

Internship Report
On
Performance Measurement of



Internship Report
On
Performance Measurement of



Submitted To:

Md. Tamzidul Islam
Senior Lecturer
BRAC Business School
BRAC University

Submitted By:

Sifat Bin Awal
ID: 10204018
BRAC Business School
BRAC University

Date: 11th December, 2014

Letter of Transmittal

11th December, 2014

Md. Tamzidul Islam

Senior Lecturer

BRAC Business School

BRAC University

Subject: Submission of Internship report.

Dear Sir,

I would like to submit my report titled 'Performance Measurement: Rectangle Communications Ltd.' prepared as a part of the academic requirement for BBA program of BRAC Business School.

I have successfully completed my internship program in Rectangle Communications Ltd. and I worked there as an intern for three months. While working on this report, I got a great learning experience and knowledge as I got to learn the new and different viewpoints of advertising and communication industry. I hope you will find the report to be intent, organized and reliable.

I would like to thank you for all the support and guidelines that you have provided throughout the process of completing the report. Therefore, I earnestly hope that you will appreciate my endeavor and I will be thankful if my report is accepted for the appropriate purpose.

Sincerely yours,

Sifat Bin Awal

ID: 10204018

BRAC Business School

BRAC University

Acknowledgement

At the beginning of this report, I would be thankful to Almighty Allah for his blessing in completing this report and would like to use this opportunity to recognize the contributions of a number of people who has helped me a great deal to bring this report to life.

First of all, I would like to thank my Internship Supervisor Md. Tamzidul Islam, Senior Lecturer, BRAC Business School, BRAC University for his continuous guidance and supervision in preparation of this report. His valuable advice and direction has helped me a lot in writing this report. I am immensely thankful to him for the supports he has provided during my Internship period.

Again, I would also like to convey gratitude to my organizational supervisor at Rectangle Communications Ltd. Md. Khalekuzzaman, Manager, Event and Operation. He directed me towards the right path and regularly reviewed my progress in preparation of this report.

I offer my gratitude to, Arefin Tamim, Senior Executive, Client Service and Omar Faruk, Executive, Accounts and Management for their time and patience, along with the rest of the Rectangle Communications Ltd. team for their encouragement and fair treatment throughout my internship period.

Table of Contents

Contents	Page No.
Introduction	1
Company Overview	1
Brand Management	1
Event Management	2
Advertisement	3
Documentary	3
Media Production	3
PR Services	4
Corporate Gifts	5
Research & Developmment	5
24/7 OPU Facilities	6
Operational Network Organogram	6
Mission Analysis	7
Internship At Rectangle Communications Ltd.	8
Objectives of the Report	9
Methodology	9
Limitations of the report	10
Performance Measurement of Rectangle Communications Ltd.	11
Campaign 1: J'ADOUBE at Fashion Exposed 2014 (Melbourne)	12
Description	12
Client's Demand	12
Rectangle's Service	12
Project Details and Update Table: (Vendors and Others)	15
Client's Feedback	16
Post Operative Evaluation of the Campaign	18
Campaign 2: Expolanka at Batexpo 2011	19
Description	19
Client's Demand	19
Rectangle's Service	19
Vendors for the Campaign	20
Client's Feedback	23
Post Operative Evaluation of the Campaign	24

My Observations	25
Recommendations	25
Conclusion	27
References	28

Executive Summary

Nowadays advertising and communications industry is very much intricate. In Bangladesh, this industry is growing so fast. For an advertising agency, the service quality is very important to please its clients and delivering the service in less possible time is another competitive challenge.

The overall situation becomes sensitive when an ad agency needs to deal with Social Client as well as Corporate Client. Both of these client categories has a notable set of complications in order to provide the service but Rectangle Communications Ltd. has managed it for last couple of years in finest possible way to provide best service to its clients. RCL always maintain a standard to deal with the clients and again it also has some specific rules and compliance to handle every project and clients.

Again, RCL's performance measurement and their client's feedback always have an impact to overall business growth and future opportunity. Apart from these issues, RCL has some upcoming projects with some key clients, such as Robi, Hatim Group, Rakhsaani Foundation and Al- Arafah Islami Bank Ltd etc.

Introduction

Company Overview:

Rectangle Communications is the one stop solution for Brand Management, Event Management, Public Relations, Advertisement, Documentary, Media and Creativity. We pride ourselves in our ability to deliver quality products and services that match the best interests of our client base. Our company ethos revolves round delivering the most effective, customized and target- oriented solutions to our clients. We offer solutions to businesses that really make a difference to each activity we undertake. Whatever the event, with our support, you can remain stress free with the knowledge that your event will be delivered professionally and responsibly. We make it our business to understand your requirements completely and to satisfy every detail, add lots of value, and ensure everything runs smoothly.

Communicating successfully in today's overcrowded world is challenging especially achieving visibility in a saturated market. With us, you will find an experienced team that knows how to break through the 'clutter' and deliver results that connect with your audience or customer.

We have a very highly experienced team of associates who perfectly complement according to our clients need. This gives our clients added value with a full range services to ensure that they get real benefits from working with us. The philosophy behind this company is a commitment to the highest level of efficiency and professionalism where we aim to provide excellent communications and services.

