

Report On
Marketing Strategies and Techniques of
Green Multimedia Ltd.

By
Itila Ahmad
21264095

An internship report submitted to the Brac Business School in partial
fulfillment of the requirements for the degree of Master of Business
Administration

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Brac Business School
Brac University
December, 2024

Declaration

It is hereby declared that.

1. The internship report submitted is my original hard work while completing my degree at BRAC University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material that has been submitted for any other degree at a university or other institution.
4. I have acknowledged all main sources of help.

Student's Full Name & Signature:

.....

Itila Ahmad

ID:21264095

Supervisor's Full Name & Signature:

.....

Dr. Ekramul Islam

Associate Professor, BRAC Business School

BRAC University

Letter of Transmittal

Dr. Ekramul Islam
Associate Professor
BRAC Business School
BRAC University
KHA 224, Progati Sarani, Merul Badda, Dhaka 1212

Subject: Submission of internship report on the Marketing Strategies and Techniques of Green Multimedia Ltd.

Dear Sir,

I am writing to submit my internship report titled “Marketing Strategies and Techniques of Green Multimedia Ltd.” I completed my internship at Green TV. This internship report incorporates my overall learning and working experience during my internship period.

During my internship period at Green TV, I had the pleasure of working with a diverse team

who were cooperative and guided me enough to acquire knowledge about the media sector. This report includes a comprehensive summary of every task I attempted and the insights I gained to enhance my work experience at the bank. I have tried my best to complete the report with the necessary data and fully present the overall report. I am confident that the report showcases the hard work and efficiency I gained during the internship.

Again, I am thankful to you for providing me guidance on the report-making process whenever

I asked for it.

Thank you.

Sincerely yours,

Itila Ahmad
21264095
BRAC Business School
October 05, 2024

Non-Disclosure Agreement

This agreement is made and entered into by and between Green Multimedia Ltd. and the undersigned student at BRAC University named Itila Ahmad who commits to refrain from disclosing any confidential information of the bank.

.....

Green Multimedia Ltd.

.....

Itila Ahmad

Acknowledgment

Firstly, I would like to express my gratitude towards Almighty Allah as with the grace of almighty Allah I could finish my report. Therefore, my heartfelt appreciation goes towards all those individuals who have essentially contributed to my development during my internship period and assisted me in crafting the overall report.

I am thankful to my internship supervisor and the course instructor, Dr. Ekramul Islam for helping to decide on my report topic and supporting me in going forward to writing about the Marketing Strategies and Techniques of Green Multimedia Ltd. I am indeed grateful to have him as my supervisor due to his cooperative nature. He instructed me very well and gave me full authority to craft the report the way I wanted.

I would like to convey my sincere gratitude to MD Salauddin, the Assistant Manager of Green TV for helping me in every step of the way in this journey.

Executive Summary

This report covers my work experience during my stay at Green TV. Green Multimedia Ltd. or also known as Green TV is a newly established TV channel. This report focuses on the Marketing Strategies and Techniques of Green Multimedia Ltd. The beginning of this report includes basic information regarding my internship period and workplace. It provides a short description of the job responsibilities I had while working there and the difficulties I faced. The middle part of the report contains the basic organizational information of Green Multimedia Ltd. such as its history, and mission alongside the details of its marketing, financial, organizational structure, etc. This report intends to identify Green TV's Marketing Strategies and Techniques. It contains the literature review of Marketing Strategies, data methodology, findings, and analysis of Marketing Strategies of Green TV alongside some recommendations regarding their Marketing Strategies. This report will help to understand the potential of Marketing Strategies in the growth of any company.

Keywords: Marketing; Strategy; Organization; Environment; Society; Governance.

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List of Acronyms

BO&E Broadcast and Engineering

GFX Graphics

MCR Master Control Room

IT Information and Technology

Chapter 1 Overview of Internship

1.1 Student Information:

Name: Itila Ahmad

BRAC ID: 21264095

Degree: Master of Business Administration (MBA)

Major: Marketing

BRAC Business School, Spring 2024

1.2 Internship Information

1.2.1 Period, Company Name, Department, Address:

Company name: Green Multimedia Ltd.

