



Inspiring Excellence

Internship Report

On

**A study on the role of Public Relations in
STAR Cineplex**

**AN
INTERNSHIP REPORT
ON**

**A study on the role of public relations in
STAR Cineplex**



Submitted To:

Ms. Fabiha Enam

Senior Lecturer

BRAC Business School

Submitted By:

Tasnim Zaman

ID: 14104140

Letter of Transmittal

July 15, 2018

Ms. Fabiha Enam

Supervisor, BUS400

BRAC Business School

66 Mohakhali, Dhaka

Subject: Submission of the final Internship report on “A study on the role of public relation in STAR Cineplex”

Miss,

Here is the report that I was required to prepare as a part of the course work for my internship course (BUS400). The title of the report is “A study on the role of PR in STAR Cineplex”. In my report I have discussed about the different roles of PR, the responsibilities and the impact of it on our organization. I am grateful to you for giving letting me work with this topic, since while working for the organization and this report, I got to learn a lot. If you have any queries regarding this, I will get back to you as per my capabilities. Hopefully, I will be able to meet your expectations and enhance my knowledge furthermore.

Sincerely,

Tasnim Zaman

ID: 14104140

Letter of Endorsement

15th July, 2018

Ms. Laila Naznin

HR Manager

ShowMotion Ltd. (STAR Cineplex)

Level 8, Bashundhara City Shopping Mall

Dhaka 1205, Bangladesh.

Subject: Letter of Endorsements

Dear Ms. Laila Naznin,

I, Ms. Fabiha Enam, hereby authorize my student (Tasnim Zaman), to make an internship report on your organization and fill the forms on my behalf. She will also claim the detail and other related non-confidential documents from your office, you can offer on my behalf. I have asked her to verify all the documents and collect the details from your office within 9th August, 2018. You are requested to allow her complete access to the above mentioned grounds. Feel free to contact me via email fabihaenam@bracu.ac.bd for any further clarifications needed.

Thank you very much.

Respectfully yours,

Fabiha Enam

Senior Lecturer

BRAC Business School

Acknowledgment

First and foremost, I would like to thank Ms. Fabiha Enam, Senior lecturer, BRAC Business School. I would like to thank her for helping with all my queries. Along with that I am grateful towards her for providing me with detailed instructions on how to proceed with my report.

Secondly I would like to thank my organization STAR Cineplex for helping me to complete my internship report on the topic I chose. The successful completion of this report might never have been possible without their support. I feel short of words to thanks my parent and friends who had directly or indirectly instrumental in the completion of the report. I am indebted to all for their time and not forgetting the almighty Allah for showering blessings on me during the completion of internship report.

Executive Summary

This report will be talking about the organization I have been working for, STAR Cineplex. The functions of this company, the description, parts and departments, PR, the role of PR and so much more will be focused on this paper. STAR Cineplex show Motion Limited, incorporated in 19th December 2002, and pioneered the modern Multiplex Movie Theatre industry with STAR Cineplex brand in Bangladesh. With lucid vision for the entertainment development in the country, the local and foreign promoters of Show Motion Ltd. started the first international quality state-of-the-art multiplex cinema theatre on 8th October 2004 in Bangladesh at Bashundhara City Mall at Panthapath, Dhaka. As STAR Cineplex is the first multiplex in Bangladesh, STAR Cineplex wants to provide an international quality state-of-the-art multiplex cinema theatre in order to capture the market. STAR Cineplex has managed attract a lot of customers and gained success in large scale over the years. My report is about the A study on the role of PR in STAR Cineplex.

For every company to be successful the brand name has to become strong and it has to be made sure the image stays well. My report will discuss all these parts and the role of PR in attaining this. My paper was written from my first-hand experience of working for the organization and my immediate supervisor's guidance.

Table of Contents

Internship report on.....	3
Letter of transmittal.....	4
Letter of endorsement	5
Acknowledgement	6
Executive Summary.....	7
Profile of organization.....	9
Objectives of the report	9
Literature review	10
Description of organization	11
Public relations	16
Role of PR.....	17
Samples of PR work	18
Activities undertaken	23
Challenges and recommendations	29
Lessons learned	30
Concluding statements.....	33
Reference	34

Profile of the Organization

STAR Cineplex is the first multiplex in Bangladesh, with advanced technology and facilities. Show Motion Limited, incorporated in 19th December 2002, pioneered the modern multiplex movie theater industry with STAR Cineplex brand. With a vision for the entertainment development in the country, the local and foreign promoters of Show Motion Ltd. started the first international quality multiplex cinema theatre on 8th October 2004, in Bangladesh at the centre of the city, Bashundhara City Shopping Mall at Panthapath, Dhaka. STAR Cineplex now has six fully digital cinema screens with state-of-the-art 3D Projection Technology, Silver Screens, Dolby-Digital Sound and stadium seating. With a total capacity of 1,600 seats the theater has large lobby with full concession stands serving pop-corns, soft drinks, ice-creams and many other items. Star VIP and Star Premium, the first premium movie theatres in the country, started its journey through a ceremonious event which was held at the Bashundhara City Shopping Complex. The new halls are equipped with latest technologies including a cozy seating arrangement, X-Mirror SD, Dolby Atmos sound system, a VIP lounge and world-class interior, which will give the moviegoers a completely new experience. In addition to scheduled shows, STAR Cineplex also caters to special corporate bookings, red-carpet premieres and private events. As an organization, STAR Cineplex has assigned a total of 6 departments which includes the Marketing, Human Resources, Security, IT, Administration, Customer Care and Services department. Around 170 people are working at STAR Cineplex, where 30 people in the administration department and the rest 140 employees are in the customer care and service department. Over the years STAR Cineplex kept the moviegoers enchanted with many Hollywood hits, as well as quality local films. The parent company, Show Motion Limited has brought many films to the city dwellers which proved too stir up a challenge for other cinema halls or multiplexes. With the span of time, STAR Cineplex has become a familiar spot for quality entertainment and weekly outings.

Introduction

From the beginning, STAR Cineplex has been the undisputed leader in this industry, with just one proper competitor in the multiplex industry. The film industry in this country is not that flourished, hence the investors don't feel the necessity to invest in this industry. Besides, a lot of money needs to be put into this market and thus is considered much of a risk. But STAR Cineplex has made sure to have converted this risk into success. STAR Cineplex's goal is to provide the most modern, comfortable, cinema viewing experience of international quality for a locally adjusted price for the youth and family centered audiences in Dhaka. They aim to be the highest-value entertainment provider in Bangladesh with integrity & professionalism in every step. And soon, they plan to have more branches all over the city. The most recent one opening will be in Shimanto square, Dhanmondi.