Brand Management

Rectangle designs holistic branding strategies and programs for corporate leaders and business owners to leverage the power of their corporate brands as a strategic weapon in building successful and sustainable businesses. By carefully designing and managing brand portfolios for each of our clients, Rectangle helps create messages and strategies that connect with the competitive marketplace and increase profits. Following are the activities we perform under Brand Management Services:



Event Management

We have a great team that is expert in event management and organizing lifestyle publicity. We provide a wide range of services to ensure that every campaign, event, or project is a complete success. We can assist you with the details that can often become a hassle. Areas such as contract administration and production-based issues, such as sourcing and coordinating suppliers and vendors, including day-of-the-event management, are organized and taken care of our competent team enabling you the luxury of more time and focused concentration on other areas of your event.

We implement sponsorship initiatives and marketing strategies for your projects and events. There are numerous avenues to explore, and a multitude of resources available and we are here to ensure that your project and event shines above all the rest. The combination of commitment, determination and hard work makes the best in what we do.

Advertisement

TV advertisement is generally considered the most effective mass-market advertising format, and this is reflected by the high prices TV networks charge for commercial airtime during popular TV events. We understand the art of generating sustained ideas in advertisements which will remain in the minds of television viewers long after the span of the advertising campaign. We understand the usage of humor and emotions as tools in our creative work based on client's need. We also know the techniques of non-commercial advertisements which are services aimed to inform, educate and motivate the public about issues such as HIV/AIDS, climate change, energy conservation and family planning etc.

We also do billboard advertisement as we understand the science of it. We design billboards to catch a person's attention and create a memorable impression very quickly, leaving the viewer thinking about the advertisement after they have driven or walked past it.

Documentary

We have an expert team who can turn the documentary subject in to a fascinating and compelling film that is easily understandable for all. We research the documentary subject as thoroughly as possible and gather relevant knowledge on the subject matter before starting the work. We also create a structure/outline for your film before shooting which work as guidelines but we also understand that it's what we shoot that informs the final structure of the film. We have an expert time that is able to develop innovative ways to documenting film within client's project parameters. Throughout the process of research and development we keep our clients involved and incorporate their valuable feedback when making the film.

Media Production

Pre Production:

Every production is unique. We analyze your needs and determine the best way to achieve fulfillment. During the pre-production phase, our staff develops a battle plan and offers only the services you need. We then give you a detailed outline of your production with timelines, services included for the entire production, and delivery specifications. Some of the many individual services offered in pre-production are storyboards, script writing, research and development, and location scouting.

Production:

All our production crews are professionals and experts in their field of work. We offer full service crews that include directors, cinematographers, production manager, costume designer, and production audio... just to name a few. We will use only the crew members needed to get the production done right, no more, no less. Additionally, we are well-versed in all formats and styles of filmmaking. No production is too big or small.

Post Production:

We additionally offer a full range of post production services. During picture editing, we work with you so that we get your vision right. We invite our clients to give us feedback during post production and work together to see your production through. In terms of audio, our audio mixers and editors adhere to strict television broadcast standards and deliver a final mix that shines. Our music composers and extensive sound effects libraries bring your production to life as well as our team of graphic designers. Lastly, we are experienced in all delivery formats. Is your production going on-air? Online? On a specific tap format? Do you need duplication services? We have all the necessary resources to deliver your final cut in any format and in a timely manner.

PR Services

Our team of dedicated professionals comprises industry veterans with combined experience in the field of public relations and communications over the years.

Serving a vast array of industry clients from Manufacturing to Retail, Finance to Telecom sector, Institutional to Government, we employ proprietary tools that almost always guarantee outstanding and effective results.

At Rectangle Communications, you can expect a high standard of professionalism, swift and creative execution, prompt delivery and above all, a dedication to personalized client servicing. We aim to give our clients' businesses a boost with a strategic PR campaign and by providing consultancy in developing essential marketing communications tools.

Public relations is about building relationships and is a powerful branding tool. We believe that the effective use of PR is the difference between a good company and a great company. From building and maintaining media relationships to securing speaking engagements, our

role is to get you closer to your consumer. We make sure that our clients' messages are received by the right audience at the right time and in the right media.

Corporate Gifts

We are focused on our clients and their corporate gift or promotional requirements, aiming to exceed expectations of service, while providing cost effective and innovative promotional products and gifts within short turnaround times.

We pride ourselves in taking the hassle out of ordering promotional items, we know ordering products for your conference or exhibition is not the most important task you have to complete in a day. Give us a call, we will not bombard you with technical terminology just ask straight forward questions. From there sit back at let us take over, you will be kept up to date at each stage of the order process, given a direct telephone number so you can speak to your account manager if you have any questions, then get on with the rest of your day safe in the knowledge that everything is in hand.

We have carefully selected the right tools to help brand your business or send personal thank you gifts as part of your marketing strategy. Many of our suggestions for business gifts are unique. We recognize the importance of branding a business with useful promotional products along with the importance of rewarding clients and employees with gifts that are personal and unique for use at home as well as the office. We know how important finding the right executive gift for your client is to your business.