Period: 17th July 2022 - 30th April 2024

Department: Broadcast & Engineering

Address: Office: Plot- 1447, Level- 10, Block- C, Rongdhanu Corporate. Pragati Sarani, Dhaka- 1229, Bangladesh.

I started my internship at Green TV on the 17th of July 2022 and I've been working there for almost two years. I completed my internship on the 30th of April 2024. I was assigned to the Broadcast & Engineering Department in Archive & Ingest and MCR in Plot- 1447, Level- 10, Block- C, Rongdhanu Corporate. Pragati Sarani, Dhaka- 1229, Bangladesh.

1.2.2 Supervisor's Information, Name and Position:

Supervisor's name: MD Salauddin, Assistant Manager (Broadcast & Engineering), Green Multimedia Ltd.

In the beginning, my supervisor was Mr. Rakib Hasssan and under his supervision, I worked for about 4 months. Mr. Rakib Hasssan was Promoted to the position of Manager later on.

After that, I was working under the supervision of Mr. MD Salauddin. Before working here, he works in Nagorik TV as a senior executive. He has always been a helpful and understanding person, helping me with my time management during the days I have classes.

1.2.3 Job Scope – Job Description/Duties/Responsibilities

While I was working there my job didn't only revolve around my initials, I had to oversee other posts such as MCR and Presentation.

As a person working under the BO&E department, I had to do many things and had many responsibilities within the block.

These were -

- First of all, my job was to receive raw footage brought by the producers and cameramen. This footage comes in either a hard disk or SD card. I have to carefully save this footage in the allocated main server. The main server is where every and all footages are saved.
- I have to keep and detailed Entry of each footage that is coming to me, along with who is bringing it and who is taking back the cards.
- If someone from the edit panel or MCR needs any footage I need to send it to their server.
- Secondly, I have to record important live footage from different and sometimes our own channels. Which is to be used later on.
- Thirdly, I also need to oversee the MCR department. Here I need to meticulously input the following days run order manually one at a time, one wrong input can destroy the whole-time schedule balance. The run order input can be from 2000 to 4000. This process is mainly done in the off-peak hour, especially after 1 am.
- I need to keep my eye on the screen at all times to make sure there is no black, freeze in the screen, or any problem with the sound quality.
- I also need to shoot ticker, and doggy promptly.
- If there is a sudden change in the schedule, I need to verify it and take proper documentation and signature. Then I need to change it accordingly and balance out the time.

- Fourthly, I need to run order for the following day if needed. To take a run order we are a list of programs by the program department showing at which time which program is going to start and a list of commercials by the marketing department showing at which time which commercial is to be on aired. After gathering all the required paper, I need to put it in accordingly in the Excel file and fill up the gaps so that each program starts at the exact time. Time details need to be meticulous. There can not be even a difference of 0.1 second.

1.3 Internship Outcomes

1.3.1 Student's contribution to the company

I am really grateful to Green TV for giving me a chance to work with them. It was a fresh and new experience for me. Although many of us watch television, but not many know how it works behind the screen. How time-sensitive a job it is. The time I spent there was quite eventful. During the time I worked there, I followed my supervisor Salauddin Vai's directions. He had been very helpful along with many other senior and colleagues such as our department head Sabuj Vai, senior manager Rakib Vai, My colleague Manik Vai. They were very understanding of my situation and helped me in every step of the way. Due to their cooperative nature, I could attend my MBA classes and do my job without a hassle.

During my stay at Green TV, I made sure all the footage was recorded and sorted out properly. I maintain regular contact with all the relevant departments to make sure there is no disruption in the information circulation. I kept documentation and signatures of all the footage and relevant papers. I made sure the MCR was running smoothly when I was on duty. I fixed bugs when the system crashed in the MCR room. With the help of a few of my colleagues, we also created a customized Excel sheet for the presentation and ingest department for easy input of data.