No solid or exact figure has been found as to what is the market share of STAR Cineplex in this arena. But since there is only one competition they have so far in this industry, it can be said as per the vague details that has been found, their share is more than 60%.

Objectives of the report

The main objective of this study is to get a better idea of Public Relations on whole and to discuss how massive the responsibilities are. Besides this, the report will have a proper idea of the multiplex industry and how a PR team is needed for it. The roles, advantages, requirements of a PR team are stated in here, focusing on STAR Cineplex.

Literature Review

The film industry in our country has for some reason stopped growing. But the love for films in people isn't so. The people in Bangladesh have an amazing love for movies and prefer watching movies in secured comfort. But the chance of that in here isn't too much. Bangladeshi film industry has been trying to make quality films and over the past couple of years have also been able to succeed at that. STAR Cineplex show Motion Limited, incorporated in 19th December 2002, and pioneered the modern Multiplex Movie Theatre industry with STAR Cineplex brand in Bangladesh. And from the day they started, they tried supporting the film industry in any possible way and that made them become extremely popular in a very less time. Also, it was very much possible to win hearts more because the company was the first multiplex in this country. People of all age groups come to STAR Cineplex to have a good time with amazing movies and services. The location seems to be very ideal too. It is just at the centre of the city which helps people from all places to go there quite easily. For a multiplex like this to be established and successful, there has to be a huge team of people working day and night for it. All the departments are divided in a way that no one faces too much of pressure but all the work is properly done.

Every employee in each department has roles that are only bestowed upon him or her but every responsibility is connected to others. One role is dependent on other and that is how we maintain the balance in the company. The departments run their duties to make sure that the company is functioning properly. One of the crucial departments is the Marketing department. And under it is the PR team.

The Public Relationship team looks after the image of the company. For any company to flourish, it is important to have a good face value. Our PR team ensures exactly that. PR is an important part of marketing just as sales. Even though PR doesn't exactly bring in any money directly to the company, but it manages things in a way that people feel like spending money to take in our services. The roles of the PR team are quite diverse. The team has to write a lot of things and also has to show special communication skills.

Overall STAR Cineplex is very observant about hiring employees and for this, only the people who are fit for the certain job is recruited. They put a lot of emphasis on the teams and

appropriate employees. This brings in a lot of profit in return, not only financially but also non-commercially. With an efficient team, Cineplex could reach heights of success which many companies can't achieve even after 10 years. The success of STAR Cineplex is only going up and the people working behind are the major reason.

Description of the Organization

STAR Cineplex show Motion Limited, incorporated in 19th December 2002, and pioneered the modern Multiplex Movie Theatre industry with STAR Cineplex brand in Bangladesh. With lucid vision for the entertainment development in the country, the local and foreign promoters of Show

Motion Ltd. started the first international quality state-of-the-art multiplex cinema theatre on 8th

October 2004 in Bangladesh at Bashundhara City Mall at Panthapath, Dhaka. STAR Cineplex now has six fully digital cinema screens with state-of-the-art 3D Projection Technology, Silver Screens, Dolby-Digital Sound and stadium seating. With a total capacity of 1,600 seats the theater has large lobby with full concession stands serving pop-corns, soft drinks, ice-creams and many other items. In addition to scheduled shows, STAR Cineplex also caters to special corporate bookings, red-carpet premieres and private events. The website www.cineplexbd.com if visited, the updates of movie schedules and online ticket purchase can be found. The organization plans to open 5 more multiplex countries wide as well as within Dhaka city, announced by STAR Cineplex chairperson Mahbub Rahman. Beginning its journey in 2004, STAR Cineplex, over the years kept the moviegoers enchanted with many Hollywood hits, as well as quality local films. Over the years, Show Motion Limited has brought many films to the city dwellers which proved too stiff a challenge for other cinema hall owners. Thus the journey of STAR Cineplex was pioneering; and it was adorned with love from the film buffs. With the span of time, the multiplex has become a familiar spot for celebrations and quality entertainment. STAR VIP and Star Premium, two premium movie theatres in the country, started its journey

through a ceremonious event was held at the STAR Cineplex in the capital's Bashundhara City Shopping Mall. The new halls are equipped with latest technologies including a cozy seating arrangement, X-Mirror SD, Dolby Atmos sound system, a VIP lounge and world-class interior, which will give the moviegoers a completely new experience. Their goal is to provide the most modern, comfortable, cinema viewing experience of Hollywood and quality Dhallywood releases for a locally adjusted price for our youth and family centered audiences in Dhaka. They aim to be the highest-value entertainment provider in Bangladesh with integrity & professionalism in every step. As STAR Cineplex is first multiplex cinema theatre in Bangladesh, their aim is to provide an international quality state-of-the art multiplex.

For this STAR Cineplex has assigned a total of 6 departments which includes the Marketing, Human Resource, Security, Administration, Customer Care and Services department. Around 170 people are working at STAR Cineplex, where 30 people in the administration department and the rest 140 employees are in the customer care and service department. They want to achieve the best customer relations and want consumers to be in love with with their theater instead of their main competitor, Blockbuster Cinemas. Other than Blockbuster Cinemas, they also have a few local competitors in the market and one of them is Balaka, Even though Balaka is targeting a different group of customers STAR Cineplex has managed to compete very well in the market using an excellent way to keep the customers attracted.

Even though, it was initially thought, STAR Cineplex will only cater to a niche market with its posh establishment, they completely proved the assumption wrong and caters to a huge mass as per demand. This is basically done with charging a low price and giving the customers a suitable place to watch movies in 2D and 3D with a luxurious way helping them to target different segments of customers. They want to keep sustainability in the minds of the customers and want to create an image of them in the mind of the customers for a long run. STAR Cineplex is conducting their promotions through their personal in-house marketing team and some international channels. They have always been promoting their new movie arrival through newspapers and online. For special cases, in case a very renowned movie has been released, text messages are sent to customers who have visited there to watch a movie before. Through this strategy, STAR Cineplex is trying to keep the existing customers in touch with them. Different kinds of offers and updates are also given to customers through the telecommunication operators to attract customers to keep coming to their theatre to watch movies.

There are basically six departments in STAR Cineplex. Those are Marketing, Security, Administration, Operations, Customer Care Services and Human Resource department.

