
- **Event Management**
- **Printing**
- **Brand Promotion**
- **Web design and development**
- **Digital Marketing**
- **Video editing**
- **Strategic planning**
- **Brand Consultation**
- **Experimental Marketing**
- **Interior Designing (mainly Office)**

CHAPTER-3

The Business Process:



Job description:

I was assigned as an intern in “Array Creatives” and I worked under marketing department team. Throughout my internship period, I was well supervised by the head of marketing and the director of Array. Being a marketing intern I have to attend many field works. My main responsibility was to create business proposal and effectively pitch advertising and marketing related services to clients. Arranging primary meeting with marketing heads of other organizations who are interested to do business with us. I was also responsible to make the price quotations regarding any project’s budget. Sometimes I have to do telemarketing to aware clients’ involvement with Array. E-mailing soft copies of our work samples if any client ask for. I also have to coordinate the marketing executive to take work orders from our establish clients. Maintaining a good relationship with the customers and suppliers and provide feedbacks to any task assigned earlier.

Responsibilities (My roles in ARRAY):

- Creating client list for upcoming projects.
- Meeting Private Limited companies and offering them our business proposal letter.
- Arranging Price Quotation for specific tasks.
- Arranging Secondary meeting with Business development officers.
- Coordinate executives for vendor enlistment of well reputed Banks and NGO’s.
- Mailing the work samples to new clients and providing feedback when asked.
- Creating printed advertisement regarding client’s customization and orders.
- Reporting weekly task to the managing director.
- Getting accustomed with some new software and learning how to work with them.
- Maintaining relationship with the established clients and serving them the best of the services we have.

CHAPTER-4

The Pitching Process of Marketing Services:

This is one of the vital process in any business entity. In fact the very first step of any business chosen to progress. The pitching process is actually very difficult and complex. The approach to clients represents how skilled the person is and how good is their business. The pitching of any services are being delivered by marketing executives and marketing coordinator. Selling of any service required good talent and excellent knowledge of convincing power and also a comprehensive idea of all the services they are providing. The first approach and look does matter when someone choose to convince any specific client. Thinking for a few seconds what actually a commercial does. It focus on selling a product in a blink of a time. It grabs attention fast with information of interest. Then it tells why any customer should buy the product or services. There are certain technique to attract clients such as grabbing clients' interest with a confident statement about value related to the services he wants. Supporting the statement with specific facts. Selling clients why he should buy their services instead of others one(Dummies).

Array have its own way of effective pitching their 360⁰ marketing solutions to their respective clients. Before pitching process there are number of meetings and some research how then can deliver very effectively and creatively. In the research process they go through some business behaviors. What clients want, when they want and what type they prefer and at which time. After segregation process they list reputed companies and their specifications. Finding out how effective they can pitch their proposal to their clients. After that they create a comprehensive business proposal for clients which need to be pitched in clients' visits. The letter includes all the solutions and services Array is providing. With full preparation their marketing executives approach to some business giants about what kind of services they are providing. The appointed clients go through the proposal letter and if they find anything advertising or marketing related works they immediately ask them to show what kind of works they have previously covered. The executives shows some work related samples or demo works which the covered earlier. As Array is a creative agency their work standard are quite better to compete. If any clients are convinced with their master piece they immediately ask for marketing solutions for business deals. With a vast networking capabilities and convincing power of marketing executives Array puts on very effective methods of delivering advertising and marketing solutions towards its clients.

The Business development process:

The business development entails tasks and processes to develop and implement growth opportunities within and between organizations. It is mainly a subset of the fields of business, commerce and organizational theory. The basis of business development process is about creating long term values and positive image of the organization in the mind of clients, stakeholders, markets and strategic partners.

The better advertising agencies have installed some form of business development process. Typically they maintain a prospect database on computer. Regular promotional mails, telephone outreach process and to prioritize prospects as to interest, timing and other notable delineators. The objective is to strike up pleasant and conversation with the client to arrange the first meeting. The first meeting are meant for informal introductions and when managed properly then serve as valuable facts like finding needs assessments events (Agencyfinder, n.d.).