A TV station, especially the MCR, Presentation, Archive, and Ingest departments are always busy. Unlike other departments, we cannot lose concentration or look away for a moment. We always need to keep standing on our toes, because one second of disruption can cause an uproar in the company.

1.3.2 Benefits to the student

Working as a Junior executive in Green Multimedia Ltd., I have benefitted in various ways. Such as-

- It was somewhat my first exposure to a corporate environment. Even though I had done my internship for the undergraduate program, but because of the lockdown during COVID I couldn't experience the office environment. Here I got to learn how a workspace works.
- I learned how a multimedia company runs which is vastly different from any other corporate.
- Learned how to interact with people, communicate with them, and blend with different types of people.
- Learned to stay calm and collected.
- Learned to work under constant pressure.
- Learned to take preventive measures and solve problems as quickly as possible.
- Understood the importance of teamwork.
- Learned how to blend myself with the work environment filled with people of different cultures and age groups.
- Everything I learned while staying at Green TV helped me to be ready to tackle any type of harsh workplace environment with confidence and courage.

1.3.3 Difficulties faced during this time

During my stay at Green TV, there were some difficulties that I had to go through. Such as-

- I was not familiar with this new type of work environment. As an introverted person, it was rather difficult for me to break the ice first and talk to them because their mindset was so different from any person I had met before.
- Everyone was always busy and, on the run, so it was hard to sit down and talk for a moment.
- In the initial stage, it took me a lot of time to understand the terms and processes of a TV center.
- My work didn't allow me to be absent from my room for a long time. I had to time manage everything before I left my room.

- Because I am working in an isolated room, it is difficult to encounter anyone, let alone casual chat.
- I am not used to the cold. So, it was very difficult for me in the beginning because the room temperature was below 16 degrees at all times.
- It was hard to keep track of 17 monitors all at once.
- In the beginning, sometimes the fleeting disruption of one second or less disruption didn't catch my eye.
- After my duty time ends, I can't leave the room before the next person comes in and I hand over all the information to them.
- There were times I had to work for 14 hours and more.
- Since it is not a regular 9 to 5 job, there are days I have to leave at 5:30 in the morning to reach the 7 am shift or when I am doing the evening shift, I have to return home after 11 pm.

1.3.4 Recommendations to the Company

Below I have suggested some recommendations that I think can improve the company's work efficiency and employee health-

- The Broadcast department is extremely short-staffed, especially the MCR and Presentation departments. Since the BO&E department needs to run 24 hours, so they need more staff. This way no one will be too pressurized, and no one needs to do double duty or stay over time. They will also have a little bit of time to breathe, freshen up, and get refreshments. This way they won't become depressed and anxious in the long run.
- There needs to be a larger cafeteria area. The cafeteria they have now is not capable of accommodating all the employees. It is especially for the BO&E department because they are not allowed to bring any type of food to their workspace. Because any dirt particles can damage the sensitive electronics.
- There should be a helper boy allocated to the BO&E department, active all the time. This way no one needs to leave their desk unnecessarily.

Chapter 2: Organization Part

2.1 Introduction

2.1.1 Objective

The main objective of this study in regards to the organization part is to provide knowledge about the organization's different aspects. Such as -

- To understand the organizational function of TV channels.
- To identify how a channel is managed and operates.
- To understand a channel's marketing approach.
- To gain knowledge about the ins and outs of a channel's day-to-day operation.
- To analyze the competitiveness of the multimedia industry.

2.1.2 Methodology

The information for the organizational part was gathered from both primary and secondary sources. The primary sources are my observing from inside while working and through informal conversations with colleagues. For secondary data, sources such as the bank's official website, online articles, blogs, etc. were accessed (though the information was limited because Green TV is still a relatively new channel).

2.1.3 Scope

This portion of the report will help us to understand the practical aspects of TV Channels. By helping to understand the functionality of the Multimedia industry in Bangladesh. It will also help to understand how a channel works on a day-to-day basis.