A brief description of the departments, that make STAR Cineplex what it is today, is given below:

HR Department

The HR department deals with a lot of things at once. And all their tasks are very vital for the company since they handle everything from recruitment, to pay to termination. This department finds the perfect employee fit for the organization. They prepare interns for higher positions and make sure they get the right training.

They further deal with compensation, employee benefits, gradation, etc. They also manage placement and execution of different functions. Different inter relational issues among employees are also duty of the HRD to handle.

Accounting Department

The accounting department in any organization is very important. And STAR Cineplex's accounting department is no different. This department deals with the regular cash flow of the company and they make sure that there is enough money left just so that other payments can be fulfilled. They maintain a balance between the flows of cashes, entry and exit. They also play a role in payroll and reporting or managing financial statements. They control every money related problems or issues in the company.

Security Department:

This department makes sure that the security of the place is in no way breached. They let people get in through 2 parts of checking and ensure safety of anyone who are there to watch movie in a safe atmosphere. The department has an efficient team of 20 men and 16 women who are divided in shifts around the week.

Operations:

This department deals with ticketing, seating, organizing the customer service and security department, etc. They are active both in the administration end and the direct interaction in the front end.

Customer Care Service:

Customer service is the team that regularly deals with every customer. The team sits in the counter, sells tickets, manages the sales, shows the seats in the movie halls as per the seat number, sits in food counters to sell the food items and they also directly interact with customers. In case of any problem or chaos, they directly deal with it. Customers usually let them know if there are any complaints and they try solving them if it is in their hands. If they can't they pass it to the PR department. There are executives and team leaders in the customer care service department, who look after the functions being taken care of properly or not. They mostly represent the whole STAR Cineplex because the other departments do not really get the chance to interact with customers. Hence, a lot lies on them since they set an image for the whole organization. Thus they are trained in a way that does not put the company in any embarrassing situation.

Marketing Department

Marketing is an essential part for multiplex business. Starting from having to let people know what movies are coming out to different offers, everything falls under Marketing. Promoting for the organization and all the movies to the customers is the main task. For all these key roles, STAR Cineplex has its own in-house sales and marketing team. This department is the heart of the organization and has diverse responsibilities.

The focus for the marketing department currently is mostly digital marketing. In this age and time, everyone is always on the internet and what better way to connect to the customers than digital marketing. The basic functions of the marketing team on whole is-

- Promoting the organization
- Promoting movies and offers
- Bring in advertisements
- Maintenance of Public relations
- Digital campaigns via Facebook, Snapchat, Instagram
- Physical campaigns all around Dhaka
- ATL, BTL and TTL marketing
- Develop new plans for company growth
- Create different events as per accordance with the type of work STAR Cineplex have

A major part of the marketing department is Public Relations. The wrong concept about PR is that PR is only limited within media but it is actually more than that. It also involves intensive rapport with customers as well. Any wrong action from the company's side and it can entirely ruin the image of the organization. PR makes sure such thing does not occur. It manages the image of the company in a way that nothing can tamper with it. But maintaining a good relationship with the media is a very vital role to play when it comes to Public Relations.

PUBLIC RELATIONS:

STAR Cineplex always has maintained a very good organizational image. And this was only possible for the small but efficient PR team that they have. I have been appointed as the Executive of PR and Digital Marketing. But the task of a PR executive is more challenging, since it comes with a lot of roles. The following are the few things we need to cover-

- Writing press releases
- Inviting media channels for premiers
- Send write-ups to newspapers for upcoming movies
- Publish a magazine (STAR Cinebuzz), every two months
- Speaking to customers, representing the organization in case of mishaps
- Damage controlling in case of image tampering

One of the most essential duties of a PR executive is to write Press releases. These releases go directly to the press or media channels, newspapers, etc. This is usually written immediately after any movie premier or new releases. The press release consists of the whole gist of the event that is covered. This helps the other end to know the purpose, activities and the aftermath of the event conducted.

For any event to be successful and to reach to the customers, media presence is very much needed. STAR Cineplex often hosts movie premiers a day before the world release of any movie. The whole event is filled with glamour, celebration and much more. This needs media coverage and this is where the PR department needs to work on. The department makes sure that the right amount of media coverage is done and the report goes exactly as they have intended. Thus, a very good relationship is required, with every TV channels, radio stations and newspapers.

Different articles and updates need to go on the print media too. We make sure that our department handles those writings. This minimizes the risk of unwanted information transmission or tampering of our image. The writings are usually very precise and with the aim of reaching out to the customers, with important information or just updates.

STAR Cineplex has its own publication as well. It is called STAR Cinebuzz. This magazine is published every two months and contains movie reviews, interviews of movie stars, articles on celebrities, gossip scoops, movie updates, etc. the magazine plays an important role to maintain

good Public Relations. The magazine is made to be of international standard. And that reflects how STAR Cineplex always wants to provide the best of quality to its customers.

A lot of times different misunderstandings occur between the two parties, that is, the customer end and the organization. Often these matters are very sensitive and can't be handles by the customer service department. That is when the PR department has to step in. They make sure we convey just the right message to the customer and clarify any misunderstanding that has occurred. They speak to the customers to mitigate damage and make sure in no way the organization's image falters.

There are occurrences in any organization which might ruin the company's image. For instance, Bashundhara City was in a fire accident twice. Both the times STAR Cineplex suffered along with the whole shopping mall. People were scared of falling victim to any risk after the fire. The PR team had to extensively work to make sure that the fear is gone and we get all the customers we had, if not more. Many similar mishaps have occurred previously and have chances to occur in the future. So the PR team always has to be on the watch.

ROLE OF THE PR TEAM AS PER COMPANY REQUIREMENT:

Show Motion Limited's STAR Cineplex has a huge image to maintain. In Bangladesh's scenario, this multiplex has been running more or less a monopolistic business, Cineplex being the leader. We are the only distributor of English films in this country. And we even distribute the movies to our competitor Blockbuster. While these roles of the company are massive, the reputation of the organization has to be perfect for all the other activities to be functioning properly. Otherwise, no matter how good the movies or services are, people will not be interested to come watch movies here. So the PR has to make sure all these other functions are carried on perfectly by portraying a clear and transparent image. Starting from maintaining a good relationship with the clients to current customers to potential customers, the PR has to do it all. The PR team is not too big and consists of only 3 people. I was hired as the Executive of PR for the company. And the roles overall seemed very intense, since it requires a lot interpersonal skills.

