

Report On
“Uses of the IMC tools for boosting the selling process” - A
study on Concord Entertainment Company Limited.”

By

Sk. Fatima Bintay Nowsher
19364050

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

Brac Business School

Brac University
01-06-2022

© 2022. Brac University
All rights reserved.

Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing 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 which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

Student's Full Name & Signature:

Sk. Fatima Bintay Nowsher

Student Full Name

Student ID - 19364050

Supervisor's Full Name & Signature:

Dr. Ekramul Islam
BRAC Business School

Letter of Transmittal

Dr. Ekramul Islam Designation,
Department
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report.

Dear Sir,

I would like to submit this report entitled “**Uses of the IMC tools for boosting the selling process of Concord Entertainment Company Limited**”. Case study on Concord Entertainment Company Limited, prepared as a part of the requirement for my Internship under the MBA Program of BRAC Business School, BRAC University.

The period of my internship from February 2022 to May 2022 at Concord Entertainment Company Limited has been inordinately enriching learning experience for me. I have tried to apply all the knowledge that I gathered from BRAC Business School in the last 2 years of my educational life in scrutinizing the marketing strategies and the broad spectrum of international and practical marketing. I sincerely hope the quality of this report meets the standards of your expectations, fulfills the internship requirements and finds your acceptance. I also thank you for your guidance, support and time without which this experience would not have been as fruitful. I shall be glad to oblige, should you require any elaboration or clarification on any issue pertaining to this report.

Sincerely yours,

Sk. Fatima Bintay Nowsher

19364050

BRAC Business School

BRAC University

Date: 01-06-2022

Non-Disclosure Agreement

This agreement is made and entered into by and between Concord Group of Company Ltd. undersigned student at BRAC University

Acknowledgement

Firstly I would like to convey my gratefulness to the Almighty for giving me the ability and patience to work hard successfully. I am also grateful to my honorable teachers who encouraged me to reach the goal.

I am not having been successful in complete the report without the active support and cooperation from many persons in the Concord Entertainment Co. Ltd.

I have tried my best and also worked hard for preparing this report. I have received whole hearted co-operation from **Mr. Anup Kumar Sarker** (Executive Director- Concord Entertainment Co. Ltd) and my Practicum supervisor **MR. Arif Nowshad**- Assistant General Manager- Sales & Marketing, **Mr. Iftekhar Sarwar**- Asst Manager, Sales& Marketing Concord Entertainment Co. Ltd, who advised me and also guided me.

I am much obliged to my honorable mentor **Dr. Ekramul Islam** for directing me throughout this report. Without your apprenticeship and continuous support, it would be quite impossible for me to do the arrangements and procedures of this report. I am immensely thankful to you for giving me your time and your valuable insights into the project.

I would also like to acknowledge the entire colleagues of Concord Entertainment Company Limited for helping me out with all the rules and regulations of working in the pioneer amusement park in Bangladesh and welcoming me as a part of their team in this short period of time. Lastly, and most importantly I would like to thank my family, without their support I could not have come this far.

Executive Summary

People of Bangladesh suffering from lack of enjoyment in their life, especially in the cities. This is one of the factors that push the idea of making Amusement parks in Bangladesh. It is impossible to think about building theme parks here like USA, but this impossibility is been conquered by Concord Entertainment Co. Ltd.

Concord Entertainment Co. Ltd. Has started its journey in 2002. It started its journey with an exclusive idea of making a theme park in Bangladesh. Fantasy Kingdom is the first and only one theme park in Bangladesh. Gradually Concord expanded its projects by making another 2 parks and a motel in Dhaka city situated in Fantasy Kingdom complex. Another addition to Concord Entertainment is the Foy's Lake, Sea World and Zia Smrity Complex situated in Chittagong; the second important city of Bangladesh.

In order to complete my MBA program, I have completed my internship in Concord Entertainment Co. Ltd. from 15th February 2022 to 15th May 2022. This internship report consists of the entire details in which I have done during my internship period and my experiences throughout the internship period with my host organization.

The general background purpose to make this report is identifying the **Uses of the IMC tools for boosting the selling process of Concord Entertainment Company Limited**. CEnCL follows two-way marketing policy to make sales for its parks. Advertising does most of the normal sale which is comprised of general visitors. CEnCL exercises direct marketing for making corporate sale. The pricing of tickets is established on value of the parks. There arises various problems in conducting the marketing efforts, like capturing corporate clients, maintaining general visitors, pricing of tickets and customizing offers.

Overall, the future and the competitive position of CEnCL in entertainment business is looking good, because as people get busier, they will be more willing to visit the amusement parks.

Keywords: Amusement Park, CEnCL, IMC, CRM

Table of Content

Sr. No.	Contents	Page No.
I.	Title Page	I
II.	Cover Page	II
III	Letter of Transmittal	III
IV.	Acknowledgement	IV
V	Executive Summary	VIII
VI.	Table of Content	IX-XIII
Chapter 01 : Introductory Part		09
1.1	Introduction	10
1.2	Origin of the Report	11
1.3	Rationale of the study	11
1.4	Statement of Research Problem	11
1.5	Research Aim	11
1.6	Research Objective	12
1.9	Ethical Considerations	12
Chapter 02 : Organizational Part		13
2.1	Background of the Organization	14
2.2	Corporate information of the organization	15
2.3	Introduction of CEnCL (Concord Entertainment Co. Ltd.)	16
2.4	Products of Concord Entertainment Company Limited	17
2.5	Organ gram	24

2.7	Porter's Five Forces	25
2.8	. SWOT Analysis of Concord Entertainment Co. Ltd	27
Chapter 03 : Literature Review & Topic Part		28
3.1	Defining Terms	29
3.2	Definition of Integrated marketing communications (IMC)	29
3.5	What is Marketing Mix	30
3.6	Uses of the Integrated Marketing Communication	40
3.10	Market segment	47
Chapter 04 : Actual Task Part		48
4.1	Task	49
4.2	Actual Tasks	50
4.3	Learning	54
4.4	Internship Photographs	55
5.10	Recommendation	56
5.11	Conclusion	57
Appendix		58
6.1	Bibliography	58
6.2	Abbreviations	59

Chapter-01

“Introductory

Part”

1.1 Introduction:

This is an “internship report”, which is prepared after completion of internship program. It is done as a requirement of the conclusion of the MBA program. In BRAC University MBA program, a student must have to complete twelve weeks of internship program after completing MBA courses. An internship program stands for providing on the job training to the student. Students are being exposed to the actual job scenario of an organization. Students are assigned to do different kind of job where they can apply their theoretical knowledge. At the time internship Students are placed in enterprises, organizations, research institutions, as well development projects for the conceptualization of real-life job situation. This three-month internship program gave me the opportunity to gather practical knowledge of Marketing in Entertainment industry. I have done my internship in “**Concord Entertainment Company Limited (CEnCL).**” in 43 North Commercial Area, Gulshan-2, Dhaka-1212, and Bangladesh. This report is about “**Uses of the IMC tools for boosting the selling process**”- **A study on Concord Entertainment Company Limited.**”

Basically, Integrated marketing communication (IMC) has emerged as a new concept in marketing in the twenty-first century. Its customer focus, intended to grow and retain customers, is more than just advertising and promotion, and it takes into consideration more than just customers or clients. This report examines how IMC is more than simply the integration of advertising and promotional activities in perspective of one of the leading Entertainment Company of the country Concord Entertainment Company Limited. This report firstly provides an overview of integrated marketing communications, its concept, current trends and how the company use it for doing their advertisement and promotional activities. Next, the report contains about the uses of all IMC tools in selling activities of CEnCL. Also provides a critical observations and recommendations according to my point of view on the basis of findings on integrated marketing communications of the company.