2.1.4 Limitations

Despite much effort, there are still such shortcomings prevailing in the report due to

- Time constraint: Time is one of the major obstacles in preparing this report. Most of the information was taken from primary sources because of the lack of viability of secondary data. Because analyzing the primary data requires more time.
- Access to information: Another obstacle was because of confidentiality of the situation I was unable to put the information in the report.

- Busy working environment: It was difficult to discuss with everyone working there about anything for too long because everyone was too busy due to the type of work they were doing.

2.2 Overview of the Company

2.2.1 History of Green Multimedia Ltd.

Green Multimedia Ltd. a private television channel, also known as Green TV is a newly established Bengali-language satellite and cable television channel a subsidiary of Rongdhanu Group. The channel officially commenced its transmissions on 19th May of 2023, with their eye-catching slogan "তোমার চোখে বিশ্ব দেখি" ("Tomar Chokhe Bissho Dekhi", meaning Seeing the world through your eyes). We know that media plays a huge role in providing entertainment in many if not all households. That's why it was launched to bring entertaining programs from around the world.

In November 2013, the BTRC (Bangladesh Telecommunication Regulatory Commission) granted Golam Dastagir, one of the partners of Green Multimedia Limited a license to broadcast their television channel. Later on, after overcoming many hurdles, on 19 May 2023 at 18:00 (BST) sharp, the official transmissions of the channel were inaugurated at ICCB (International Convention City Basundhara).

On the 4th of January 2024, Green TV signed an agreement with the Bangabandhu Sheikh Mujibur Rahman Aviation and Aerospace University.

2.2.2 Vision

Our vision is to broadcast a wide range of high-quality diversified programs that entertain, inform, and inspire viewers of all ages.

2.2.3 Mission

Green TV's missions are-

- To create a channel heavily invested in women's empowerment.
- Show the culture of different parts of the world to broaden everyone's horizon.

2.2.4 Value

Green TV's values are-

1. Breaking the office hierarchy.
2. Woman empowerment.
3. A friendly and open office environment.
4. Inspiring and engaging.
5. Customer Delight.

2.3 Foundation and Growth

Green Multimedia is a fairly new company which is why it is not as fully equipped as any other old TV channels. But regardless it has few relative departments-

2.3.1 Administration and Human Resources Department

The administration and human resource department mainly maintain the management of the office and human resources. It establishes a relationship with all the relevant departments by providing them with human resources when needed. They engage in day-to-day communication and check with the other departments to see if there is a need for any employment for any suitable posts. They publish recruitment circulars for related posts on social media, or through old colleagues etc.

2.3.2 Sales and Marketing Department

In the Sales and Marketing department, the sales and marketing mainly have the following sections bellowed-

- Market analysis and research.
- Collection of advertisement directly or through a middleman.
- Agreements and documentation.
- Productions and prom motions.

2.3.3 The News Department

Green TV's News Department consists of-

- News Director

- Assistant News Director
- Producer
- News writer
- News Editor
- Reporters
- Presenters
- Makeup man

2.3.4 The Program Department

The program department is run by the Head of Program or Programming Manager. They make sure that certain program information is fed to viewers, sales, and other pertinent departments. And any changes are solved through by communicating in the office and out to the TV listing services. Overseeing all the running programs and planning for new upcoming programs is a part of the daily responsibilities of the program department.

The Program department consists of the following sections-

- Programming
- Set designing
- Makeup
- Library and Archive

2.3.5 Broadcast and Engineering Department

People in the engineering department are responsible for keeping the television station on aired and making sure the station's physical property is in pristine condition. The ever-evolving technology has compressed the workforce in this department by making multitasking essential.

The head of BO&E is in charge of both the broadcast and engineering sections. This is a somewhat hybrid position with half technical and personnel management, overseeing everything from pens to TV monitors. The department head needs to figure out what tools and equipment the station needs to run smoothly without any disruptions.