SAMPLES OF WORK BY THE PR TEAM:

স্টার সিনেপ্লেক্সে চালু হচ্ছে 'নাইট শো'



- ঢাকার আই অনলাইন - ১২ জুলাই ২০১৮ ১৮:২১

StarCineplex



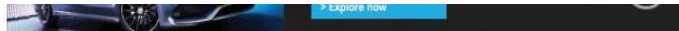
রাত জাগা সিনেমা প্রেমীদের জন্য সুখবর। রাজধানীর বসুন্ধরা সিটি শপিং মলে অবস্থিত স্টার সিনেপ্লেক্স কর্তৃপক্ষ সেখানে এবার 'নাইট শো' চালু করেছে।

দর্শকদের সুবিধা বিবেচনা করে এই সিদ্ধান্ত নেওয়া হয়েছে বলে চ্যানেল আই অনলাইনকে জানান সিনেপ্লেক্সের মিডিয়া ও বিপণন বিভাগের কর্মকর্তা মেজবাহ উদ্দিন আহমেদ।

তিনি জানান, আগামীকাল শুক্রবার থেকে নাইট শো চলবে। প্রাথমিকভাবে প্রতি শুক্র ও শনিবার এই শো থাকবে ৮টা ৩০ মিনিট ও ৯টা। মূলত দর্শকদের চাহিদার কথা বিবেচনা করেই নাইট শো চালু করা হচ্ছে।

এই কর্মকর্তা আরো বলেন, আমরা সবসময় দর্শকদের চাহিদাকে মূল্যায়ন করার চেষ্টা করি। আশাকরি অনেক দর্শক এর সুবিধা ভোগ করবে। যদি দেখি দর্শকদের উপস্থিতি আশানুরূপ তাহলে সপ্তাহের প্রতিদিনই নাইট শো চলবে।

সিনেপ্লেক্স কর্তৃপক্ষের কাছে অনেক দর্শকের অভিমান, নাইট শো নেই! সেজন্য অফিস কিবো কাজ শেষ করে আসতে আসতে সন্ধ্যার শো মিস হয়ে যায়। অনেকেই আবার অফিস থেকে বাসার ফিরে বিশ্রাম নিয়ে ছবি দেখতে আসতে পারেন না নাইট শো না থাকার। কেউ আবার রাতের জ্যামে পড়েন! সবকিছুই বিবেচনা করেই নাইট শো চালু হচ্ছে বলে জানান মেজবাহ উদ্দিন আহমেদ।



Home » Arts & Entertainment » Film

12:00 AM, July 27, 2018 / LAST MODIFIED: 12:00 AM, July 27, 2018

'The Equalizer 2' to release at Star Cineplex today

Arts & Entertainment Desk

The anticipation is finally over for all the Denzel fans, as *The Equalizer 2* is all set to hit the screens at Star Cineplex today. Not only did this film stir quite the hype as a sequel, but even more so, as it was Denzel Washington's first ever follow-up film in his long-lasting illustrious career. *The Equalizer 2* is a sequel to the 2014 film *The Equalizer*, which was based on the TV series by the same name. It is a film about heroism in a cruel world which follows Robert McCall as he becomes a voice for the voiceless. He uses his astounding military skills to punish the wrongdoers who prey on the weak, to deliver justice that would otherwise remain unserved. But how far will he go when the victim is someone who he loves?



0 Shares    

TOP NEWS

- Students check licenses, discipline traffic
- Students stop police DIG, find no licence or papers
- Mim, Rajib's relatives meet PM
- Draft law to end chaos on roads: Quader
- Protests ripple all over Bangladesh
- Celebrities join students' safe road demo in Uttara

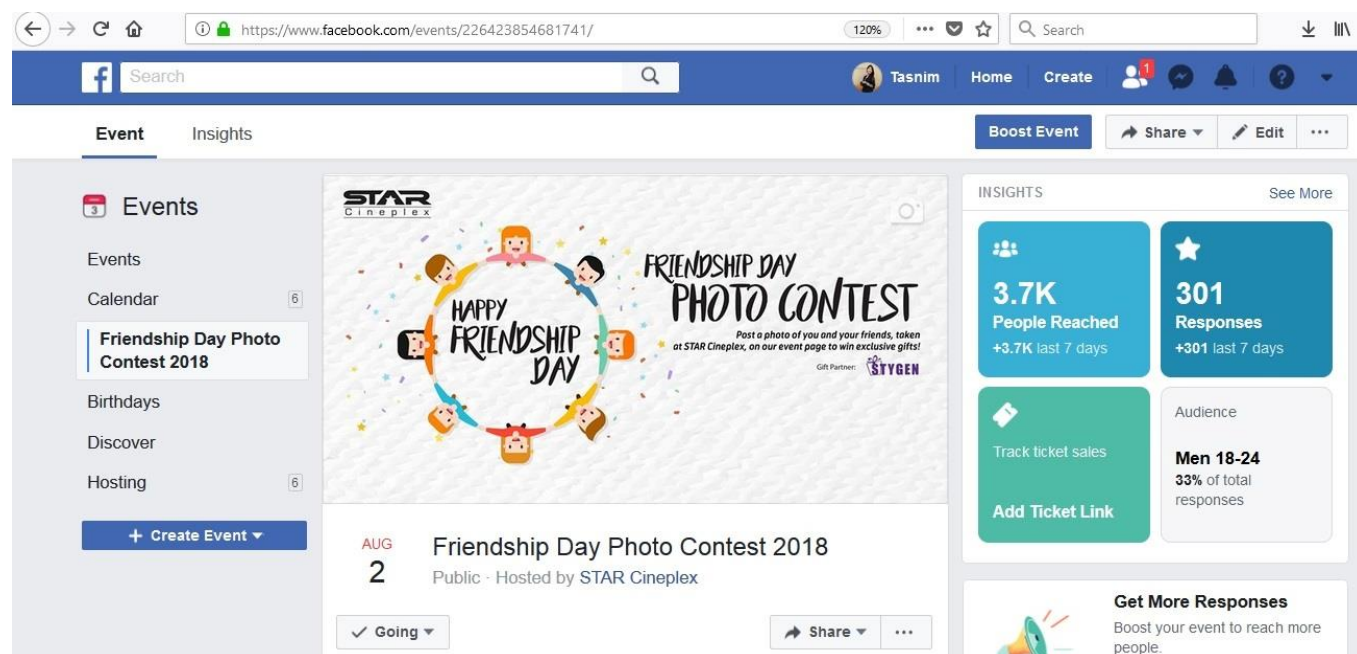
[VIEW MORE](#)



Directed by Antoine Fuqua, the film's cast is made up of Denzel Washington, Pedro Pascal, Melissa Leo, Bill Pullman, Ashton Sanders and more. From all the rave reviews, it seems *The Equalizer 2* is sure to satisfy the popcorn-munching crowd!