Research and Development

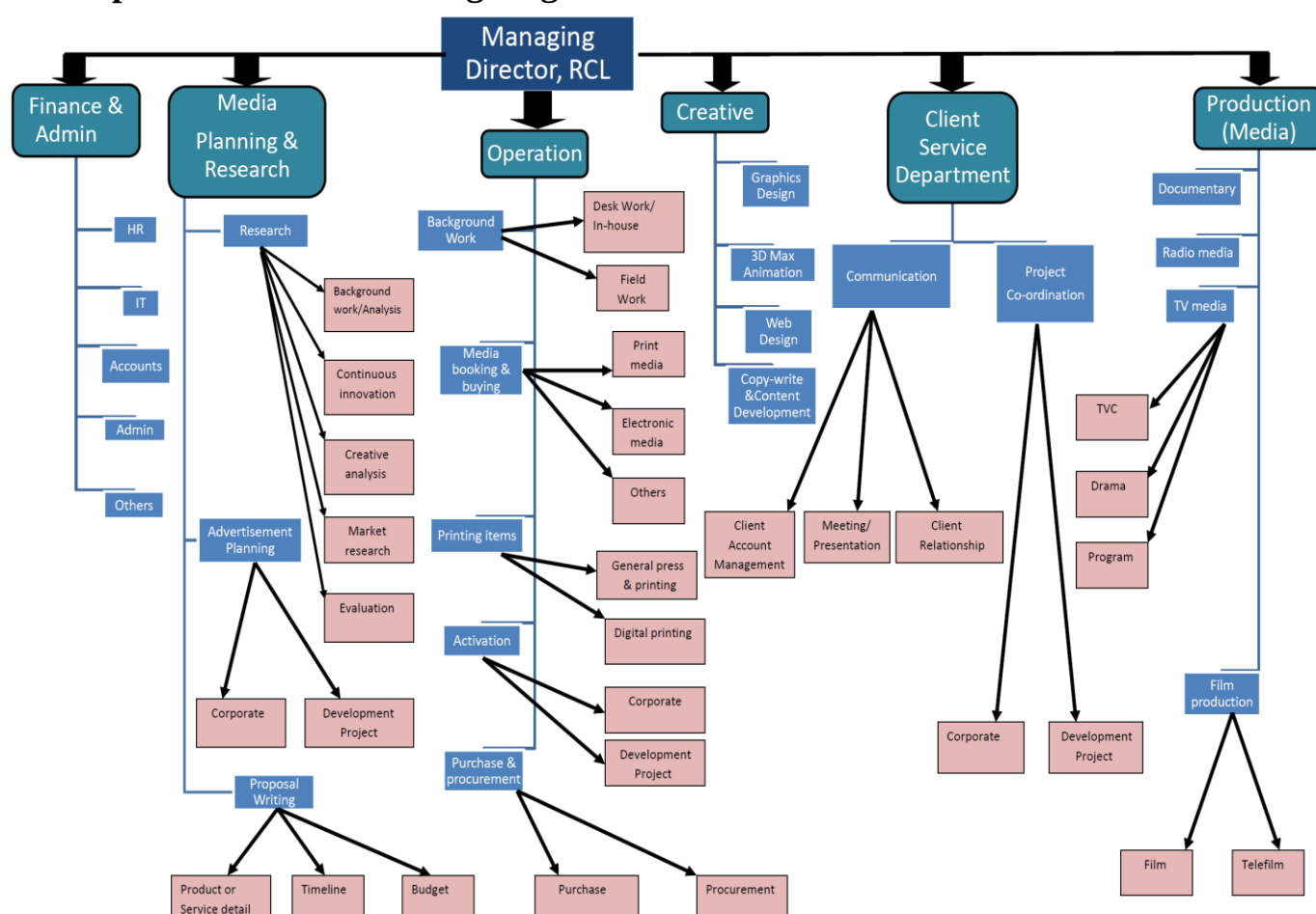
At Rectangle we have a dedicated Research and Development Department. The R&D Department helps us anticipate audience preferences and devise ways of satisfying them. The research department's mandate includes instrument design and application, data collection, data processing and organization, data analysis, report writing and presentation. Some of the research packages on offer include market surveys, communication research, media and audience surveys, socio-economic surveys, demographic, public opinion surveys, baseline surveys, feasibility studies, situational analyses, monitoring and evaluation surveys'.

24/7 OPU Facility

For the first time in the whole world of communication industry, Rectangle Communications Ltd. has introduced 24/7 online project update facility for our clients, where they can get easy access to all the project related information, work progress status/bar, delivery status, recorded time and date of last update and also interactive messenger through website nonstop 24 hours seven days in a week.

We are also very proud to inform that this facility has truly raised the transparency and accountability between clients and Rectangle and substituted the conventional business communication process to the extent where all different level of officials from an organization has access to accurate information simultaneously without making a single phone call to each other or us.

Operational Network Organogram:



Mission Analysis

Mission: Our success comes from helping our clients to be successful.

Customers: Customer satisfaction is essential. We deliver superior value to our customers through creativity, technology and reliability. We grow and prosper by serving the needs of our customers better than our competitors, while effectively controlling costs. We strive to exceed our customers' expectations in affordability, quality and on-time delivery.