To put on better business development processes Array has number of ways to implement. The business development officer plan, process, set objectives, find results and implement them. If any project or event is arranged the officer first design a plan then analyze what materials can be used for this events, how many work force are need to develop the program. After that the agency plan for a budget listing necessary for the project. Price quotation are being set. After the work order is done the objectives are set plan by plan. Implementation of the process are being delivered on the event days. For better development process the agency consult with other big agency to work according to current traits and affiliations.

Array focuses mainly for development process are:

- ✚ Looking for the right opportunities.
- ✚ Focus on clients requirements.
- ✚ Main motto: clients satisfaction level
- ✚ Developing quality services and innovative advertising solutions.
- ✚ Developing IT solutions and improving work force for big projects.
- ✚ Continuous innovations.

Soft Copy of Array's Brochure and their Work Samples:



ABOUT US

We are an agency that will become an essential member of your team. With five highly talented departments working in conjunction with one another. Whatever your requirements, Array will deliver the complete solution that works.

Try a different approach.....

Our biggest prizes are the relationships we have with our clients and the results we achieve for them. Across everything our in-house six department work on. Your brand success is our bottom line. At each step of our process we: Evaluate, Research, Define, Create, Deliver, Measure.

We are with you every step of the way.....

CREATIVE: We take the time to understand you and your business, to deliver excellent creative solutions to ensure your success.

MARKETING: From researching and evaluating your brands your business and market place in which you operate, to implement a complete package of marketing strategies we maximize your potential.

PUBLIC RELATIONS: Our PR team develops comprehensive strategies ensuring that your brand stands out from the crowd.

EVENTS: We create bespoke brand events that cover everything from product launches to large scale campaigns, in a seamless, cost-effective and dramatic delivery.

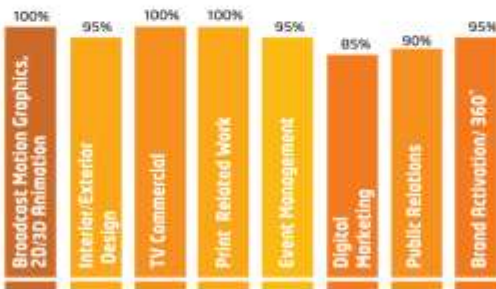
CELEBRITY: We fully utilize the impact of our celebrity clients to boost the brands we work with, continually raising the profile of your brands or business.

SERVICES

WHAT WE CAN OFFER

- 
- Broadcast Motion Graphics •
 - TV Commercial •
 - Graphic Design •
 - Info Graphics •
 - Documentary •
 - 2D/3D Animation •
 - Printing •
 - Set Design •
 - Event Management •
 - Interior/Exterior Design •
 - Branding Consulting •
 - Brand Activation •
 - Strategic Planning •
 - Experimental Marketing •
 - Trade and retail Marketing •
 - Public Relations •
 - Web Design & Development •
 - Media Management •
 - Digital Marketing •
 - Social Media Marketing •
 - Online/web Marketing •
 - Audio Visual •
 - Video Editing •
 - Painting, Crafts, Sculpture •
 - Social Communication •
 - Drama and Film Making •
 - Photography •

CAPABILITIES



MOTION

WORK SAMPLE



EVENT MANAGEMENT



BRAND/ TVC



PRINT

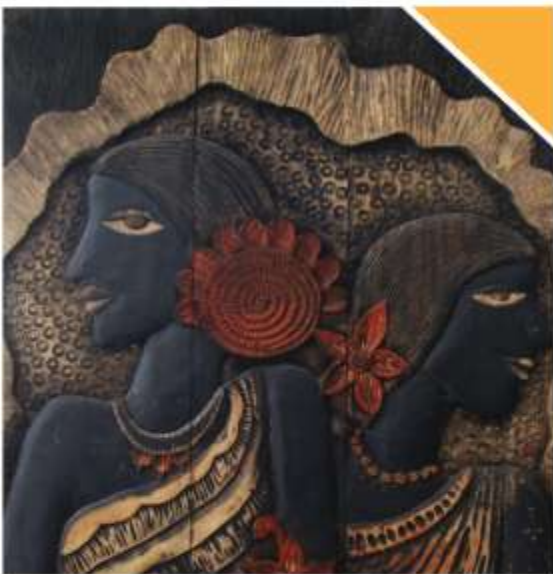
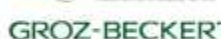


INTERIOR & EXTERIOR



we work for

(Array serve some clients as a 3rd party agency)



VISIT OUR OFFICE

20/21, Garden Road
West Kowran Bazar, 4th Floor
Dhaka-1215, Bangladesh.