Through this internship program, I come to know practically about the integrated marketing communication (IMC) activities Such as Advertising, Sales Promotion, Direct Marketing, Internet Marketing, and Public Relation. So by completing this report I will get overall idea about promotional process of the company. So, it is impossible to deny the importance of internship program.

1.2 Origin of the Report:

Internship program is pre-requirement to complete MBA. Internship in any organization is a compulsory requirement for the students. I prepared this report as a part of fulfillment of our practicum which is an integral part of the MBA program under the department of Marketing in BRAC Business School of BRAC University. The main objective of internship is to get the practical work knowledge before beginning the job career.

As an intern, I was worked in “**Concord Entertainment Company Limited (CEnCL).**” (A Sister Concern of Concord Group)” for a period of 3 months started from 15th February 2022 to 15th May 2022. During my internship period I have got the opportunity to perform different task related to the integrated marketing communication (IMC) activities and these works help me to broaden my practical knowledge about marketing promotions and advertisement.

It is a great pleasure for me. I have got proper supervision of my academic supervisor throughout my internship period for the successful completion of the report

1.4 Statement of Research Problem:

In this modern era of business the company which can adopt better promotional strategy is more successful in terms of attracting and gaining more consumers. Today in the market full of competition there are no ways but to improve the promotional mix to gain more profit and customer satisfaction so I undertake this project on promotional mix to find how they can improve it.

So, my statement is-“**How Integrated marketing communication can improve the selling process of Concord Entertainment Company Limited**”

1.5 Research Aim:

This research aims is to find out how integrated marketing communication (IMC) activities helps to boost up the selling process and attending the target profit of Concord Entertainment Company Limited (CEnCL).

1.6 Research Objective:

Broad objective of this report is to identify and acquiring practical knowledge about the integrated marketing communication (IMC) activities of Concord Entertainment Company Limited (CEnCL).

1.9. Ethical Considerations:

As an intern it was not possible for me to collect all the vital information .no one wants to disclose their secret information to an outside person. Another thing is, I had to complete this report within a very short span of time (Twelve Weeks) that was not sufficient for investigation. The majority of the data are collected from trustable and valid sources. Secondary data are screened properly to avoid false information. Because of the limitation of information, some assumptions were made. My perception about some observation may not be correct.

Chapter – 02

Organizational

Part

2.1. Background of the Organization:

Concord Engineers & Construction Ltd. Concord Centre was set up in 1972 as a small Engineering and Construction firm. Currently the address of the corporate office of the company is 43 North Commercial Area, Gulshan, Dhaka-1212, and Bangladesh. In time, Concord has grown to be one of the largest Construction and Entertainment Conglomerates in Bangladesh. Their capability and dedication to quality is well established and has won them some of the most prestigious and technically challenging projects in Bangladesh.

Concord is Bangladesh's leading construction conglomerate with over 500 well known projects to their name (Commercial, residential and big government projects) in the last 30 years). Concord has undertaken some of the most prestigious and technically challenging projects in the country, and is known for setting standards in their field. Concord has one aim- to improve the quality of life of the people of Bangladesh.

Concord Entertainment Company Ltd establishes theme parks and some entertainment project all over the country. Fantasy Kingdom theme parks in Dhaka - the first of its kind in South Asia! The first phase of this mega entertainment project of Concord Group of Bangladesh was completed in December 2001. Heritage Park, Concord – the vivid description of history of the country we love most, Bangladesh. The place is more than what we know about and definitely beyond the image of flood hit and poverty-stricken country. The Foy's Lake project consists of a theme park along with leisure spots of natural beauty including accommodation facilities. Concord Group has constructed another euphoric Park, named "Water Kingdom" at Ashulia. A water park is an amusement park that features water play areas, such as water slides, splash pads, spray grounds (water playgrounds), lazy rivers, or other recreational bathing environments.


<u>2.2 Company Profile at a Glance</u>	
Name of the Company:	Concord Entertainment Co. Ltd
City & Country:	Dhaka, Bangladesh.
Chairman:	S. M. Kamaluddin
Managing Director:	Major Monjurul Ahmed
ED(MKT):	Anup Kumar Sarkar
Logo:	
Corporate Office:	Concord Center, 43 North Commercial Area, Gulshan 2, Dhaka 1212, Bangladesh
Address Of Fantasi Kingdom:	Ashulia Highway, Jamgora, Savar Union 1345
Address Of Foy's Lake office:	Rubia Mansion (2 nd Floor), 7/A/1, Zakir Hossain Society Road No 3, South Khulshi, Chittagong
Date of inception:	2002
Telephone:	+880-2-9896482 +880-2-8833786 +880-2-8814028 +880-2-8829874, Ext-1807,1809
Fax:	+88-02-9896482
Email:	w-kingdom@concordgroup.net
Web:	www.concordgroup.net
Sales & Marketing:	Hot line: 01913531384, 01913531386, 01937402963

Table 01: *Company Overview*

2.3. Introduction of CEnCL (Concord Entertainment Co. Ltd.):

Concord set up Fantasy Kingdom in 2002 in Asulia, Dhaka in a record-breaking period of only 10 months. Fantasy Kingdom is Bangladesh's first world class theme park. The Fantasy Kingdom Entertainment Complex now consists of Fantasy Kingdom, Water Kingdom, Heritage Park, Xtreme Racing- go karting & the Resort Atlantis. Fantasy Kingdom was designated a "Tourist Spot" by the Government of Bangladesh in 2002.

The Foy's Lake Entertainment Complex is set over 350 Acres of Beautiful Lakes and hills in the heart of Chittagong. It consists of Foy's Lake Amusement World, sea World and Foy's Lake Resort.

Concord parks are visited by over 2 million guests annually.

Concord has created a new destination in the Entertainment & Hospitality industry in Bangladesh. Concord has many firsts in this sector: the country's first world class theme park, water park go kart track, theme hotel and full scale luxury resort.

Mission of CEnCL

Relentlessly provide innovative and authentic entertainment facility to the people of Bangladesh.

Vision of CEnCL

To maintain number one position among future's high-class entertainment parks.

Objective:

The objectives of Fantasy Kingdoms are-

- To bring on an average at least four thousand visitors per day
- To increase per capita expense among the people visiting in the park
- To ensure repeat visit of visitors

Major functions of Concord Entertainment Company

Major function of Concord Entertainment Company as the name reflects is to create recreational opportunities for the people. Bangladeshis have very few recreational facilities and most of them are incapable of providing pure entertainment pleasure. To fill the gap Concord Entertainment started its business with Fantasy Kingdom, the first theme park of Bangladesh. Subsequently, the company built an indoor theme park- Fantasy World, which is very popular among young children.

Two major functions of Concord Entertainment Company are as follows-

- Providing outdoor recreation for all ages of people by creating and maintaining Fantasy Kingdom.
- Providing indoor recreation especially for young children by creating and maintaining Fantasy World.

2.4. Products of Concord Entertainment Company Limited:

⇒ Fantasy Kingdom	: Inaugurated on 19th February, 2002.
⇒ Heritage Park	: Inaugurated on 13th January, 2005.
⇒ Water Kingdom	: Inaugurated on 17th June, 2005.
⇒ Xtreme Racing	: Inaugurated on 5th November, 2009
⇒ Foy's Lake Concord	: Inaugurated on 12th November 2004.
⇒ Sea World Concord	: Inaugurated on 31st August, 2007.
⇒ Resort Atlantis	: Inaugurated on 7th July, 2007.
⇒ Foy's Lake Resort	: Inaugurated on 17th January, 2009

Fantasy Kingdom

Fantasy Kingdom is Bangladesh's first world class theme park. The park Boasts thrilling world class rides from some of the most renowned rides manufactures from U.S, Germany, France and Italy like the roller coaster , 70 fit high giant Splash, The magic carpet , Izzy Dizzi, bumper cars, Apollo 2000, Santa Maria, etc.