The Broadcast and Engineering Department has the following sections:

- Maintenance
- MCR
- Presentation
- Engineer
- Archive & Ingest
- IT
- Camera person

2.3.6 Finance and Accounts Department

Green TV's Finance department mainly performs the function of advising the government on all matters related to the company. Creating the company's budget is one of the most important parts. The finance department is also responsible for framing rules regulating pay, emoluments, and other service conditions for all the company employees and their partners. So, the finance department had to do-

- Preparing budget
- Appropriations
- Re-Appropriations
- Savings
- Accounts
- Tax and VAT
- Preparing salary sheet

2.3.7 Master Control Room (MCR)

MCR or Master Control Room is a technical part of the broadcast operation. From this room is where all the programs, TVCs, L shape, Ticker, etc., everything is on aired. Where they supervise both video and audio signals while it's being aired and keep a lookout for blackout or freeze. This room is an isolated, soundproof, and highly confidential area. So only a handful of authorized personnel can enter here. Another reason for it being so is that the people working there can't be distracted in any circumstances. Because one mistake can destroy everything. Also, the room needs to be very cold because there are a lot of heavy-duty electronic tools, which creates a lot of heat. These tools are very expensive and

sensitive, a rise in temperature can easily damage them and shut down the whole telecasting process.

2.3.8 GFX Room

The GFX room is used by the graphics designers. A graphics operator needs many tools such as Aston, VizRT, TOG, Chyron, etc. He needs to understand the task quickly and organize the information as quickly and efficiently as soon as possible. They need to make many short footage which is later used to fill up the schedule to balance the time.

2.3.9 Presentation

The presentation department is closely related to MCR. Their job is to make an in-depth and detailed schedule of the programs which are to be aired the following day. They also need to availability and the recommended duration of the program. After completing the schedule, it is forwarded to the MCR, where MCR inputs the schedule to the run order.

2.3.10 Edit Panel

Green TV has a total of six edit panels of which two are used for news one for movies and three for in-house programs. The edit panel is a soundproof closed and cold room where all the footage is sorted out and edited to be ready for telecasting on air.

2.3.11 Sound Panel

Green TV has two sound panels. Where all the dubbing of movies and series takes place. The sound panel is also used by news reporters to provide audio for different news segments. The sound editor checks the sound quality and clarity. Then later it is cropped and edited.

2.4 Downlink Parameter or Satellite

Green TV has a horizontal downlink polarization with a downlink frequency of 4680MHz
And a symbol rate of 30000 Ksps.

2.5 National Network

Over the past two years, Green TV has managed to distribute their channel to over 70% of the areas around Bangladesh including rural and urban areas. For a new TV channel is considered a great achievement.

2.6 Industry and Competitive Analysis

SWOT Analysis

By doing a SWOT analysis we can assess the internal strengths and weaknesses of a business organization along with finding out the external opportunities and threats of any business. The SWOT analysis of Green Multimedia Ltd. is given below -

Strength:

- The name Green TV represents something new, something fresh. The concept behind the channel is completely new and has never been done before in any satellite channel in Bangladesh. It's a channel for women, a channel for mothers and children.
- They have many new foreign movies and TV series dubbed in Bengali airing and in-store to be aired in the future which they have copyright ownership of.

Weaknesses:

- Since they are a new channel, so there is a lack of capital inflow in the company.
- There is a lack of research and development because of a lack of manpower and connections.
- Being news creates a weakness itself because people can't easily accept new things.
- Internal conflict

Opportunities:

- There is a new market segment for Green TV which is ever expanding.
- Because of their innovative attitude and the rise of foreign entertainment, especially Turkish movies and TV series, this is creating a huge opportunity for them to stand on equal footing with the other big channels.

Threats:

- Growing competitor in the field
- The expansion and use of online media. People are now not limited to only TV channels, they are finding sources of entertainment in social media such as Facebook, YouTube, and Instagram.