For any PR team, it is needed that they establish a media presence. One of the most essential ways to establish this presence is through print media. Print media has also spread all over internet as well. So any news if goes to a news portal, it means, it can attract both newspaper readers and online news portal followers. So any new movie if gets released, any new update from our company, any premier or big event or just latest news, everything more or less gets covered in the popular news portals. Two of such news is attached here already. So all these are also covered by our PR team. We always want the right news to flow and no unwanted information gets out. Hence, we prefer writing the news ourself. We at least make sure that we are sending the information to them and they write accordingly.

Every other week, STAR Cineplex needs to be in the popular newspapers. And not only that, for any big event or premier shows of any movies, at least 7-8 TV channels and radio stations cover those events and even have us in their live news. By this, we continue grabbing attention of people so that they always consider us as their biggest place of entertainment in this city.



Apart from the overly serious media coverage, we are responsible for active engagement with the customers. Even though, our digital marketing team mostly cover these engagements but our company has both the digital media team and PR team aligned and all the work and campaigns are run together by both teams. As for events, we make sure we have both physical and social media events which can be enjoyed by all kinds of people. Since PR team works with maintaining the image of the company, we make sure that whatever these events are about, it portrays just the right image of the organization. We often get offers by companies to partner with them in different events. But our selection of partners and sponsors are also done by the PR team. We have to make sure that we only tag with companies which have good market image and gives us a good advantage overall. And then we make sure that the event maintains a proper standard and not attract the wrong kind of crowd. After having all of these checked and managed, the digital marketing prepares the campaigns, design the posts and then begin the process of publicity.



One of our most valued works is the magazine that we publish. This magazine contains interviews, movie reviews, articles, movie updates, scoops, etc. this is our way to establish our name in the market, furthermore. With our own publication, it is easier to set the right tone for the image we want to portray. We design the magazine with our own team of designers. And the magazine comes out every two months. There is a whole editorial team working for it. And we make sure that the magazine is absolutely of top notch quality and providing the best of contents that there is. This magazine represents our organization in a new light and is given for free to our valued customers. Without being sold, we have around 50,000 subscribers that we try to reach and the magazine seems to be loved almost by everyone. Thus, we consider this as an essential tool when it comes to maintaining a good PR responsibility.

Activities Undertaken

I have majored in HRM and Marketing. But as a career path, I chose Marketing. The subject in itself has always intrigued me a lot. And upon entering the job life, the interest kept on increasing. I was hired by STAR Cineplex as a permanent employee for the position of Executive of PR and Digital Marketing. The whole job requirement and description has been very challenging and the opportunities have been quite diverse too. Through this job, I got to learn a lot which will forever help me grow in terms of job. The roles as a PR executive seems more interesting to me. But overall, I am in charge of a lot of responsibilities. And they are:

- **.Managing the digital platforms of the company (Facebook, Instagram, Snapchat and the official website)**

This role includes anything related to social media. We belong to an age where everyone is dependent on internet and social media. So our activities are based on that too. Hence, we run campaigns, create posts and engage our customers through social media via digital platforms, focusing mostly on Facebook, with addition of Instagram and Snapchat. These campaigns are related to the business we do and solely stays close to entertainment.

- **Create content for the magazine (STAR Cinebuzz)**

Our magazine is an exclusive publication. Our team works directly for it and all the articles are original. For the interview that goes on our magazine, we send our own team to conduct the question and answers. The pictures for our magazine are also taken by us. The whole team consists of 10 people, who works for writing, content creation, ideation and designing.

- **Content creation for social media**

We make sure that whatever content goes up on our page or social media in general are all made by us. The studios that send us movies send us contents too. But apart from that, we post a lot for marketing purposes. And for that, we make sure we have our team working to come up with creative posts. We create the posts using our content writers or PR team and the designer designs those posts according to the needs. The organic reach of those posts itself is never less than 10,000. And that comes to the advantage of PR too. Hence, the PR team likes being involved while creating these posts with the digital marketing team.

Activities Undertaken

I have majored in HRM and Marketing. But as a career path, I chose Marketing. The subject in itself has always intrigued me a lot. And upon entering the job life, the interest kept on increasing. I was hired by STAR Cineplex as a permanent employee for the position of Executive of PR and Digital Marketing. The whole job requirement and description has been very challenging and the opportunities have been quite diverse too. Through this job, I got to learn a lot which will forever help me grow in terms of job. The roles as a PR executive seems more interesting to me. But overall, I am in charge of a lot of responsibilities. And they are:

- **Managing the digital platforms of the company (Facebook, Instagram, Snapchat and the official website)**

This role includes anything related to social media. We belong to an age where everyone is dependent on internet and social media. So our activities are based on that too. Hence, we run campaigns, create posts and engage our customers through social media via digital platforms, focusing mostly on Facebook, with addition of Instagram and Snapchat. These campaigns are related to the business we do and solely stays close to entertainment.

- **Create content for the magazine (STAR Cinebuzz)**

Our magazine is an exclusive publication. Our team works directly for it and all the articles are original. For the interview that goes on our magazine, we send our own team to conduct the question and answers. The pictures for our magazine are also taken by us. The whole team consists of 10 people, who works for writing, content creation, ideation and designing.

- **Content creation for social media**

We make sure that whatever content goes up on our page or social media in general are all made by us. The studios that send us movies send us contents too. But apart from that, we post a lot for marketing purposes. And for that, we make sure we have our team working to come up with creative posts. We create the posts using our content writers or PR team and the designer designs those posts according to the needs. The organic reach of those posts itself is never less than 10,000. And that comes to the advantage of PR too. Hence, the PR team likes being involved while creating these posts with the digital marketing team.

- **Planning for different physical and digital campaigns**

We make sure that whatever campaign that we create does not only remain confined to either physical or digital platforms. We try to keep a balance between the two platforms or media. Hence we run campaigns on social media, mostly based on special occasions, like- friendship day, mother's day, valentine's day, Eid, etc. But our physical campaigns are more generalized. We run campaigns in universities where our representatives visit directly. There, we have a PR responsibility too. While we conduct physical campaigns, our representatives make sure that the right tone and image is set of our organization.