The entire complex is themed as a mysterious lost Kingdom comprising of unusual architectural landmarks which can be seen for miles around. The theme is carefully designed to blend large and dramatic buildings within a fantastic, imaginative landscaped setting. Facades are creatively designed using stones, wood and old looking decorative materials, shapes and forms to create a magical impression. Fantasy Kingdom, with its exciting attractions and dazzling entertainment, will give you and your family wonderful memories that will last lifetime.



Picture 01: *Fantasy Kingdom*

Water kingdom

Water Kingdom is Bangladesh's biggest water park. Located next to Fantasy Kingdom, It has two separate wave pools, multiple breath taking slide s, crystal clear pools, a lazy river family pool, a water disco zone and regular DJ events and show.

Water Kingdom has exhilarating water attractions and fun filled activities for children and adults of all ages. It also has its very own theme hotel The Resort at Atlantis.



Picture 02: *Water Kingdom*

Heritage Park

Heritage Park was created to highlight the rich history and cultural heritage of Bangladesh. The park contains detailed scale replicas of historic buildings and monuments. The craftsmanship and skill needed to create the intricate designs and facades is truly awe inspiring. These were all produced painstakingly by local architects, artists and craftsmen

The Park has a section depicting Bangladeshi village life and handicrafts. In addition, guests can enjoy many thrilling rides in the park.

Some famous replicas in Heritage Park are

- Ahsan Monjil
- Chuna khola Mosque
- Temple of Kantajee
- Shatgombuj mosque
- National Parliament Building
- National monument
- Paharpur Bihar
- Sitakot Bihar
- Puthia palace
- Greek Memorial



Xtreme racing

Picture 03:*Heritage Park*

Xtreme racing is a purpose built go-kart track in Ashulia, next to Fantasy kingdom. There is 3000 sft. Raised viewing gallery with a lounge, games area and flat screen tvs. The track is fully lit for night time racing.

Lap timing is done by TAG HEUER timing system. Xtreme racing runs 2 types of karts.

- **SODI karts (France):** For racing we have a full fleet of Sodi GT3 European racing karts. Engineered by Sodi karts in Europe, these advanced karts deliver an unparalleled combination of speed, handling, and safety for drivers of all ages, sizes and skill levels. These super fast racing karts are used in Michael Schumacher's School of Karting in Nuremberg, Germany.
- **J & J Karts (USA) :**For family Fun we also have a fullfull fleet of J&J karts from USA. These are family Karts and suitable for ages 8 years and up.



Picture 04: *Xtreme racing*

Resort Atlantis

The Resort Atlantis is a Bangladesh's first theme hotel. It is located in water kingdom in Ashulia. A unique ocean themed resort destination, Atlantis offers a variety of accommodation choices. Guests enjoy full access to the wonder of the entire park (Fantasy kingdom, Water kingdom, heritage Park and Xtreme racing.) The Luxurious settings, impeccable service, international cuisine and VIP treatments come together to create the perfect holiday.



Picture 05: *Resort Atlantis*

Foy's Lake

Foy's Lake is large manmade lake in the heart of Chittagong. It is surrounded by a scenic forests and sprawling green hills and covers over 3500 acres. The theme park has many rides and attractions as well as boat rides on the lake, landscaped surroundings, restaurants, and concerts on floating stages, scenic walking trails and many other fun activities. It even boosts a resort hotel. The biggest attraction, however, is the beauty of the lake and the surrounding hills.



Picture 06:*Foy's Lake*

Sea World

Sea World water Park is located in the Foy's lake complex and was setup in 2007. Sea World has all the attractions of a world class water park (Bangladesh's largest wave pool, a thrilling choice of slides, splash pools, family pools, splash zone and a water disco zone with regular DJ events). The biggest attraction of this beautifully designed park is, however, the wonderful setting between the lake and hills of Foy's lake. Sea World also has its own theme resort hotel.



Picture 07:*Sea World*

Foy's Lake Resort

The brand new Foy's lake Resort is a unique get away in Chittagong where guests can stay in luxury accommodation while enjoying the natural beauty of Foy's lake and the entertainment of its two theme parks. Whether guests are taking their kids on holidays, enjoying a corporate retreat or a romantic break, they have everything one needs for an unforgettable experience. The resort is the only place in Bangladesh that encompasses spectacular landscapes, historical wonders, magnificent view and adventurous rides in one place.

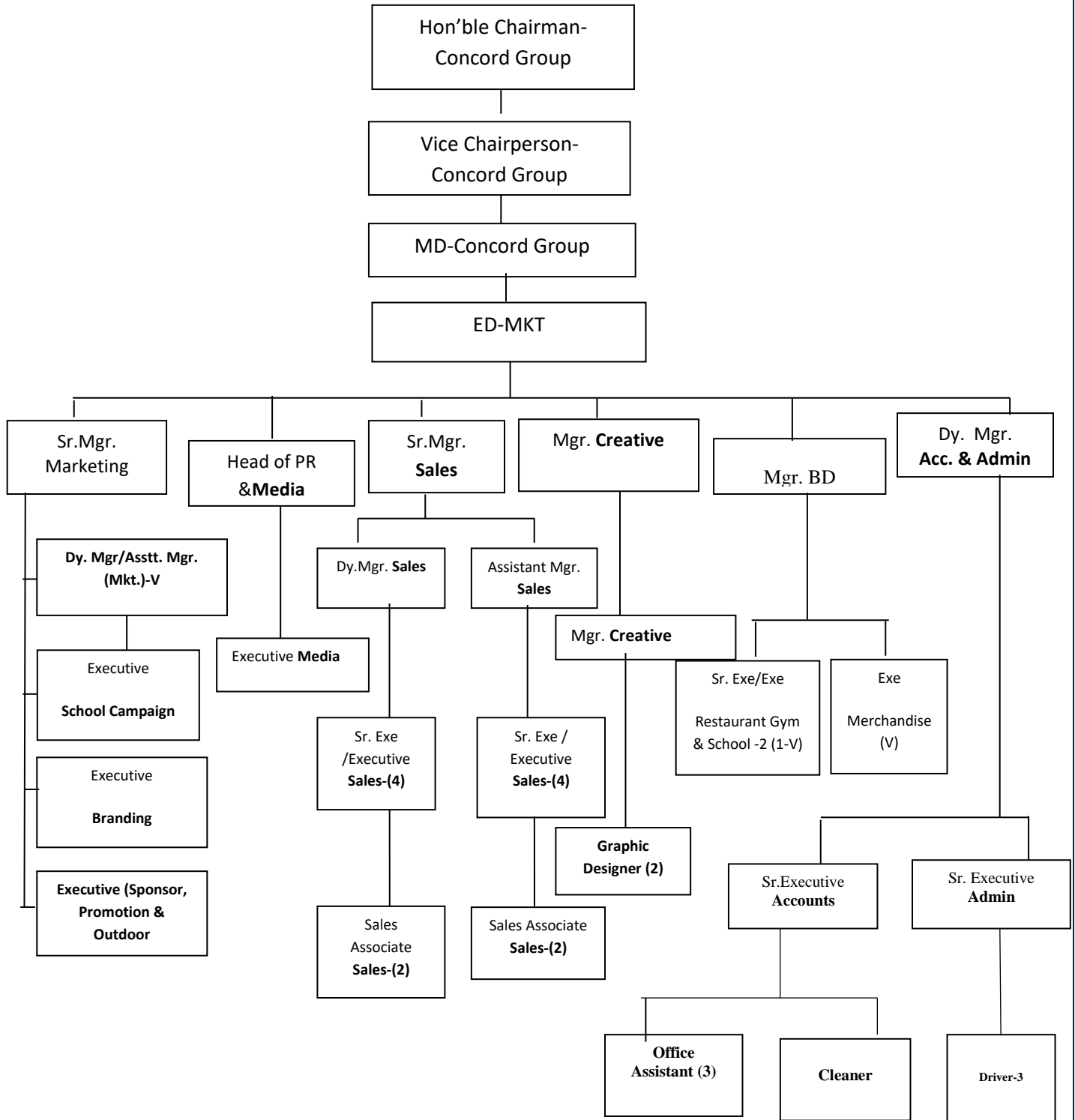


Picture 08:*Foy's Lake Resort*

2.6 Organogram

Organizational Structure of CEnCL (Concord Entertainment Co. Ltd.):