Team: Our success is possible because diverse specialists and personalities join our team. This diversity allows us to perceive a problem from different angles and thus develop efficient and holistic solutions. That's the reason why we create superior products and services and routinely seek ways to better performance.

Internship at Rectangle Communications Ltd.

In Rectangle Communications Ltd., I was assigned as an Event and Operation Intern in Event and Operation Department. I was selected through an interview process. I started my internship in September 1, 2014 and end up in November 30, 2014. I was a multi task player in the team and participated in several tasks within the company. As I have worked in three different departments through this whole internship period, I have divided my duties in the company on department basis. They are as follows;

Event and Operation

- I started from Event and Operations Department and learned how to manage vendors for project purpose over phone.
- I went for field visit to conduct different meetings with vendors for upcoming “Spanish Quran Project.”
- Managed third party vendors for any events and give them brief regarding events and requirements.

Client Service

- In the second month, I was shifted to this department. My role was to get acquainted with company rules and compliance and to learned company’s Manual or Constitution for Project Management and Monitoring.
- I went through the basic functions of Client Service, different project proposals which were approved by the clients and previous client profile and project details.
- I learned how to write proposals, how to manage Potential Project Meeting (PPM) and to assist client service department.

Research and Development (R&D)

- In the last month, I mainly focused on the Research and Development department. I studied different types of research papers made by the employees of the organization.
- I worked on copy writing and content writing and learned to create effective contents.
- I went through some research assignments of the employees to maintain an organized Microsoft Excel version of overall data for Research and Development department.

Objectives of the Report

This report contains some specific objectives which are classified into two segments: Primary and Secondary. These are stated below-

i. Primary Objective

To measure the performance and the factors affecting the performance after getting client's work order.

ii. Secondary Objective

- Analyze the problems faced by Rectangle Communications with the clients.
- Analyze Agency's Performance Management.

Methodology

Primary data: The primary data needed for this report was collected by me while my staying and working in Rectangle Communications Ltd. as an Intern. Meeting with the vendors and employees as a member of Event and Operation department and Client Service department of Rectangle and observing the works of Rectangle employees regarding the related works and performance analysis has made it quite easy to find out the performance measurement of Rectangle Communications Ltd. and the problems or difficulties faced by Rectangle while working on the campaigns.

Secondary Data: Some secondary sources of data like vendors list, proposals of the campaigns, client feedback forms etc were provided by Rectangle Communications authority. Also, some useful websites were used for the data collection for the secondary sources.

Limitations of the Report

- Time frame was limited, so fully in-depth analysis was not possible because of time constraint issue.
- Rectangle Communications Ltd. has some confidential issues that are not allowed to be disclosed. So, Agency confidentiality was another major limitation for this report for data presentation.
- Human errors, omissions and lack of upgraded information about the vendors were hindrances to the report.

Performance Measurement of Rectangle Communications Ltd.

As a brand communications firm, performance measurement is very much important for Rectangle Communications Ltd. In client service department we have to deal with our clients all the time. Positive feedbacks from the clients are the most important factor for us as our future projects will be destined by it. If one of our vendors fails to meet our demands right on time, we will be unable to give our clients the service they want properly and they will want an explanation from us for this delay, which will make an impact on further works with the client. So, Rectangle is always aware about their performance to satisfy their clients. To measure client's satisfactory level Rectangle Communications has a "Client Feedback Form" which is very much effective. In this report, I am going to briefly discuss about two campaigns (J'ADOUBE and ExpoLanka) which were successfully done by Rectangle Communications Ltd. to measure their performance.

Clients Feedback Form:

Name of the Client/Company:
Name of the Client/Company
representative:
Designation:
Nature of the Project:

Date:
Contact No:
E-mail:
Project ref:

Rectangle Communications Ltd. **Client Feedback Form**

1. How will you categorize RCL client services?	Excellent	Good	Ok	Poor
2. How much creative and unique RCL's services been?	Excellent	Good	Ok	Poor
3. How available RCL was during the entire operational process of the project?	Very High	High	Ok	Low
4. How much stress could RCL take over?	90-100%	80-90%	70-80%	60-70%
5. How good RCL was in term of understanding your preferences/choices?	High Satisfactory	Satisfactory	Neutral	Dissatisfactory
6. How will you categorize RCL in terms of reliability?	Very High	High	Ok	Low
7. How significant RCL 24/7 OPU facility is in terms of adding value to this project?	Very High	High	Ok	Low

Signature of the Client/Company Representative

Campaign 1: J'ADOUBE at Fashion Exposed 2014 (Melbourne)

Description:

This year Fashion Exposed took place in Melbourne from 22nd to 24th February at Melbourne Convention and Exhibition Centre and J'ADOUBE took part in it.

J'adoubé has been in fashion business since 2013. This is expressed in 4 trendy yet affordable collections each year. The Company is based in Manchester- UK. Procurement and production take place globally across China, Europe and Bangladesh through our subsidiary offices. The company nurtures groups of fashion aspirators, and promote talented designers, young fashion entrepreneurs, creative individuals with courage and imagination across borders. Passion for fashion, skill development and optimized business strategy and organization are key ingredients to build our International Fashion Brand.

Address: J'ADOUBE

31 Manor Fold, 5-7 Atkin Street,

Worsley Manchester, M28 3DG, United Kingdom.