2.7 Fixed point chart

A Fixed-point chart shows the list of all available program schedules of a TV channel. The fixed-point chart of Green TV is bellowed -

Movies-

- King Kong
- Battleship
- Back to the Future
- Oblivion
- The Holiday

Foreign TV series-

- Badhon

Green TV production TV series-

- Balighor

Green TV production Quiz and Challenge shows-

- Shorbojaya
- 11 no. Gari

News Program-

- News Flash
- Janatar Vabna
- News Bulletin

Chapter 3 Project Part

3.1 Introduction

3.1.1 Literature Review

Marketing strategy is not just a one thing, it is a process to achieve the ultimate goal. A process of analyzing the environment you are working in, the market competitiveness, and business factors that affect the industry and its business units. Market leaders need to identify the existing market opportunities and threats, and on top of that, they need to forecast the future trends that might start in the business areas they are interested in to stay ahead of everyone, set objectives, and formulate business strategies. Select separate market target strategies for the product market of every business unit, create market objectives, and develop, implement, and manage market program position strategy to meet the target needs (Drucker, 1973).

The main reason to do a marketing strategy is to efficiently and effectively allocate and coordinate resources and responsibilities to achieve the company's objectives in a specific product market. Since the scope of any market strategy involves specifying the market target segment which is being pursued and the specific product line to be offered. After that company looks for a competitive advantage and synergy by planning a well-integrated program of marketing mix (Walker, Boyed, Larreche, 1992).

Today is the age of Gen-Z and social media. So, sticking to the old mindset, and doing things the way they have been doing for the past decades won't do any company any good. They need to change their strategy as time changes. Social media is a platform where people build networks and share with each other (Kaplan, Haenlein, 2010). Through "dynamic, interconnected, egalitarian, and interactive organisms" (Peters et al. 2013, p. 281), social media has shifted in the marketplace in a different direction.

Any marketing strategy consists of an integrated step-by-step set of decisions which can help the company to make critical choices regarding marketing activities within the selected markets and segments, aiming to communicate and deliver value to their customers in exchange for accomplishing their financial, market, and other objectives (Varadarajan, 2010).

3.1.2 Objective

This report is created to find out objectives in two ranges of spectrum. One is a broad objective and the other is a specific objective. The broad objective of this study is to acquire knowledge of marketing strategies and techniques of the multimedia industry of Bangladesh.

The specific objectives of the study are:

- Identify the marketing strategies and techniques implemented in Green TV.
- Understanding how TVCs are broadcasted.
- Know about different terms used in media.

3.1.3 Target Market

Green TV mainly has three types of customer groups:

- Small to medium-sized companies
- Ad Firms
- Large size companies

3.2 Methodology

For this study, we mainly used qualitative data analysis approaches to gather and analyze primary data to have an in-depth understanding of the marketing strategies and techniques of Green Multimedia Ltd.

3.3 Data collection

To collect the data, we mainly used primary and some secondary sources. For primary data, we conducted short unstructured interviews with some employees of Green TV to learn about Green TV's history and the strategies they are taking. For the interview, we chose 3 employees from different departments of Green TV. And for the secondary data researched different articles and social media.

3.4 Findings and Analysis

3.4.1 Marketing Strategies and Techniques Taken in Green Multimedia Ltd.

3.4.1.1 A unique approach

In the initial, the thought behind Green TV intrigued many. Many were hopeful and were looking for the bright future of this new satellite channel. It was quite well known that because of the thought behind the starting of this TV channel also helped them in finishing the relevant paperwork. Which became a source of pride for everyone working there.

3.4.1.2 Female-oriented organization

Claiming to be mainly female-oriented and understanding of mothers had become one of their main marketing strategies. Because the term attracted many customers in the beginning. To show that visually the company also decorated the office colorfully and playfully which had drawn many. They also created a daycare room for the working mothers working there.

3.4.1.3 Office Environment

Unlike any other corporate office, the office environment was relatively relaxed and encouraged to be like that so that employees could show their creativity freely. They weren't bound by too many rules and regulations. This helped the employees a lot while working because they weren't restricted had had a cheerful mood while working.