Present Organogram of Marketing Department (Head Office) of CEnCL



Legend	
ED	01
GM/DGM	02
Sr.Manager	03
Manager	02
Dy. Manager/Asst.Manager	04
Graphic Designer	02
Sr.Executive/Executive	17
Sales Associate	04
Office Assistant	03
Driver	03
Cleaner	01
Total Manpower	42

Table 03:Organizational Chart of Concord Entertainment Co Ltd.

2.7. Porter's Five Forces:

The Five Forces Model working behind the CEnCL: Concord Entertainment is basically engaged in a near monopoly business. The opportunities and threats that have been identified by discussing the Five Forces Model are given below:



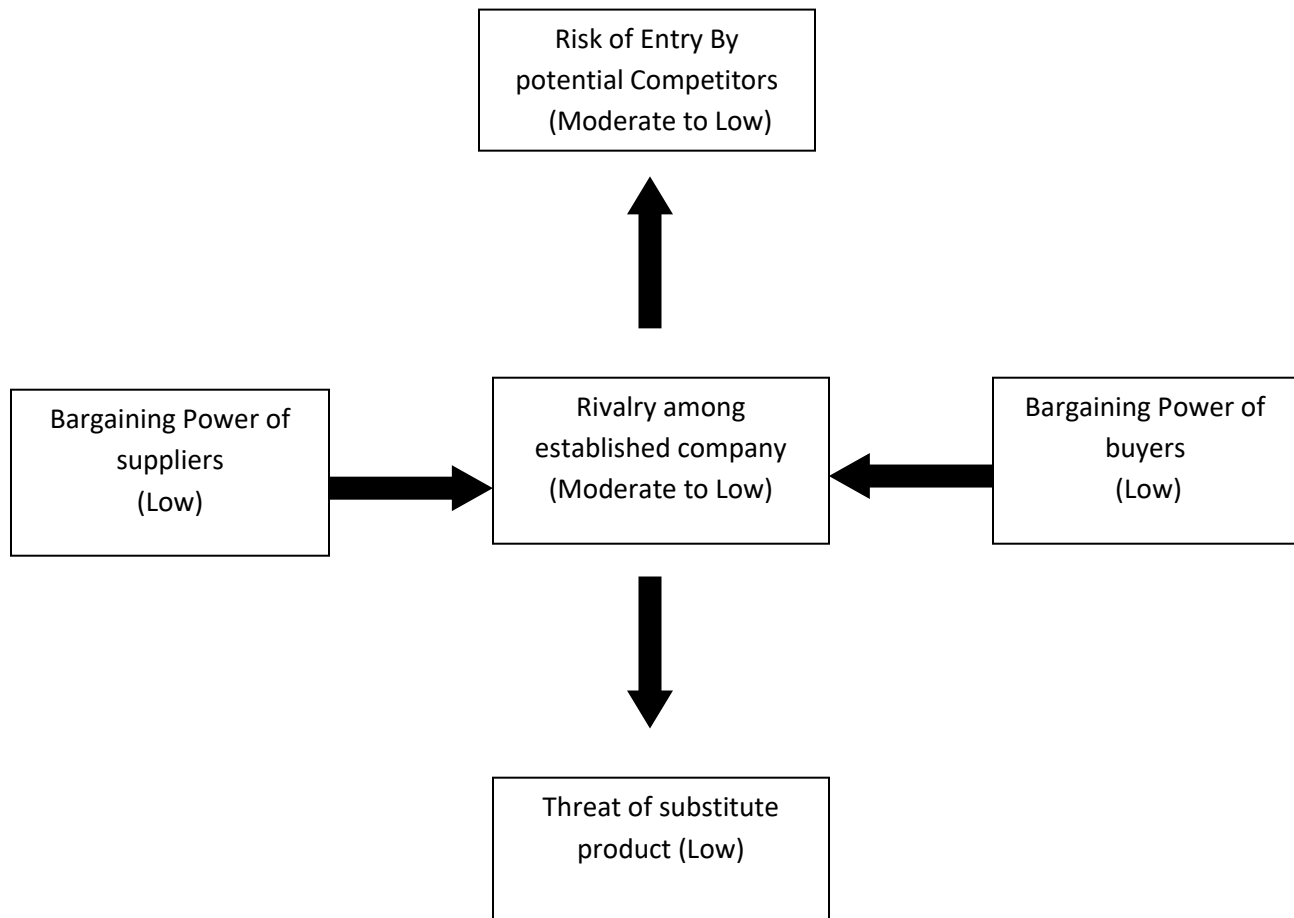


Chart 01: Porter's Five Forces Model

2.8. SWOT Analysis of Concord Entertainment Co. Ltd:

SWOT analysis is identifying the strength, weakness, opportunities, and threat of an industry. The Procedure of SWOT analysis is to take the information from an environmental analysis and individual it into strength and the weakness problem (opportunities and threats). Within strength and opportunity is a positive side for the organization and weakness & threats are a negative side for an organization.

<u>Strength:</u>	<u>Opportunities:</u>
<ol style="list-style-type: none"> 1. First to setup theme park concept in Bangladesh. 2. Best quality service at reasonable price 3. Ensure customer security 4. Use of modern information technology 5. Updated& developed packages and Special offers. 7. Introducing distinctive entertainment program 8. Pepsi is the official beverage of Fantasy Kingdom 9. Huge capacity to arrange public programs like concerts, dance show, beauty pageants etc. 	<ol style="list-style-type: none"> 1. Develop new tourist areas in Bangladesh 2. Involvement of government incentives 3. Expansion of business in abroad 4. Expansion of new branches in Bangladesh 5. Expansion possibilities inside the park.
<u>Weaknesses:</u>	<u>Threats:</u>
<ol style="list-style-type: none"> 1. Incapability to cover all the tourist spot in Bangladesh 2. Food price are high. 3. Some machines do not work properly. 4. Located at a far distance from its targeted people 5. Lack of technological advancement. 6. Lack Of maintenances 	<ol style="list-style-type: none"> 1. Entrants of new competitors in market 2. Political instability 3. Economic inflation 4. Lack of communication facility 5. At the time of electricity failure, most of the rides come to halt at whatever positions they are. 6. Having same rids for long time.

Table 04:SWOT Analysis of Concord Entertainment Co. Ltd

Chapter – 03

“Review of Literature & Topic Part”

3.1 Defining Terms:

3.1.1 Definition of Marketing:

Marketing consider as the whole business activity system that designed to arrange plan, deciding price, present promotion, and product distribution in the way company desires and satisfy the targeted market to achieve the organization purpose.

3.2. Definition of Integrated marketing communications (IMC):

An approach to achieve the objectives of a marketing campaign, through a well-coordinated use of different promotional methods that are intended to reinforce each other.