- **Ideation of promotional activities**

We need to come up with creative ideas every day to make sure that we are always on our A game. Only Facebook posts and campaigns are never enough. Different promotional activities are also needed to keep our name and image afloat. We managed to pull off a scavenger hunt, an interactive video and concerts as part of promotional activities.

- **Write press releases**

Press releases are a major part of the job description. PR deals with press releases very closely as a part of the major responsibility to make sure that the right news about the company is flowing and no harm is made due to any specific report. We usually try and write the press releases for being on a secure end.

- **Communicating with the media and maintaining a good relationship**

Dealing with media is a big part of the PR team. For channeling the right news or in case of events, media presence is needed. And for that a good relationship needs to be maintained with the media. Communication is very vital for that.

- **Organize events and premier shows**

STAR Cineplex organizes events every now and then. Those have to maintain a proper standard and the PR department looks after that. The guest list is usually very selective. The people who are supposed to attend and the media, all carry the image of the company and hence, so much focus is given on them. There are also premier shows we organize. Before the main release and often even before the American release of a movie, we host a red carpet premier. For that, the media needs to be invited, the seating have to be arranged separately as per importance. The whole premier show is of high priority and thus needs the best of everything. The whole PR team works to make that work.

- **Build a bridge between the sales and digital marketing wings**

Like I have already mentioned already, that even though STAR Cineplex have appointed people in different positions, it has done it in a way, that each of their roles is different from another person. And they all manage to carry on their job accordingly. But all these roles are also interrelated with each other. If this relationship is not maintained, the organization won't be able to function properly. Since, digital marketing and PR both are parts of the extended marketing team; their jobs are very dependent on each other too. PR often steps in to approve a lot of things the digital marketing team is willing to post on the social media because the main concern of PR is to maintain a proper image of the company. And that cannot be achieved through any random post but something more suitable. Thus the PR team has to work very closely with the digital marketing team to come up with the best of marketing plans.

- **Customer misunderstanding management or mitigation**

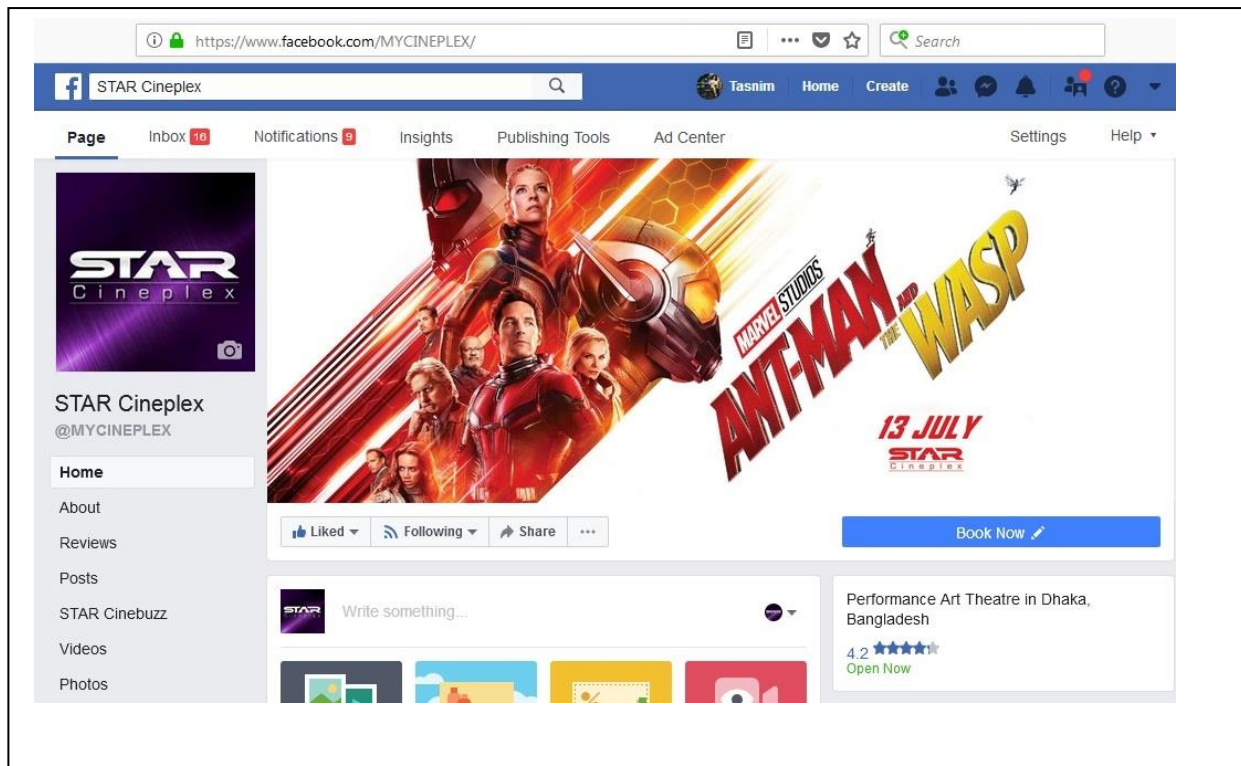
There are often issues that cannot be resolved by just the customer service team. In certain situations, customer service can make things worse than they are supposed to be. For that, the PR team handles with these serious issues. They make sure the customer in no way gets upset regarding any of the actions of the company. And with that, the team also looks after the company's profit. It is all about the balance between these two. The PR team prides in handling things with full diplomacy because most of these serious issues require the diplomatic talk. The team also took into their hands to send in care packages or gifts to clients or customers to mitigate any misunderstanding that might have taken place.

- **Damage control in terms of image maintenance**

Damage control might be done in a few ways. It basically starts with vocally explain our side and try to solve the problem. But often, just talking or explaining does now help. There have also been situations when STAR Cineplex received threats. The PR team also had to take charge of these situations. Damage can be of different sorts and thus the approaches or controlling ends up being different too. There have also been times that for damage control we ended up providing extensive post customer services to the people we had issues with. The simplest way of solving a problem or damage mitigation was sending a mail and the biggest was a combination of apology, sending gifts and maintain rapport for a really long time. So, this says how different damages ask for different gravity of solution. Not all can be valid for every situation. And the PR team also

has to look after that. With these entire problem solving, damage controlling and several other duties, the PR team manages to maintain the right image of the company.