Tel: ++44 74520 35058

Website: www.jadoubecollections.com

Client's demand:

An entire exhibition campaign solution for promoting brand image of J'ADOUBE incorporating the issues of green sustainability and environmentalism.

Rectangle's Service:

Creative Support:

- Logo,
- Stall,
- Profile with brochure,

- Pre-fair invitation card,
- Dinner/gala invitation card,
- Letter head pad,
- Catalog/look book,
- Sales order book,
- Visiting card,
- Gift items,
- Designing AV presentation,
- Overall content & typography design & development

Operation Support:

- Profile with brochure,
- Pre-fair invitation card,
- Dinner/gala invitation card,
- Letter head pad design,
- Catalog/look book design,
- Sales order book,
- Visiting card,
- Gift package,
- Souvenir

Execution Support:

- Vinyl printing,
- Stall set up and decoration,
- Handling installation process,
- Dismantle process

Online & Social Media:

- Website design,
- Content,
- Programming,
- Graphics design,
- Testing & installation,
- Website linked with social button,
- Update catalog etc.

Admin Support:

- Planning,
- Executing,
- Monitoring
- Supervising,

- 24/7 OPU facility,
- Contingency support



Image: J'ADOUBE at Fashion Exposed 2014.



Image: Corporate Items made for the campaign.

Project Detail & Update Table: (Vendors and others)

Sl. No	Item/ Purpose	Specification With Quantity	Potential vendors & unit cost	Selected vendors & total cost	Locked date & Adv. amount	Due cleared / Full paid	Delivery time/ date	Delivery status (including date)		Comments	RCL Authority (Sign)
1	Creative Work	Theme, Logo, Stall, Profile With Brochure, Pre-Fair Inv. Card, Letter Head Pad, Sales Order Book, Visiting Card, Envelope, Seal	In-House	In-House	N/A	N/A	N/A	Delivered	Delivered	Done	
2	Profile with Brochure	540 GSM Rives Sensation Gloss Tradition Bright White S: H-8.27" x W-11.69" Q: 1904 PCS, 5 Color Print 4 leaf (8 Page), Pin Binding	Paper Studio TK 240	Paper Studio TK 4,56,960	26/1/14 TK 2,50,000	10/5/14 TK 2,74,460	—	Delivered to Office 12/2/14	Delivered to Client 13/2/14	Done	
3	Pre Fair Invitation Card	CM Metal Ice Gold 250 GSM S: H-5.5" x W- 7.5" Q: 200 PCS, 4 Color Print	Paper Studio TK 45	Paper Studio TK 9000	II	II	—	Delivered to Office 02/2/14	Delivered to Client 02/2/14	Done	
4	Pre Fair Invitation Card's Envelope	CM Paper Ice Gold 120 GSM S: H-5.8" x W-7.8" Q: 200 PCS, 4 Color Print	Paper Studio TK 60	Paper Studio TK 12,000	II	II	—	—	—		
5	Pre Fair Invitation Card's Envelope Re-printing	II	II	II	II	II	—	Delivered to Office 02/2/14	Delivered to Client 02/2/14	Done	
6	Letter Head Pad	C. Laid Vellum 100 GSM S: H-11.7" x W- 8.3" Q: 1000 PCS, 1 Color Print	Paper Studio TK 7	Paper Studio TK 7,000	II	II	21/1/14	Delivered to Office 21/1/14	Delivered to Client 22/1/14	Done	
7	Visiting Card (3P)	C. Laid Vellum 250 GSM S: H-3" x W-2" Q: 3000 PCS, 1 color p.	Paper Studio TK 2	Paper Studio TK 6,000	II	II	25/1/14	Delivered to Office 28/1/14	Delivered to Client 02/2/14	Done	
8	Envelope DL	120 GSM Olin R. Natural W. S: H-324mm x W-229 mm Q: 500 PCS, 1 Color P.	Paper Studio TK 13	Paper Studio TK 6,500 k	II	II	28/1/14	Delivered to Office 04/1/14	Delivered to Client 05/2/14	Done	
9	Envelope	120 GSM Olin R. Natural W. S: H- 110 mm x W-220 mm Q: 500 PCS, 1 Color Print	Paper Studio TK 30	Paper Studio TK 15,000	II	II	28/1/14	Delivered to Office 02/1/14	Delivered to Client 02/2/14	Done	
10	Sales Order Book	Standard, 50 leaves, 2 PCS Carbon Pg., S:H-9" x W- 6.7" Q: 10 PCS, 4 Color Print	Paper Studio TK 900 Danez B. B. TK 200	Danez B. B. TK 2,000	06/02/14	11/05/14	10/2/14	Delivered to Office 11/2/14	Delivered to Client 13/2/14	Done	
11	Rubber Stamp	Shiny Brand S: H-3CM x W-3CM Q2 PCS	M. R. Design & Metallic TK 450	M. R. Design & Metallic TK 900	22/1/14 TK 900	22/1/14 Full Paid	22/1/14	Delivered to Office 22/1/14	Delivered to Client 22/1/14	Done	