As defined by the **American Association of Advertising Agencies**, integrated marketing communications ", recognizes the value of a comprehensive plan that evaluates the strategic roles of a variety of communication disciplines advertising, public relations, personal selling, and sales promotion and combines them to provide clarity, consistency, and maximum communication impact.

(Source:<http://www.businessdictionary.com/definition/integrated-marketing-communications-IMC.html>, 2018)

Integrated Marketing Communication Tools

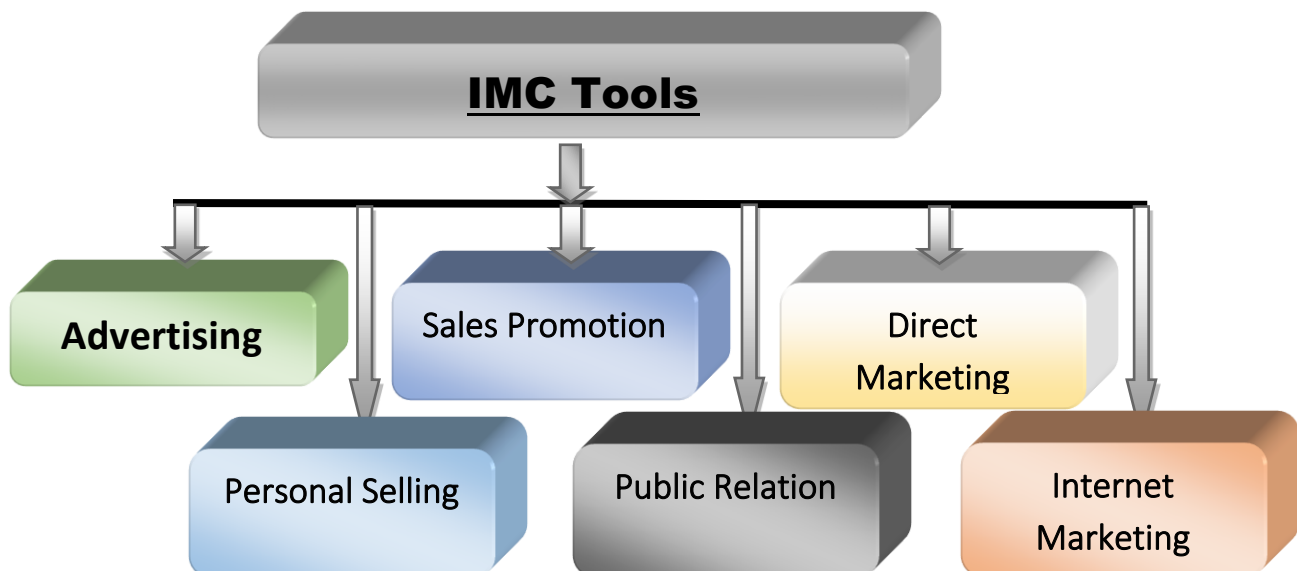


Chart 02: Integrated Marketing Communication Tools

3.3. What is Marketing Mix?

The marketing mix refers to the set of actions that a company uses to promote its brand or Product in the market.

The 7Ps make up a typical marketing mix



Chart 03:7p's Of Marketing.

Product:

- Fantasy kingdom
- Heritage park
- Water kingdom
- Foy's lake concord
- Sea world concord
- Resort Atlantis
- Foy's lake resort

Price:

Fantasy kingdom-

<u>Regular ticket:</u>	<u>Family ticket (4person):</u>
Adult: entry= 380	Fantasy kingdom + water kingdom+ All rides=tk. 1050
Kids (below 4') entry= 250	
Adult: entry+ all rides once(package Ashu)= tk. 700	Fantasy kingdom + water kingdom+ all rides+ Xtreme Racing+ lunch= tk. 1200
Kids (below4'): entry + all rides once(package Ahsu)= tk. 450	
Adult: entry +all rides (package Lia)= tk. 500	
Kids (below 4'): entry +all rides once(package Lia)= tk. 350	

Table 09: Price List of FK

Water kingdom

<u>Regular ticket:</u>	<u>Family ticket (4 people):</u>
Adult: water kingdom entry + all rides= tk. 700	Fantasy kingdom entry+ water kingdom entry and all rides unlimited+ lunch/ dinner= tk. 3800
Kids: water kingdom+ all rides= tk. 650	

Table 10: Price List of Wk

Various Packages:





Picture 10:Picture of various digital promotions of packages.

Place:

Fantasy kingdom is situated in Ashulia Highway, Jamgora, Savar Union. It has become a favorite destination for group outing, picnics, company or family day out. Many attractive packages are available there. Facilities for arranging conference, annual general meeting or any corporate event, birthday, wedding or any family party, photo session or video shooting are also available there. Prince Ashu, princes' lia, and their animal friends ZuZu, bobo, zipper and bangasaur are always at the park welcoming everyone with a smile. They have many games for the visitors.



Picture 11: Map of whole area of Fantasy Kingdom

Promotion

The concord entertainment company is giving priority in promotional activities. Promotion represents all of the methods of communication that a marketer may use to provide information to different parties about the services. Promotion comprises elements such as: advertising, public relations, personal selling and sales promotion.

Advertising covers any communication that is paid for, from radio and Internet advertisements through print media and billboards, cinema commercials. Public relations is where the

communication is not directly paid for and includes press releases, sponsorship deals, exhibitions, conferences, seminars or trade fairs and the events.

1. Digital advertisement.
2. Television advertisement.
3. Poster.
4. Car branding.
5. School campaign.
6. Sells promotion.
7. Public relation.
8. Other marketing activities.

- **Digital advertisement:** We know when businesses leverage Internet technologies to deliver promotional advertisements to a consumer that is called the digital advertisement. Digital advertising includes promotional advertisements and messages delivered through email, social media websites, online advertising on search engines, banner ads on mobile or Web sites and affiliates programs. CEnCL does all of this activates to reach out to their TG and boost up the sales.
- **Television advertisement:** Concord Entertainment Company does television advertisement on different channels. It is very expensive advertisement for the company. When the company launches anynew service then they do advertising to get attraction of the customers. Concord Entertainment Company limited has some television advertisements. Recently they launched their new advertisement of **Heir foy's Lake Park**. In this advertisement, company is promoting foy's lake park beautifully. In 1 minute of advertisement they captured the full park of foy's lake. This advertisement has telecast on television in different TV channels such as **ATN bangle, Banglavisoin, Somoy and channel24** in different times.
- **Poster:** Concord entertainment co. limited does the advertisement of their park and different events, competition by the posters. It is very effective advertisement for the company. This advertisement cost is lower than other advertisements. To grip the local market, poster advertisement is very much popular. Sometime posters are attached in

different vehicles body so that people can easily see the poster advertisement and know about the company's activities.



Newspaper

Billboard

Picture 12: Advertisement on Newspapers and Billboard

- **Car branding:** Car branding is an effective to attract the people's attention. During the district camping concord company co. Ltd. painted their microbus for going to different district with various pictures of FK and FL. The microbus was very beautifully designed with visual graphics and decorated with eye catching communication materials that represent the park of the company. Attractive picture are attached in the microbus so that people can get inspire easily to visit the park.



Early district promotional campaigns

Picture 13:Car Campaigns

- **School camping:** In school campaign CEnCL promotes there parks in front of little children and their parents and give them free coupon and attractive gifts. They also introduce Ashu , Lia, Zuzu with little kids and they loved it so much and want to visit FKC or FLC. Near about 25 percent customers are students in FKC so this the most vital part of this company.