+88 02 55013738

+88 01912729145

+88 01939377690

arraycreatives.com

arraycreatives.bd@gmail.com

facebook.com/arraycreatives

twitter.com/arraycreatives

array.creatives

linkedin.com/in/array-creatives-090122104

Array's Portfolio:

Being a young advertising agency “Array creatives” carries a heavy portfolio on its bucket. Number of large projects and event management are completed with high dedication by Team Array. Along with that there are quality concerned advertising, motion graphics, 3D animations and interior works are completed with passion and innovative ideas. The dedicated team work of the employees are responsible for all the projects covered by Array in the past. The quality of their works ensure clients’ satisfaction level thus helps Array to build a positive relationship with their existing clients. Array is very concerned and vulnerable with their post services making sure whether the works are effective to clients. Forexample if a software or any website is created Array is responsible to give the post services and all the upgrades of the software and web development which is being used by their clients. For event management and showroom deigns team Array have to spend all the active days till the project is done. Ensuring everything goes in the right way round. Some of their working projects of events, advertising, commercials, printed advertisement and interior works are discussed below:

✚ International Trade fair 2016 (Creative Pavilion and interior design of Fresh-Megna Group)



In the year of 2016 Array Creatives was granted with an enormous project which was held in Dhaka International Trade fair. The contract was assigned by **Fresh Group (a concern of Megna group)** to Array. After all the hard and complex works and decisions Array signed for the agreement paper which was proposed to build a giant mega structured two storied pavilion of Fresh. The Team Array put on breathless effort on this event before the fair starts. The giant pavilion was a steel structure supported by a glass framework which contain almost all the products of Fresh group. The structure was fifty feet by fifty in length and width. The innovative design and creative layout amaze both clients and local people. The estimated budget of this project was approximately 60 lac BDT.

✚ **Pavilion of Nitol Motors LTD in International trade fair 2017 designed by Array**



This year, 2017 Nitol Motors LTD proposed Array Creatives to build a pavilion in international Trade fair. Array accepted the proposal and signed the contract to complete the showroom before the fair begins. To build the mega showroom team Array worked for day and night to make it happen. The pavilion was mostly set up with glass exteriors and in the interior inside there was a huge hall where vehicles are placed to display. The pavilion displayed Tata Prima Trucks, Tata Ace pickups and also Tata Nano cars in the trade fair 2017 January. Various people from different part of the country came to visit this wonderful pavilion. The project had a total budget of Tk.65, 0000. (Sixty five lac. Taka).

 Video Commercial of ATASHII Air conditioner and Television of Nitol
Electronic is done by Array:





NitolElectronic LTD is one of the fastest growing electronics product manufacturer in Bangladesh. Their main brands are BOSS and ATASHII. Array was assigned to create a video commercial regarding ATASHII A/C and TV. With successful motion works and after effect Array created advertisement for marketing of Nitol Electronics. The budget for these TV commercial was over 20 lac Taka.

✚ Interior Design of GROZ- BECKERT office completed by Array:



Groz-Beckert is the world's leading provider of industrial machine needles, precision parts and fine tools, as well as systems and services for the production and joining of textile fabrics. All around the world, the products and services support the textile processes of knitting and warp knitting, weaving, felting, tufting, carding and sewing. The company's head quarter is located in Albstadt-Ebingen in Baden-Wuerttemberg, Germany. The company is worldwide arranged and in Bangladesh Array was responsible for doing the interior of this office in 53, Kawran Bazar Dhaka-1215. The work was led by the director himself and as well as team Array to complete an outstanding interior design within 25 days. The Budget of these project was estimated over 25 lac taka.