The best way to build a brand name or become successful at this time is by conducting marketing or related activities on the social media. We know that majority of Bangladeshi internet users are active on Facebook. With that in mind, we always design our posts in a way that it caters the general mass and covers majority of current and potential customers. And through these posts, we create a persona of STAR Cineplex and the digital presence creates a stellar image for the organization. The page that STAR Cineplex officially has is known as MyCineplex.



MyCineplex: the official Facebook page for STAR Cineplex to connect to the customers via social media

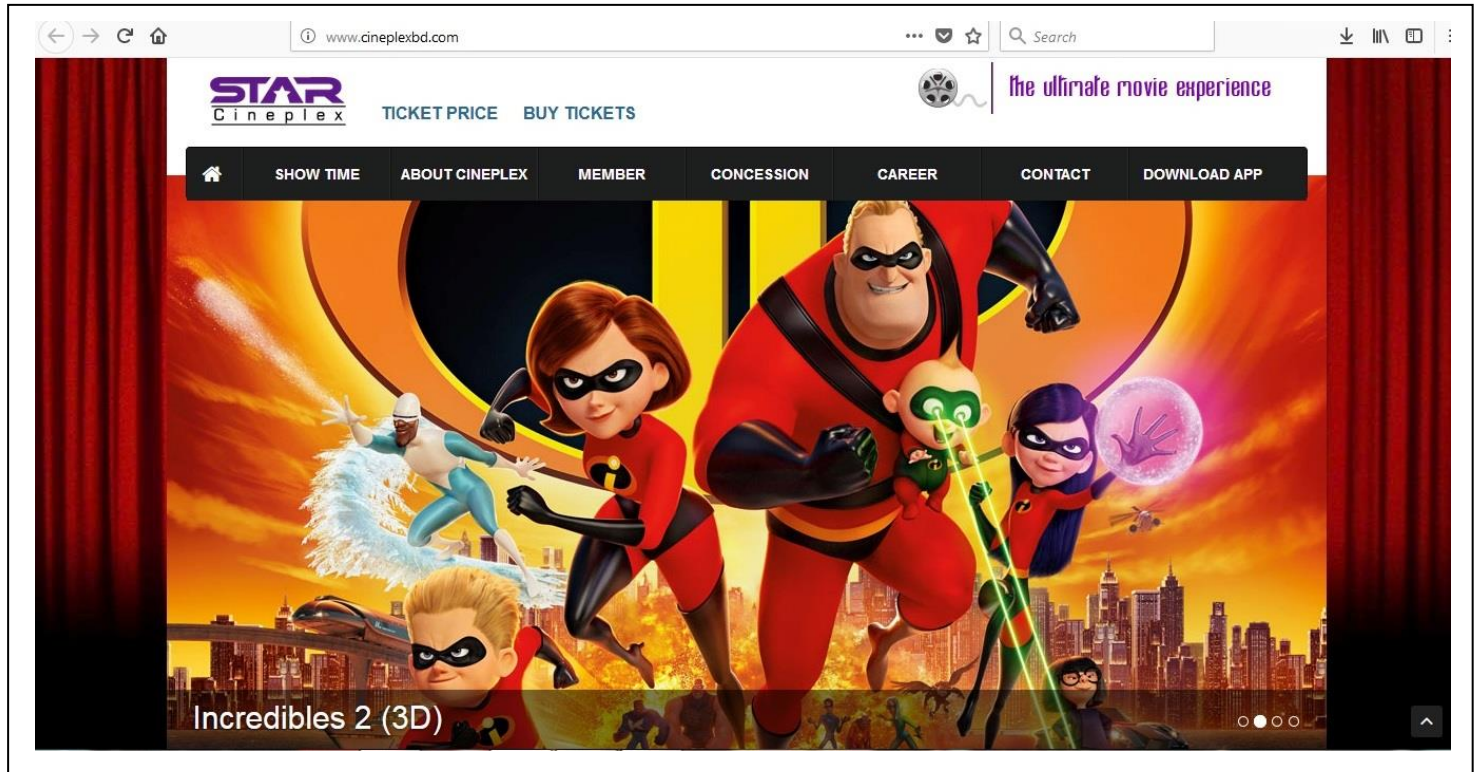
MYCineplex

MYCineplex is the official brand page of STAR Cineplex. It has a very strong reach and engagement on social media, especially Facebook. And most our communication with the customers is conducted through Facebook. This gives scope to have a better understanding of customer nature and understanding.

STAR Cineplex's official Facebook page has more than 263,000 likes. And is one of the topmost liked pages of the country. This shows that people want to stay connected with the organization and they do so by liking the page and being active there. The posts of this page have immense reach and engagement. None of it is lower than 10,000. We barely boost our page or posts but the organic reach is a lot anyway. Having a strong digital front and Facebook page comes with its perks. The PR team gets quite a big advantage through this. It is not always possible to have personal contact with every customer, but when it comes to Facebook, customers can complain upon facing trouble and the PR team handles it very fast. This way, it becomes easier on both ends. There are instances when there is a delay or postponement of a certain movie. The crowd often gets furious over it. And no matter what is said, they do not calm down. At these situations, the PR team takes the social media in their hands. And through Facebook's post or message, try to calm the people and bring in logical aspects to silence the crowd.

The facebook page caters to people from the age group of 16-40 mostly. And these are the people who are present on social media more. They are the crowds who enjoy watching movie in movie theaters. And whenever they feel something is not right, they are the most vocal ones too. Thus, this is where the PR team plays a role and put their interpersonal attributes and communication skills to use. Recently, the page has also been using chatbots. And through messenger one can even directly buy tickets. This way the page engagement also has increased in a massive scale.

STAR Cineplex Website



The web address for the official website for STAR Cineplex is www.cineplexbd.com

The website contains everything that a multiplex website should have. It makes the movie experience more convenient for people who enjoy watching movies in Multiplexes. There are different options to ease the process of selecting movies or even buying tickets. They have separate tabs for the movies which are currently being shown, information about STAR Cineplex, membership details, contact information and a copy of the latest issue of STAR Cineplex. There are fun bits like polls and movie or celebrity gossips too. And lastly, there is a slot for buying tickets from the website by using debit or credit cards.