Discount offers for students



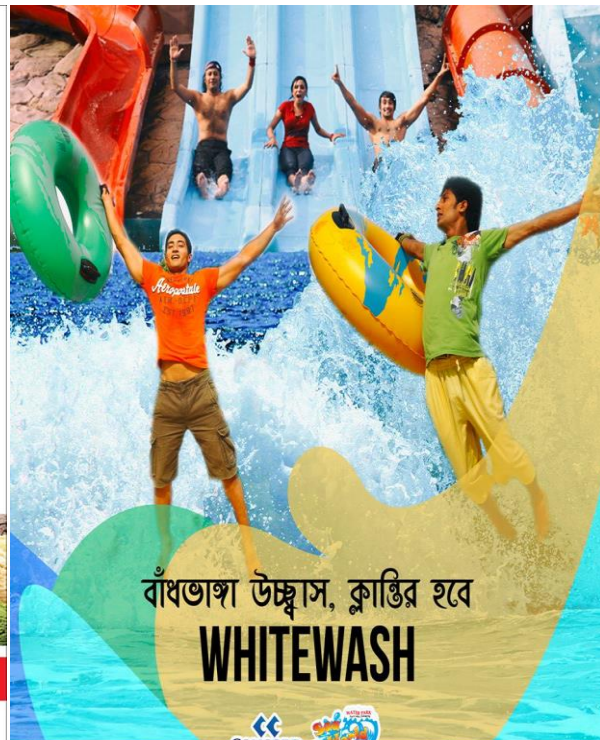
Scholarship Programs



Picture 14:School camping coupons.

- **Sells Promotion:** Concord increase their sells promotion, by providing discount coupon to the customers and give them exciting prize to attract the customer. Sales person also do many personal communications with various Institutions and Organizations to give them a brief about various picnic packages. CEnCL has different packages for educational and corporate organizations.

Public relation: CEnCL used to introduce their service with customer, company, other service organization to increase sponsorship and sells of the company.



Picture 15: Pictures for public relation

Other marketing activities:

Concord Entertainment Company limited has other relevant activities among those activities CSR is one of the important activities of the company. CSR activities this company is not doing business for only profit they does some corporate social responsibility for poor people. They distribute new cloths to poor children on Eid occasion that poor children can enjoy their Eid day with joy. Every Year they do Anti-Drug Concert to motivate the youths not to be addict on drugs.



Picture 16: CSR Activities

People

People play the most important part in tourism and entertainment sector. The personnel who attend to the needs of the entertainment sector form an essential ingredient in entertainment marketing. The marketing executive or sales personnel are responsible for dealing with the customer behind the counter. The airline and transportation crew interact with customers while traveling. The resort or hotel representatives enter to the needs of the tourist when they reach the destination.

Process

The operation process of the tourism firm will depend on the size of the tourism firm. The sequential steps involved in the delivery of the tourist products are:

1. Provision of travel information
2. Preparation of itinerates
3. Planning and costing tours:
4. Ticketing:

Physical Evidence

The tourist attraction, which is an expensive for the customer must be tangible with the help of tangible items like, comfortable rides, layout, and design of the resort, natural service scope, etc. the sign posts that indicate directions, route maps, information regarding rules and regulations of the tourist spot and the sign regarding the public utilities like toilets, telephone booth also form a part of the physical evidence. On the both park, the rides are of world class standard. Most of the rides have been imported from Korea, Thailand and Italy

3.6. Uses of the Integrated Marketing Communication:

The Marketing Communication for the Parks is so important. The marketing division of CEnCL remains so updated in case of marketing communication. CEnCL follows the following IMC tools for its parks.

Advertisement: The most important part of IMC for CEnCL is advertising. It is the advertising through which CEnCL lets people know about their offers and events.



Picture 17: Advertisement on FB

Public relation: Public is the most important party who has to be provided with information. CEnCL maintains public relation with another venture Concord Communications Ltd. CEnCL organizes press conference before launching any new venture and event.



Picture 18: Advertisement on FB

Sales promotion: Often sales promotion is exercised by CEnCL in its parks. In a typical year, several times promotional price is established to boost up the sales and revenue. Especially in off season time the promotional price is given.



Picture 19: Advertisement on FB

Direct marketing: Direct marketing is the second important way of IMC in CEnCL. Especially to capture the corporate clients' direct marketing is exercised. The sales force of CEnCL spends most of their time in doing that. They visit different organizations and give them customized offers to visit the Parks of CEnCL. The biggest part of the revenue comes from the corporate clients. CEnCL's sales persons visit various organizations for doing the direct marketing activities.



Picture 20: Picture of Offer letter

Personal Selling: Personal seals are done by the sales team of CEnCL. In Every category of package, there are some selective numbers, which are the corporate numbers of the sales person. Sales persons got calls for selective packages and give all the details about package, payment systems, food prices, available dates etc.

Internet or Digital Marketing: CEnCL use the internet as the most important and effective tools of marketing. They have 4 authorized face book page (Fantasy Kingdom Complex, Resort Atlantis, Foy's Lake Concord, Foy's Lake Resort), which are handled by the advertisement agencies. The

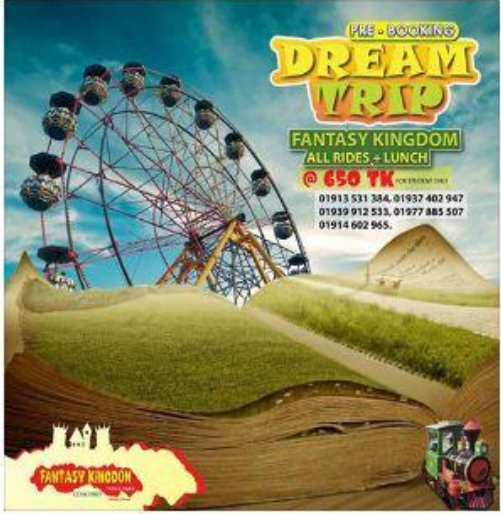
agencies make creative contains, engagement contains, make profile and cover pictures for the fb pages, does the media buying and boost the posts.

Post Details

Fantasy Kingdom Complex is with Arefin Shibly and 2 others.
Published by OgilvyDigital Bangladesh | 25 March at 14:09

ইউভেন্টের জন্য Fantasy Kingdom নিয়ে এসে নতুন প্যাকেজ Dream Trip.
১০ জন বন্ধু হলেই প্যাকেজটিতে পাবেন মাত্র ৬৬০ টাকায় Entry + Fantasy Kingdom (all rides) + Lunch উপভোগ করার সুযোগ। তাই আর দেরি না করে এখনই চলে আসুন Fantasy Kingdom-2।

*Conditions:
• Minimum 10 person required. See more
• Provide translation into English



PRE-BOOKING
DREAM TRIP
FANTASY KINGDOM
ALL RIDES + LUNCH
৳ 650 TK PER PERSON ONLY
01913 531 384, 01937 402 947
01939 912 533, 01977 885 507
01914 662 965.

Get more likes, comments and shares
When you boost this post, you'll show it to more people.

26,766 people reached [Boost Post](#)

SA K IB, Prokash Goewami and 1.1K others 133 Comments 12 Shares

Like Comment Share

Performance for your post

26,766 People Reached

1,647 Reactions, comments & shares

1,179 Like	1,139 On post	40 On shares
20 Love	19 On post	1 On shares
4 Haha	4 On post	0 On shares
28 Wow	26 On post	2 On shares
2 Sad	2 On post	0 On shares
400 Comments	365 On Post	35 On Shares
16 Shares	12 On Post	4 On Shares

1,990 Post Clicks

298 Photo views	0 Link clicks	1,692 Other Clicks
-----------------	---------------	--------------------

NEGATIVE FEEDBACK

0 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Post Details

Concord Foy's Lake, is with প্রদেপ রহমান আকির and 2 others.
Published by Farzana Ahmed Nikita (১) · 27 March at 18:00 · ৯

বন্ধুদের নিয়ে মুরে আসুন ফয়'স লেকে।
স্টুডেন্ট প্যাকেজ: ফয়'স লেক + সী ওয়ার্ল্ড (এন্ট্রি+সব রাইড)
**সহ প্রযোজা ... See more
🌐 · Provide translation into English

ফয়'স লেক স্টুডেন্ট প্যাকেজ
ফয়'স লেক + সী ওয়ার্ল্ড (এন্ট্রি+সব রাইড)
@ 800 টাকা

Get more likes, comments and shares
When you boost this post, you'll show it to more people.