12	Execution Support	Stall Setup, Handling Installation & Dismantle Process	EXPONET E. & E. Service —	EXPONET E. & E. Service —	06/2/14 TK 3,72,000	12/2/14 TK 7,56,000 TK 3,33,061	22/2/14	Delivered to Office 22/2/4	Delivered to Client 22/2/14	Done	
13	Travelling	Ticket Fare, TA / DA, Food & Others	—	—	—	TK 96,925	—	Delivered	Delivered	Done	
14	Visa	Visa Applications Fees For Two Person	10,210	20420	27/1/14	27/1/14 TK 20,420	—	Delivered	Delivered		
15	Hotel Acco.	Hotel Accommodation 10 Nights for Two Person	Crown Prominent —	Crown Prominent —	17/2/14 —	17/2/14 TK2,36,532	—	Delivered	Delivered	Done	
16	Delivery	Packaging, Transportation	Milon TK 1,800	Milon TK 1,800	13/2/14 TK 1,800	13/2/14 TK 1,800	13/2/14	Delivered to Office 13/2/14	Delivered to Client 13/2/14	Done	
17	Others										

Client's Feedback:

After the campaign was successfully finished, the client J'ADOUBE gave some feedbacks about Rectangle Communications Ltd. These feedbacks are described below.

Positive feedback:

J'ADOUBE was pleased with the service of client service department. They said this department is the heart of Rectangle Communications Ltd. as it operates all most in every field of a project.

According to them, the work of RCL is very much creative and unique. Though they faced some problems with the color of the backdrop, but it ended winning the best stand of the event.

The availability of RCL was good throughout the project. As this event took place in abroad, to make sure a perfect operational service two of RCL's directors went to Melbourne 3 days before the event.

During the problem with the backdrop color RCL showed their stress taking ability. They handled the problem successfully and recovered it.

24/7 OPU facility is one of RCL's unique service which helped a lot for this campaign. J'ADOUBE was able to know about the progress of their order through online on a regular basis. So, in terms of reliability RCL is a perfect example, they said.

Negative feedback:

For the campaign J'ADOUBE wanted a twenty square feet stall, but after the stall making was completely done there was a slight difference from the actual measurement which represents poor measurement practice.

Though the color of the backdrop worked out well, but it was supposed to be green to highlight the green sustainability and environmentalism. This shows lack of seriousness.

Another negative thing was the packaging of the goods for the campaign. To supply the goods they used low quality packaging boxes some of which broke apart during transportation.

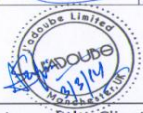
Client Feedback Form: J'ADOUBE

Name of the Client/Company: J'adobe Date: 4/3/14
 Name of the Client/Company representative: Samsul Arifin Contact No:
 Designation: Director E-mail:
 Nature of the Project: Event/Others Project ref: AC-2014-J'-13

Rectangle Communications Ltd.
Client Feedback Form

1. How will you categorize RCL client services?	Excellent	<u>Good</u>	Ok	Poor
2. How much creative and unique RCL's services been?	<u>Excellent</u>	Good	Ok	Poor
3. How available RCL was during the entire operational process of the project?	Very High	<u>High</u>	Ok	Low
4. How much stress could RCL take over?	<u>90-100%</u>	80-90%	70-80%	60-70%
5. How good RCL was in term of understanding your preferences/choices?	<u>High</u> <u>Satisfactory</u>	Satisfactory	Neutral	Dissatisfactory
6. How will you categorize RCL in terms of reliability?	Very High	<u>High</u>	Ok	Low
7. How significant RCL 24/7 OPU facility is in terms of adding value to this project?	<u>Very High</u>	High	Ok	Low

*Additional comment/feedback from client:


 Signature of the Client/Company Representative

Post Operative Evaluation of the campaign:

Weakness:

Standard practice for Measurement (of AutoCAD design): For the campaign, the client asked for a 20 square feet stall. But after the stall was totally made, the measurement was slightly less than the client's demand. Which represents the poor practice for measurement.

Poor maintenance of AFD (Approved Final Design) process: While working for the campaign, the workers the employees did not followed the AFD properly, which caused some minor difficulties during the campaign.

Poor packaging: To supply the brochures, invitation cards, look books and sales order books they used low quality packaging and faced several problems.

Vendor for leather wasn't good: The vendor for leather to make fancy leather card holders was not good enough.

Strength:

Fantastic team effort: The team effort of all the employees was very much inspiring which helped them to overcome many problems and difficulties throughout the project.

Good creative job done: The creative job of this campaign was very successful and one of their best works. J'ADOUBE won the "Best Stand Award" for the unique design and creativity of their stand.

Campaign 2: Expolanka at Batexpo 2011

Description:

Bangladesh's largest apparel fair Bangladesh Apparel and Textile Exposition (Batexpo), took place in Bangabandhu International Conference Center, December 2011. Expolanka took part in this event.

Over the last 3 decades Expolanka (presently known as Expo Freight (EFL)) has established itself as a premier provider of freight forwarding solutions and supply chain management solutions. Their commitment to customers and ability to cater to all client needs positions them as a reliable provider of logistics support and led them to become a strong Indian Subcontinent forwarder with expansions in Africa, Middle East and the US.