3.4.1.4 Modern Technologies

Despite being a new company, they had all the modern and in-trend technologies implemented in the office to not delay the work while transferring to another. Apart from the engineers who work with hardware, mostly all other works were done digitally.

3.4.1.5 Their products

Green TV is a relatively new TV channel. Many marketing strategies/products are used to recover their return on investment. Some are described below-

3.4.1.5.1 TVC or Television Commercials

A television commercial is the main source to earn in any TV channel. These TVCs are made through Ad firms for many companies. The majority of the time these firms make agreements with many TV channels to broadcast these Ads on behalf of the relevant

companies. And other times the company's marketing team directly contacts with the channels. The TVC broadcasting is charged by how many minutes and seconds the Ads will be aired. This cost varies on which time the TVC is being broadcasted-

Peak Hour

Time: 5 pm to 1 am

Cost: 1000-3000 BDT per minuets

Off Peak Hour

Time: 1am to 5pm

Cost: 500-1000 BDT per minutes

3.4.1.5.2 Doggy

Doggy is to logo of the advertised brand which is displayed on the upper far right side of the Green TV channel.

3.4.1.5.3 Ticker

Ticker is the writing (basically news, some sort of announcement, or ads) that is shown one inch from below the display.

Number of Brands: 2 to 3

Cost: 2000 BDT per brand per Day

Duration: 20 seconds

3.4.1.5.4 Bumper

Bumpers are the Ads that are shown right starting and at the end of each segment of news or programs. These positions are charged the highest.

Number of ads: 4 to 22

Cost: 3000 BDT per minute

Duration: 5 to 10 seconds per Ad

3.4.1.5.5 Pop UP

Pop-up is the moving animated picture of a brand that appears suddenly I the bottom of either side of the display during any running program.

Cost: 500 BDT per minute

Duration: 8 to 12 seconds

3.4.1.5.6 “L” Shape

When the Ad shows up in the shape of an “L” from the left to the bottom of the screen during a running program. These Ads can be both still or motioned.

Cost: 500 BDT per minute

Duration: 8 to 10 seconds

3.4.2 Internal and External Impact on Green TV’s Marketing Strategies and Techniques

3.4.2.1 Change in management

The change in management caused a drastic change in the entire organization. With this change, all the employees started to become wary and anxious all the time. Because along with the change in management, many office policies were changed. Which caused a state of confusion among many. The working progress got delayed and overall work quality decreased. And most importantly the thing that made Green TV most attractive to others was not highlighted any longer.

3.4.2.2 Conflict with other companies

Green Multimedia Ltd. is a subsidiary of Rongdhanu Group. And according to the news article because of the Rongdhanu Group’s conflict with another large organization, the company had suffered a backlash alongside the Rongdhanu Group.

3.4.2.3 Social Impact

Being in the age of social media Green TV is considered relatively good within the company, but not as much as the other existing TV channels. They need to pay more attention and not limit themselves to only promoting on Facebook. They need to be adapting and promoting on every major social media site such as YouTube, Instagram, and TikTok.

3.4.2.4 Distribution Impact

No matter how good a channel is, if the distribution is not perfect then there's no possibility to attract customers. Though Green TV's distribution rate is relatively high, it is not perfect. All the major companies won't give their ads to Green TV unless the distribution range reaches 100.

3.4.2.5 Governance Impact

The change in government gave Green TV a huge blow. Because they were heavily involved with the previous government party. Former Minister of Foreign Affairs Bangladesh Mohammed Hasan Mahmud was one of the shareholders of Green TV.

3.5 Recommendations

Recommendations are provided below –

- Change policies one at a time to prevent confusion among the employees.
- Put more resources and manpower in the distribution department to quickly reach a 100% distribution rate.
- Start a training program for the marketing and sales department.
- Create a good image by resolving conflicts with other companies.
- Motivate the employees using different motivational factors so that they can go back to their previous mindset.
- Solve the salary and increment structure.
- Be more involved with the current government and policies.
- Highlight the initial goals of the company.
- Be consistent in one strategy and task rather than trying many at once.
- Hire more employees in the broadcast department for smooth rotation.