6,340 people reached

Ayan AI, মোহাম্মদ হোসেন মুনসলিহান সাল্লা and 263 others · 13 Comments · 3 Shares

Like Comment Share

Performance for your post

6,340 People Reached

351 Reactions, comments & shares (👍)

267 Like	267 On post	0 On shares
2 Love	2 On post	0 On shares
1 Wow	1 On post	0 On shares
78 Comments	71 On Post	7 On Shares
3 Shares	3 On Post	0 On Shares

359 Post Clicks

73 Photo views	0 Link clicks	286 Other Clicks (👁)
----------------	---------------	----------------------

NEGATIVE FEEDBACK

0 Hide Post	2 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts.

Pictures 21: Posts of FKC and FLC Pages, and the amount of reach, likes, comments and reacts.

Market segment:

- Corporate
- Institution (School, College, University etc.)
- Garments Industry
- Multinational Companies
- Banks & Financial Institutions
- Insurance Companies
- Pharmaceuticals Industry
- Advertising Agency
- Real estate Companies
- Shipping companies
- Airlines
- Different Hotel, Clubs, etc.
- Community Center
- Other

Scope of Offer

<u>Offers For-</u>
Corporate Day out
Picnic (Annually/Semiannually)
Conference/annual General Meeting/Workshop etc.
Parties (Anniversary, Birthday & others)
Exclusive Nigh party (i.e., thirty first night)
Wedding Ceremony/Reception
Gaye holud etc.

Table 15:Several Scopes of Offer

Chapter – 04

“Actual Task

Part

4.1. Tasks

Internship Program

In the period of 12 weeks internship program, I got an opportunity to carry on my internship in Concord Entertainment Company LTD. at Gulshan 2, Dhaka from 15 February, 2022 to 15 May, 2022. I worked under **MR. Arif Nowshad**- AGM, Sales & Marketing and **Mr. Iftekhar Sarwar**- Deputy Manager, Sales, Concord Entertainment Co. Ltd during my internship time

Internship Position

I joined in Concord Entertainment Company LTD. as an intern in the head office of Gulshan 2, Dhaka. In the time of internship period, I worked in office as a trainee, under the supervision of **Mr. Iftekhar Sarwar** and **Miss. Antora Akter**. Both of them were very great person for me because I learned a lot of things from them. They were very kind and helpful person during my internship.

Daily Routine:

From the joining of my internship, I always try to maintain my regularity and be obedient. The main mission of this internship was to gain practical experience, to collect company information, to be familiar with marketing activity and understanding about the working environment. My daily work was started from 9.30 am to 5.30 pm.

Use of Office Equipment:

In CEnCL I was permitted to use all the machineries of the office service. I was allowed to use computer, Internet, Printer, photocopy machine to complete my necessary tasks. I used the office computer to analyze and data entry to carry out different type of tasks of the company, used photocopy machine and scanner in order to copy company' essential documents.

Description of Internship

I have worked for three months with **sales and promotion** section of Concord Entertainment Company LTD. During my Internship period I was gathered more knowledge which is related to my topic. Actually, Internship project work is very important to the MBA students to grow

knowledge and it helps to create more capabilities and confidence of works in any situation or any business. Three months Internship is not enough time to learn everything of any business situation. But I have got familiar with Organizational culture, learned How to behave with colleagues, clients and other stuffs, learned how to do the time management and how to work under pressure, and also one of the main learning was learning how to deal with clients in business meetings.

4.2. Actual Tasks

Dealing with clients:

Dealing with client includes corporate sales and make clients understood about packages, defines the differences between packages, what kinds of facilities the guests will get from us, etc.

My Task:

- At the very beginning of my joining my department gave me a list of approximately 300 numbers, and gave me proper instruction how I have to make call and talk with them.
- As Concord Entertainment has different packages for different organizations, I called on those numbers and made them understood about our package details, price of rides and foods, facilities etc.
- Many people from that call list told me to mail them the whole price lists and I took their mail ids and mailed them.

Learning:

During making calls I did many mistakes like- being confused about package prices, giving wrong information. But when my seniors make me clear about those mistakes, I called those specific number again and gave right information and notes.

Meeting with clients

Meeting with clients who come for various packages on the hade office is one of the important works for sales team members.

My Task:

- I met with many of our clients who came for doing packages in our had office. My task was to make them clear about their picnic package, giving them information about convenient food packages, collecting advance money from them etc.

Learning:

At the very beginning I made mistakes in writing the money recite, but after that I asked my seniors and they helped me to learn.

Sending and Receiving Emails:

I was regularly assigned on this task. I mailed our clients the package and food details and checked mail from the clients.

Helping in Promotional Activities:

I have learned and worked mostly the promotional tools and methods from my 3-month internship program. In this period, I have learned practical knowledge about promotional activates and other marketing activities. During my internship, I do assist them in many promotional activities. Those are as follows:

- ❖ Analyzing the promotional activities of different competitors.
- ❖ Analyzing the frequency of posts likes and page ratings of our competitors and making report on that.
- ❖ Analyzing the prices of different newspaper for Advertisement.
- ❖ Assist in decision making to giving Ads on newspapers.
- ❖ Attending meeting with digital agencies and helping in price negotiation.
- ❖ Assist in creating Banner for extreme racing competitions and. Independent day concert.
- ❖ Assist in negotiating the price for face book page running, with the agencies.

- ❖ Post updates information on social media.

Operated two Facebook pages of Fantasy Kingdom and Foy's lake. The Fantasy Kingdom Page has approximately 1,292,598 likes and The Foy's lake Page has approximately 741,618 likes The Foy's lake Page has approximately 404,258likes

Documents Preparation:

- **Making function sheets:**

I made function sheet of various packages and make the employee of MIS understood about each function sheet of every day. Because after making the function sheet, we scan that and post them in the own server of concord. From that sheets, MIS make the tickets and give F&B (Food and Beverage) department get the instruction how much food they have to make for any program.

Learning:

When I started making function sheets, I made lots of mistakes like putting wrong dates, forget to mentioning the bank account numbers or branch names etc.

- **Making Record sheets and package details sheets:**

Record sheets are the sheets of all records of total packages held in a month. In that sheet there has being the name of organization on which the package was held, name and contact number of concern person. How much money goes for which sector of business etc.

Package details sheets are the sum up of two or three day's package. In the package details sheets, there are- organization name, number of visitors, approximately net income etc.