Client's demand:

Expolanka's demand was to provide them an entire exhibition campaign solution and some other marketing solutions for their in house use and for their clients which they can use in future too.

Rectangle's Service:

Creative Support:

- Stall design,
- Brochure,
- New year cards,
- Sales meeting record book,
- Note book,
- Press Ad design,
- Corporate Gift items design.

Operation Support:

- Brochure print,
- New year cards print,
- Sales meeting record book print,
- Note book print,

- Press Ad,
- Corporate Gift items (Card holder, Fancy pen, Dummy truck, Wooden toy, Corporate gift box).

Execution Support:

- Vinyl printing,
- Stall set up and decoration,
- Handling installation process,
- Dismantle process

Admin Support:

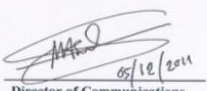
- Planning,
- Executing,
- Monitoring
- Supervising,
- 24/7 OPU facility,
- Contingency support

Vendors for this campaign:

Stall:

Vendor Detail for Expolanka Bangladesh Ltd. Project
Ref: AC/112011/Exp-06

Sl.	Items	Specification	Potential Vendors	Cost	Quantity	Selected Vendor	Delivery time	Signature of M.D.
1	Stall	Creating 01 (20'X 10') Stall. Installing the stall at the Hall Way of BICC centre. The features are: • Tables • Spot Lights • Base floor • Mechanical Logo • Installing Printing items	Md. Abdur Rashid 01731927979	60,000/-	1 Stall	MD, ABDUR RASHID	09-12-2011	


05/12/2011
Director of Communications
& Client Relationship

Others:

Vendor Detail for Expolanka Bangladesh Ltd. Project Project Ref: AC/112011/Exp-05								
Sn.	Items/Purpose	Specification	Potential Vendors	Cost	Quantity	Selected Vendor	Delivery time	Signature of M.D.
1	Brochure	8 pages (4 page back to back); (size: 11.25 x 8.5) • Page: 300 gsm, mat lamination • Art paper • spot: logo at the top • Book binding • 4 colour	Amin Book Mr. Amin 01715668338 / Anunnya Ent. Mr. Habib-01711182163 / Dhaleshwari: Mr. Aslam 01552365468	Tk. Tk. 16.00 Tk. 25.00	2000 pcs	Dhaleshwari TK 25.00	9.12.2014	<i>[Signature]</i>
2	New Year Cards	Cover page: 4 colour design, size: 7x(5 x 2) • Page: 300 gsm, Art Card, • one spot on the cover page, mat lamination • Back page single colour	Amin Book Anunnya Ent. Dhaleshwari	Tk. Tk. 6.12 Tk. 15.00	1500 pcs	Dhaleshwari ANUNNYA ENT.	9.12.2014	<i>[Signature]</i>
3	Sales Meeting Record Book	Size 1: (8.5 x 2) x 11.25 Size 2: (7 x 2) x 9.75 • Front Cover, Back Cover: 4 colour • Inner page single colour • Page quantity: 100, Juice Binding. • Cover Page: 300 gsm, art card • Inner Page Paper Quality: 80 gsm offset.	Amin Book / Anunnya Ent. / Dhaleshwari	Tk. Tk. 128.00(1) 110.00(2) Tk. 200.00(1) 170.00(2)	1000 300-books	SS, Printer, MASUD, 85 TK	9.12.2014	<i>[Signature]</i>
4	Note Book	Size 1: (5.5 x 2) x 8 Size 2: (6.5 x 2) x 9 • Front and back cover, compliment page, personal info, year calendar- 4 colour • Inner pages & contact pages- single colour • Cover paper: 300 gsm Art card, Mat Lamination • Inner page: 80 gsm • Inner info page: 120 gsm art paper • Paper Quantity: (53+4+3) Pages	Amin Book / Anunnya Ent. / Dhaleshwari	Tk. Tk. 65.00(1&2) Tk. 60.00(1) 75.00(2)	1500 books	Dhaleshwari 55 TK	9.12.2014	<i>[Signature]</i>

5	Card Holder	Use expo for card holder Size should match original visiting card size (3.5 x 2.5)	Woody: 01711-630932	TK-100	500 pcs	WOODY		<i>[Signature]</i>
	Fancy Pen	Corporate pen with logo (expo- embossed)	RAHMAN & BROTHERS	TK 624	500 pcs	R & B		<i>[Signature]</i>
	Dummy Truck	(expo truck) Dangler truck (size: 5.25 x 2.75) 4 colour print Paper: 600 art card, mat lamination	Amin Book / Anunnya Ent. / Dhaleshwari	Tk. Tk. 6.75 Tk. 7.00	1000 pcs	Dhaleshwari		<i>[Signature]</i>
	Wooden Toy	Wooden Toy from Woody toy house	Woody: 01711-630932	150 TK	300 pcs	WOODY		<i>[Signature]</i>
	Corporate Gift Box	2 separate type of gift box Size: 10.5 x 6.5 inch Die cut foam for keeping items: 1. 300 wooden toy + 300 card holder+ 300 pen 2. 100 card holder + 100 pen + 100 dangler	Amin Book / Anunnya Ent. DANEJ BOOK BINDING / Dhaleshwari	TK 80 TK	400 boxes	DANEJ BOOK BINDING		<i>[Signature]</i>

Director of Communications
& Client Relationship



Image: Expolanka at Batexpo 2011.