3.6 Conclusion

Television is not just a means of entertainment, it's a source of information and knowledge. Be it through news showing the current state of the country or the world, or showcasing a product to many without even being there, teaching you and your children many things enjoyably and easily, a television does many wonders. With the growing technology and a vast market, if Green TV can resolve their issues even with the existing competitors, they can create a place for them with the potential to grow far and wide.

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Appendix

Interview 1

I: Assakam Walaikum vaiya?

R (Editor): Oh! Apa. Please come in. How are you doing?

I: Alhamdulillah I'm doing great.

R (Editor): How's everyone at home? How are your parents?

I: Alhamdulillah, everyone's doing great. Vaiya. I've come today because I needed some information regarding my internship report.

R (Editor): Oh! Sure, ask away.

I: Can you tell us about yourself? I mean where you previously worked and how did you come here?

R (Editor): I started my career at Ekushey Television. It was early 2000. At that time Ekushey Television just started. I applied and got the job. There I worked for around 10 years. Later, I joined "n" TV, I was working there before joining Green TV.

I: How did you join Green TV)

R (Editor): HA! HA! It was nothing special about it. One day I was working and at noon before lunch time "S" Vai called. He said vai look we are starting a new channel; we would really like to join you. Will you come? Then two months later I left "n" TV and joined Green TV. The only reason I joined is because "S" vai asked me to. Because I've worked with him for many years and I have faith in him.

I: Were you the first one to join Green TV?

R (Editor): No. The first to join was "S" vai, then I presume in October 2021 "M" vai from IT joined. I joined at the beginning of 2022.

I: What is your responsibility here?

R (Editor): My main responsibility here is to edit all the foreign movies. The program department gives a list of movies then gets the footage and Bengali dubbing from the server and starts working.

(Few casual chats)

I: Can you tell me about Green TV?

R (Editor): Sorry, I don't know much about the background of the company. To get accurate information it's better to ask "S" vai.

(Few casual chats)

I: Ok, vaiya thank you, take care.

R (Editor): OK. Take care. Come again.

Interview 2

I: Assakam Walaikum vauya, How are you?

S (MCR): Good! How are you?

I: Alhamdulillah.

S (MCR): So, a few things about me. My name is Salauddin. You can call me Salauddin vai. In this office, no one calls each the sir or madam. Everyone addresses each other as vai or apa.

I'm the assistant manager of the BO&E department. Before that, I worked at Nagorik Television as a senior executive, at MCR. Here in MCR is where we air the program. This a very time-sensitive job, so you need to be curious at all times. There is no need to be too serious, then you will get depressed, just stay cautious. This is a time-sensitive job, so pay attention to the time.

Here Ingest and Archive will save raw data, Presentation will make the run order, and MCR will input the data to be aired. While the program is on aired you will also need to shoot commercials. There are many types of commercials.

I: How many?

S (MCR): Right now, you don't need to know all of them because we haven't bought the tools for that. Just learn about those we have. There is doggy, ticker, bumper, L shape, I shape, pop up, and TVC.

Doggy is the moving animation you see in the upper corner shown on special occasions such as the 21st of February or during Ramadan.

Ticker is the shironam, date, and time you see at the bottom.

I: What is the L shape?

S (MCR): The L shape and I shape are similar. Those commercials you see that cover half of the screen for a few seconds. You can see it during training.

That's it for today. It's not good to learn everything all at once. This way you can get confused. Take your time and slowly learn everything. No need to panic. I'm here to help you.

But before everything I need to remind you all about something that you need to pay attention to. Keep documentation signature of everything. There will be times when people might suddenly come and urge you to air something which is not included in the schedule. Don't get panicked and accidentally air it. Take proper documentation and signature of the BO&E head, Program head, and Finance head. Only then air the footage. And most importantly inform me about it before airing. Because if you air it without proper documentation and something goes wrong, they will blame you, and you can't do anything because you have no proof.

I: Ok, vaiya we will pay attention.