PACKAGE STATEMENT

For the month of February

SL	Name of Org.	Industry	Date	No. of Guest	Contact Person	Cell No.	Receiver	Reference	Income								
									F.K.	W.K.	X/Rac	3D	H.P.	RIA	F&B	Lia Hall	D
1	Dhania University	Educational	01.02.2018	39	Mr. SK Saim	01717473903	Ram		14040	2700						8970	
2	International Prime School	Educational	01.02.2018	18	AK. Azad	01715411353	Bappy		7200							5415	
3	AIUB	Educational	01.02.2018	11	Ashikur Rahman		Shushanto		4400	1980							
4	Pran-RFL Group	Corporate	02.02.2018	630	Mr. Aminul Karim Fahad	0192607670	Uzzal		60000	60000						467000	
5	IBN Sina Pharmaceuticals Ind	Corporate	02.02.2018	1400	Md. Shah Alam		Nuruzzaman		562800					20700		725200	
6	Friends Group Shafilur Gazipu	Corporate	02.02.2018	264	Mr. Azizur Rahman		Nuruzzaman		66000								
7	IBN Sina Hotel Division	Corporate	02.02.2018	41	Dr. Sanul Barina	01929175835	Nuruzzaman		10250								
8	Eastern Hosiery Mills	Corporate	02.02.2018	56	Mr. Tapan		Nuruzzaman		28000							14000	
9	Milestone College	Educational	02.02.2018	12	Mr. Raihanul Islam		Meskat		4560	2400							
10	Bidda Briho Coching Center	Educational	02.02.2018	51	Mrs. Shafea Akter		Meskat		19380	10200							
11	Mohammedpur Govt. College	Educational	02.02.2018	12	Mr. Sajjeep Hossain		Meskat		4560	2400							
12	Royal Metal	Corporate	02.02.2018	158	Mr. Aminul Islam		Mirza		69000							39500	
13	Prime Digital B M College	Educational	02.02.2018	62	Ms. Musliha		Nuruzzaman		20000							15000	
14	Unique Paper House	Corporate	02.02.2018	26	Mr. Pallob Saha		Ram		11700	5720						16380	
15	Dhaka College	Educational	02.02.2018	15	Mr. SM. Shafiqul Islam		Mirza		6000	2700						3750	
16	The Taingail Academy	Educational	02.02.2018	50	Md. Billal Hossain		Shushanto		20000	9000						13000	
17	Shah Cement	Corporate	02.02.2018	11	Mr. Jewel		Emon		4400	2200							
18	Saver Model School	Educational	02.02.2018	16	Md. Anis		Ram		6400								
19	Family Package	F&F	02.02.2018	55	OC Ashulia Thana		Ram	GM.FXC	22000								
20	Family Package	F&F	02.02.2018	11	Mr. Enayet Akber (Director Commerce Concord Group		Nuruzzaman		1650	1100	1100					2750	
21	Amlapara/ET Balika Govt Prime	Educational	03.02.2018	334	Mr. Younus Ali		Emon		106920							86840	
22	Marico Bangladesh Ltd	Corporate	03.02.2018	11	Mr. Musa M. Mohiuddin	01709636359	Nuruzzaman		5500	2420						2750	
23	Aci Foods Ltd	Corporate	03.02.2018	26	Mr. Saidur Rahman Safi		Uzzal		9000					14000		10010	

Picture 23: Format of “Record sheet”

Prepare the Offer Letter:

For visit to the target clients I had to prepare. There for prepare offer letter. In this offer letter I put some brushers of Fantasy Kingdom Complex, Fantasy Park, Water Kingdom, Convention Hall, Resort, Heritage Park, Foy’s Lake, Foy’s Lake Resort, Pricing Letter where have the regular Price and discount price with Privileges, what we arrange and Our facility., Food package and visiting card of Sales executive.

Park Visit

I work with my supervisor who arranging the program in the park. We take care to the guest. So that they do not get misconception about the park and we ensure best service so that they fill glad. As a Satisfied customer is a live advertisement for the company.

Picture 24: Format of “Package details” sheet

4.3. Learning:

❖ **Relation building:**

I have built a good relationship with all the employees in the marketing and sales department including our department head and Senior Executives, as It is the first and foremost task in the corporate life.

❖ **Knowledge of the field:**

Internship period gives me the opportunity to see the real-life perspective which I cannot get anywhere.

❖ **How to take criticism after making mistakes:**

At the earlier days, I made mistakes but my supervisor was very helpful, he taught me with care. But then again I did mistakes as well, so he made some criticism which actually helped to act positive and learned how to handle this situations.

❖ **Time management skill:**

I treated the internship as a permanent job which helped to be punctual more and I built myself for 9.30 am-5.30pm job in future, did my job on time, and sometimes worked under time pressure also.

Internship Photographs:



Picture 25: *While working in my office desk*

Recommendation:

From my point of view I have given some recommendations that may improve CEnCL'S performance and satisfied the clients demand. They are given below:

- 1. IMC Tools will help to identify the target audiences for CEnCL more effectively** so they should post their digital contains on facebook by engaging marketing agencies, as agencies are able to do all of this targeting communication, and fixing any posts for target groups.
- 2. For CEnCL, Digital Marketing is the Most important and effective marketing tools.** So CEnCL should create more promotional strategy by internet and digital media, which will be able to increase their business as it cloud improve revenue.
- 3. Sales promotions and personal sealing will create good impacts on sales,** SoCEnCL should improve their sales promotional strategies and also sales person should give more impasses on personal selling. CEnCL can give proper training to their sales persons about the process of effective interaction and also various selling methods.
- 4. Designing the right media and communication is a key challenge for CEnCL,** So, theauthority should help this department more to design the right media and communication and give enough budgets. Sometime the marketing wing wants to do some activities but they do not get enough budget. So if the authority wants revenue, then they also have to invest in the proper media.
- 5. Relationship marketing will help to enhance the sales activities for the sales person,** Basically in the world of marketing; relationship building is one of the most important jobs. The sales associates of this company should give more impasses on relationship marketing.
- 6. The Sales person of CEnCL can help to make a long term relationship with their clients,** the sales associates should give the best effort to make a better communication and understanding with their clients, so that they come to visit the parks again and again. So the sales persons should give the best service, make the payment procedure easy for the clients. And also maintain good and cordial relationship with the groups or organizations, who are the regular visitors of CEnCL.

5.11. Conclusion:

Fantasy kingdom complex and Foy's Lake complex creates a standard entertainment for the peoples of Bangladesh. It was a great experience for me to work as intern in this company. I have learnt a lots of marketing activates and tactics from CEnCL. Though 3 months attachments are not enough for a person to learn all those, but the relationships made there is a lifetime asset which are still with me and helping me to learn so many things. From my 3 months internship period I have learned one important thing that marketing communication is so essential to make today's brands successful and reach not only locally but also internationally.

At last, this report is done with a lot of limitations and obstacles. My heartfelt Thanks to those people who helped me doing preparation this report. And my cordial respect to Concord entertainment co. Ltd. for giving me the opportunity to do my Internship on their place.

Appendix

Bibliography

Websites:

1. www.concordgroup.net (Visited on 10th May 2022)
2. www.foyslake.com(Visited on 10th May 2022)
3. www.fantasy-kingdom.net.bd(Visited on 19th May 2022)
4. Fantasy Kingdom Fan page on Facebook. (Visited almost every working day)
5. Brochures of Fantasy Kingdom, Water Kingdom, Heritage Park, Foy's Lake, Sea World.
6. <http://www.tourtobangladesh.com>(Visited on 19th May 2022)

Books:

7. Philip Kotler and Gary Armstrong “Principal of Marketing” 12th edition.
8. Lovelock and Wartz, Jochen (2007) *Service Marketing*, 6th edition, Pearson prentice Hall, P-196,198.
9. Kotler P. (2003), *Marketing Management*, (11th edition), Prentice Hall, New Jercy. P-40, 42
10. Boyed W. H. Ralph W. & Stasch F. Stanley (1999), *Marketing Research*, Text and
a. Cases, (7th Edition), Richered D. Irin, Inc., Delhi, P-40
11. <http://www.tourtobangladesh.com>

Abbreviations

CEnCL	Concord Entertainment Company Limited
TG	Target Group
ED	Executive director
AD	Advertisement
FKC	Fantasy Kingdom Complex
FLC	Foy's Lake Complex
PR	Public Relation
Dept.	Department
Asst.	Assistant
SWOT	Strength, Weakness, Opportunity, Treat