Challenges and Recommendations for Improvement

STAR Cineplex might be a market leader. But it has its own problems and issues too. The multiplex always strives to become better and improve the quality. But there have been multiple complaints regarding a specific hall and its quality. And the 3D glasses are said to be hazy. These problems have been there for a while and they have undertaken steps to improve it. Overall, Cineplex does plan to be an international standard multiplex but due to lesser support politically and lesser investors, that is not entirely possible. As per my observation, the website needs to be modified too. The website often crashes if too many people try buying tickets at once. Even though Cineplex plans to spread out all throughout the city, the speed seems to be too slow. The solution for these problems isn't too difficult. The glasses and hall is already in the process of betterment. But for the website, the IT team has to be stronger and actively has to work in improving it to control and mitigate crashes. The rate of increasing hall has to improve too, because that will increase the convenience of the customers. If these are not worked out, no extent of Public Relations can save the image of the organization. No matter what statement is released, if the complaints are not heard and actions aren't taken, there will be no point of the communication made. The advantage that we have as a company is that, in the market there is barely any competition in terms of multiplexes. So we easily get away with the minor or major flaws. But the scenario is bound to change if suddenly some other company enters the race and performs better. Hence, to avoid the risk of that happening, necessary steps should be taken as soon as possible.

Lessons Learned from the Internship Program

While being an employee in STAR Cineplex and working on this report, these are the following things that I have learnt-

- The job market needs more efficient people

There are a lot of people who want a job but they are not efficient enough. Thus, they do not get the job they want. The job market needs people too but due to inefficiency, they cannot hire the people who apply for lack of efficiency.

- Even though it is portrayed that getting a job in this age and time and in this country is difficult, it is actually not so if we put in the right amount of effort and show we are capable of proving ourselves

There are companies who are willing to hire young graduates but the candidates themselves often fail to prove themselves. They do not give the right amount of effort or fail to stand to their capability. Hence, miss the opportunity of a good job.

- There is no alternative to working hard

There is nothing called a shortcut when it comes to achieving bigger things in career. The only way one can do well in professional life is by working really hard at every step that they face.

- There is nothing called an easier path when we need to get a work done perfectly

A lot of people try and find easy paths to get a job done. They don't focus on getting the job done but prioritize having it easy. But if someone wants to do well, that person needs to make sure that they are first doing their work properly without thinking if it will be was or not.

- We need to have a balance in everything that we do

Work life and personal life needs to be in a proper balance. One should in no way hamper the other. They should be kept separate and made sure one does not have bad effects on the other. Proper prioritizing can help to keep the balance.

- Following orders is extremely important

Our superiors are our superiors for a reason. They have more experience than us and have earned their place. So when they order us to do something, we should follow it. There can be situations

where they are wrong because not everyone can be right all the time. It can be discussed with them then if given the chance But following orders are important because if something goes wrong, we can be in the safe spot by stating we just followed orders.

- As a PR Executive, I have learnt to never let the company's image be under question or doubt

There are situations where the company might have taken a wrong step but being someone who is associated with PR, we have to make sure that the company's image is tampered in no way no matter what happens. But also work on whatever had gone wrong.

- The responsibilities that are given to us, should be carried out as instructed and within the deadline

A lot of have a habit of procrastinating. With no reason at all we wait for the last moment to get some work done. But to get the best of outputs and results, it is good if we start our work in the right time and get it done a lot before the deadline hits. This way we can take our time to get our tasks done perfectly and then review it if needed.

- Being proactive is a very good idea but knowing the right implication of those actions are very much needed too

We should not always wait for the next task to come to us or wait for orders. We can also plan for the upcoming tasks or be proactive in different times. But only thinking of ideas or plans are not enough. We also need to make sure that our ideas are worth implementing and if we are implicating in the right place.

- It is good to be curious. If we aren't curious in our first job or any job for that matter, we cannot learn more

We need to have the interest to learn more. We need to ask questions, we need to feed our curiosity. This is the only we can know and learn about how tasks are done and how the company is run.

- Being resourceful and gaining knowledge is always a great idea

There is no end to knowing or learning. We should always thrive to gain knowledge and show others how resourceful you can be through that. We should help others by providing information or whatever is needed, utilizing that knowledge.

- New set of skills always come to advantage. Learning should never stop even if we feel we are very skillful

It is always an advantage to learn new skills. If the company knows we are skillful in more than one aspect, our value increases and the company wants to hold on to us. New organization get interested to have us too that way.

- It has to made sure that we have a certain target and we work to reach that

Every task should have an end goal. Nothing in any organization should be done without setting any goal or target. This will otherwise affect the company negatively.

- Team effort is needed even if we are new

In a company, a lot of people work together to make things work. The collective effort of a lot of people can work magic. So working in a team and team effort is quite important for any company.

- Participating in discussions can get us to new heights of success

There are a lot people who are not too responsive or active in discussions. But that usually leaves them pretty unnoticed. So to make sure that doesn't happen, one should participate in conversations and discussions and put up their ideas. No idea is a bad one; they need to keep it in mind.

- Proper communication at all times is very much needed

If something is wrong or even if for appreciation, everyone should communicate everything properly. With bad or zero communication, comes a lot of other negative effects which can easily be avoided by communicating properly.

Concluding Statements

STAR Cineplex was the first mover in the multiplex industry in this country. Hence, the brand name and image is pretty strong. This adds to a lot of advantage as to how successful the company has turned out to be. When all the other markets have become saturated and highly competitive, this industry still has the chance to grow. And STAR Cineplex has proved time to time again, how growing with time is a must and they are doing it accordingly. The multiplex has to calculate the risks that they might face and work on their weaknesses even though they stand at a very strong position, financially and brand-wise. The customers have been their priority and it should be so and even in a wider scale in the future. The success story of STAR Cineplex is commendable and working here as an employee has been nothing but an honor. I have worked to improve the image of the company. But the task had been easy for its already established positive image. The hope always is, this image should stick if not improved. The PR team works hard for this and they will continue doing so for the organization. Soon, this will be one of the top considered professional choice for graduates in this country.

Reference

- Kotler, P. (2003). Marketing Management (12th Ed.).
- Upper Saddle River, NJ: Pearson Education, Inc., Prentice Hall.
- Addison-Wesley.
- Reading, MA: Profile of STAR Cineplex (n.d.). In About Us. Retrieved 22nd August, 2017, from <http://www.cineplexbd.com/cineplexbd/about>
- http://en.wikipedia.org/wiki/Social_media_marketing 23rd August, 2017, from state of the Media. (n.d) In The Social Media Report 20th August, 2017, from SocialMediaMarketing.(n.d).InRead.Retrieved
- <http://www.nielsen.com/us/en/reports/2012/state-of-the-media-the-social-media-report-2012.html> www.cineplexbd.com