✚ **Some other printed Advertisement Created by ARRAY:**





These are some of the printed advertisements created by creative team under short budget and time. OXYCLEAN which is a hospital cleaning agent and BLEACH which is a multipurpose cleaning powder of the AZIZ Group.

✚ **OGRO JATRA the yearly magazine of NGO SHATAFUL Bangladesh was designed by ARRAY:**





The annual booklet of NGO Shataful Bangladesh “OGRO JATRA” was created and designed by team Array. The booklet consists of over 250 pages and Array was proposed to cover all the printed ads and write ups.

📌 Third party contractual works:





Array also involved in Third party contractual advertising. The above advertisement of Grammenphone was establish by GRAY (advertising agency) who forward the task to Array creatives to complete the design and the characters. After getting the ads idea Array created the commercial of Grammenphone music app and Comooyo. They are quite successful in completing their task and which created a great reputation among the other agencies.

CHAPTER-5

Fringe benefits provided by ARRAY:

Along with a lot of work in the shoulder, Array also feel for its employee. As employees are the valuable assets of the agency. So Array provides them a lot of comfort zone in work place and during holidays. Hence it improve employees' job satisfaction level and mental peace. So some of the highlighted fringe benefits that Array provides are:

- Flexible Schedule.
- Paid vacation once a year.
- Discount on any services wanted.
- Parental leave.
- Time off and vacation of 18 days every year.
- Event Entertainment and food.
- Eid Bonus and Contractual bonus.

Business Ethics in Array:

Array is very strict in their business ethics. Works and project are complete with passion. Team Array work from passion and enthusiasm not focusing on money. Deadlines are followed strictly. Few aspects array consider as zero tolerance. Few business ethics followed in Array are:

- Good behavior and attitude towards valued clients.
- Work place humbleness and dedication.
- No racism or discriminations are allowed here.
- Deadlines are holy so main focus point.
- No frauds or violence are allowed
- No misleading advertisement to attract customer in fake approach.

Recommendations:

Working for a three months period as an intern in Array Creatives I faced many positive and negative aspects. In spite of having fewer problem I enjoyed working over there and which also build positive motivation and self-confidence. But in few cases there should be some changes in regarding of any services provided. So here are some of the recommendation I came across are:

- There should be more training and development programs for the employees so that the efficiency level increases.
- Array Creatives should provide transportation for its employees as many of the employees come from quite a distance.
- The scope of promotions of the employees could be increased so that the employees are more motivated.
- Array Creatives should provide transportation for its employees as many of the employees come from quite a distance.
- Array Creatives should increase the number of CSR activities so that the organization can increase customer retention and develop and enhance relationship with the respected clients.
- Services pitching method can be approached strategically.

Conclusion:

It was indeed a great pleasure to work with such an amazing advertising agency which helped me to build myself in a career of service marketing and management. I learned a lot from here regarding how these advertising agency operates and how this company managed to hold up its position throughout these couple of years. As an organization “Array Creatives” has achieved its reputation among the leading advertising agencies. Array has got strong hold in local market which help them to penetrate large market share with their quality services and marketing solutions. One of their strong factor is their service quality and in time delivery of services to clients which helped them to archive their inbound fame and popularity. The use of modern technology and update software helped employees to complete complex project works. Overall the company is currently in a very stable state along with generating revenue in monthly basis. The company is slowly merging towards its growth stage. Array Creatives has a long way ahead and with a vast knowledge in marketing field and client services, which they are maintaining with a talent pool of skilled and intelligent employees (Team ARRAY). Quality services and innovations is their main motto.