Image: Corporate Items made for the campaign.

Client's Feedback:

After the campaign was successfully finished, Expolanka gave some feedbacks about Rectangle Communications Ltd. These feedbacks are described below.

Positive Feedback:

According to Expolanka event and operation department and client service department are the strength of Rectangle Communications Ltd. These two departments work together to check their works instantly after finishing it. This gives them an advantage to save time and use it for another problem.

The designs of the stall and the corporate gifts were good which shows the skillfulness of their creative department workers.

The availability of RCL during the entire operational work was up to the mark and it helped to solve several on spot problems in the event.

The stress taking ability of Rectangle Communications Ltd. is their another strength. On the event day, the wooden logo accidentally got broken just an hour before the event launching. Without being stressed they handled the situation very well and fixed it.

In terms of reliability the performance of Rectangle Communications Ltd. is good enough to satisfy its client.

Negative Feedback:

For the campaign they designed a wooden Expolanka logo which would be hanged on top of the stall. But the mechanic broke it accidentally which shows their lack of seriousness while choosing an expert mechanic. For this Expolanka had to waste half an hour of the event's total time.

Client Feedback Form: Expolanka

Name of the Client/Company: *Expolanka* Date: *17-04-12*
 Name of the Client/Company representative: *Rashedujjaman* Contact No:
 Designation: *Brand Manager* E-mail:
 Nature of the Project: *Event* Project ref: *AC/042012/24-13*

Rectangle Communications Ltd.
Client Feedback Form

1. How will you categorize RCL client services?	Excellent	☒ Good	☐ Ok	☐ Poor
2. How much creative and unique RCL's services been?	Excellent	☐ Good	☒ Ok	☐ Poor
3. How available RCL was during the entire operational process of the project?	Very High	☒ High	☐ Ok	☐ Low
4. How much stress could RCL take over?	90-100%	☒ 80-90%	☐ 70-80%	☐ 60-70%
5. How good RCL was in term of understanding your preferences/choices?	High Satisfactory	☒ Satisfactory	☐ Neutral	☐ Dissatisfactory
6. How will you categorize RCL in terms of reliability?	Very High	☒ High	☐ Ok	☐ Low
7. How significant RCL 24/7 OPU facility is in terms of adding value to this project?	Very High	☐ High	☒ Ok	☐ Low

*Additional comment/feedback from client:

Rashedujjaman 17-04-12

Signature of the Client/Company Representative

Post Operative Evaluation of the Campaign:

Weakness:

Stall installation: For the campaign, Rectangle designed a wooden logo for Expolanka, which would be hanged on the top of the stall. During the installment they faced some problems with the mechanics and the client.

Poor vendor selection for stall maintenance: The vendor that was chosen for stall maintenance was not experienced enough for this type of events, which caused several problems during stall installation.

Strength:

Fantastic team effort: The team effort of all the employees was very much inspiring which helped them to overcome many problems and difficulties throughout the project.

Quality of the corporate gifts: The designs and quality of the corporate gifts were very good and the client liked them very much.

My Observations

For the last three months I observed every functions and business practice of Rectangle Communications Ltd. There are some key points I want to include:

- Company's overall business practice is good. However, the functional framework and work ethics and culture of the company are very praiseworthy.
- Their 24/7 online project update facility is a very unique feature for the agency which make them different from other agencies.
- Employee motivation is near to the ground which is really risky for the business growth.
- They are very selective to hunt their clients or to attain a project which holds back their business growth.

Recommendations

While working at Rectangle Communications Ltd. as an Intern, I have found some positive and negative aspects over the period of time. So, I want to recommend some points and those are:

- Rectangle's center of attention should be new marketing trends which are popular nowadays like Digital Marketing.

- There should be appropriate performance appraisal like salary increment, bonus and promotion etc. for the employees because employee motivation is less.
- There should be some regular training for employee to make them upbeat and motivated.
- Rectangle should work with some famous companies like Uniliver, Grameenphone and Robi etc.
- They should go for self branding as they are new at market place. With the help of self branding, they can create buzz among clients and people.

Conclusion

Rectangle Communications Ltd. is different from any other communications agency. One of the main purposes of this company is to form a knowledge-based organization which will be only one of its kinds. As a part of this knowledge-based organization, I have learned many diverse things through research on several business and ad topics which were really informative and educational for me. Last three months were a huge learning experience for me. I learned many new aspects like proposal writing, media book buying and content writing. It was a blend of my academic knowledge with a practical ambience. Finally, the overall knowledge that I got from my three months experience will be an advantage for my future career path.

References

- ❖ The official website of Rectangle Communications Ltd. (www.rectanglebd.com)
- ❖ The Official website of J'ADOUBE (www.jadoubecollections.com)
- ❖ The Official website of Expolanka(present EFL) (www.expofreight.com)
- ❖ Different project detail files, proposal files and vendor files of Rectangle Communications Ltd.
- ❖ Personal interviews with Md. Khalekuzzaman, Manager, Event and Operation, Arefin Tamim, Senior Executive, Client Service, Omar Faruk, Executive, Accounts and Management.