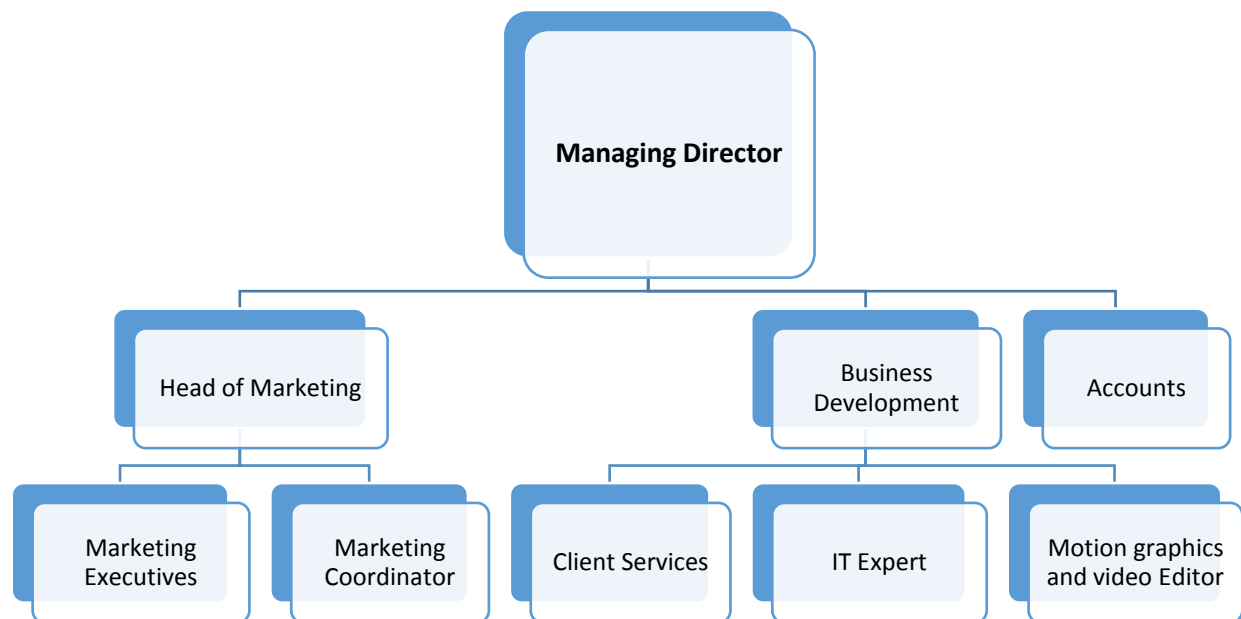
In a nut shell, I can say that it was a great opportunity to work with Array. I have learned a lot about the practical ideas about the organizations’ internal and also the external policies which I can relate with the academic learnings that I have learned and gathered throughout my BBA program. It was indeed a valuable experience which helped me to upgrade myself in corporate life and as well as in my career.

Appendix:

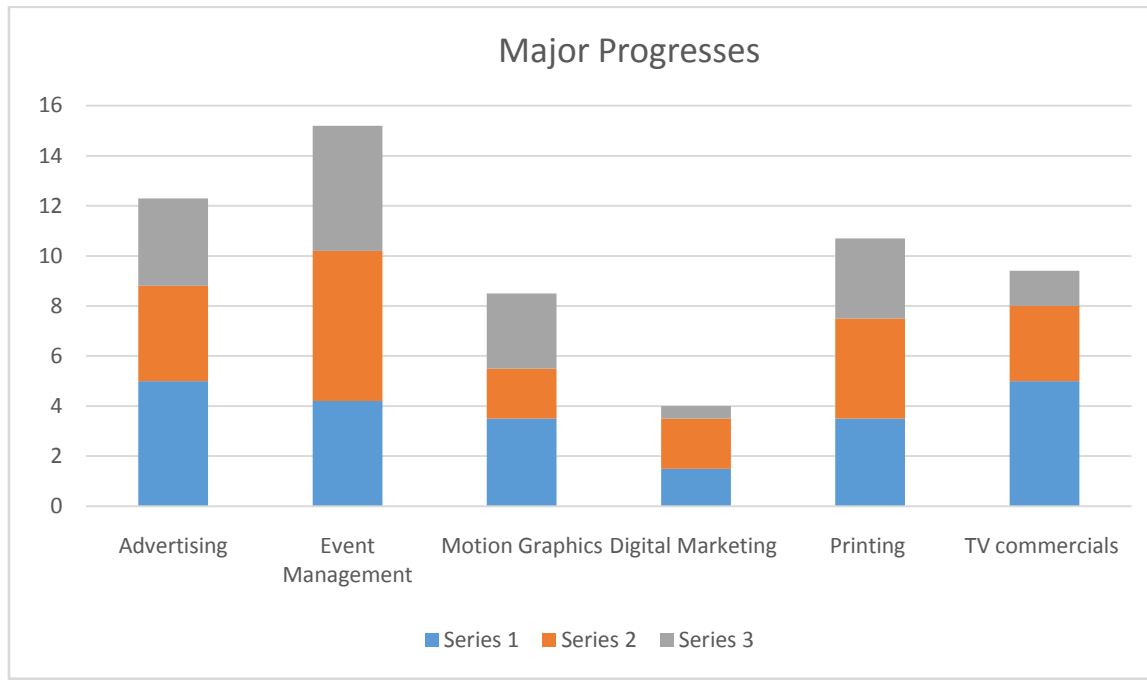
Company's Employees List:

Name	Designation
Mustafa Al Rajib	Managing Director
Mithun Kabir	Head of Marketing
Sajjad Hossian	Business Development
Arafat Mamun	Marketing Executive
Tushar Rahman	Marketing Executive
Hassan Riaz	Client services
Nushan Ahmed	IT Expert and software Designer
Imran ronak	Motion Graphics and video editor
Mahin Rahman	Accounts and Finance

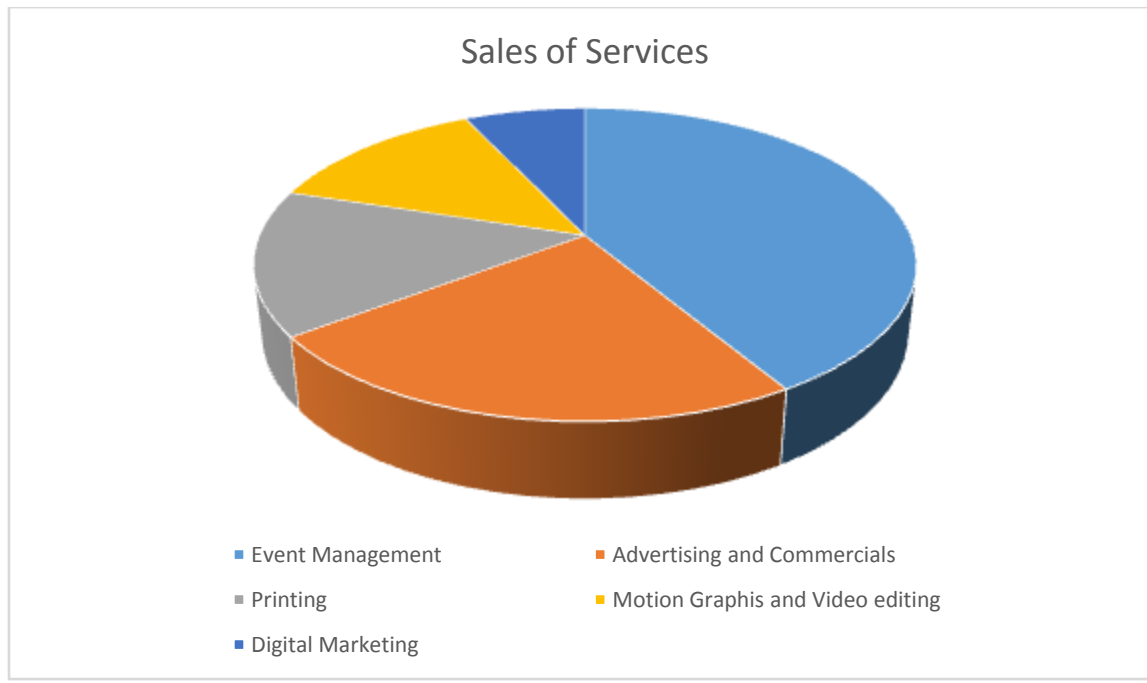
Company's organogram:



Statistics and Charts:



PIE chart of Revenue earned in certain areas:



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