

Report On
“A walk through the operation management team of an Advertising agency
(Glitch Dhk Limited)”

By

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

BRAC Business School
BRAC University
September, 2022

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Declaration:

It is hereby declared that

1. The internship report submitted is my/our own original work while completing my degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material that has been 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:

Md. Shahariar Rashid Chy Akib
Student ID 19304105

Supervisor's Full Name & Signature:

Shihab Kabir Shuvo
Lecturer, BRAC Business School
BRAC University

Letter of Transmittal

Shihab Kabir Shuvo

Lecturer

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Internship Report Submission

Dear Sir,

It gives me enormous pleasure to inform you that I have successfully completed my Internship Program in Glitch Dhk LTD to meet my graduation requirement. During my internship, I gained the knowledge needed to write this report.

My 3-month internship allowed me to learn much about Glitch's operations. I genuinely feel and hope that this training would help me in future and boost my managerial and marketing talents.

I hope my effort meets your satisfaction, the report's presentation meets your expectations, and minor errors to be considered. I appreciate this chance and I am grateful to you for providing me with this opportunity.

Sincerely yours,

Md. Shahariar Rashid Chy Akib

19304105

BRAC Business School

BRAC University

Date: September, 2022

Non-Disclosure Agreement

This agreement is between Glitch Dhk Limited and me as a student at BRAC University. I have been given permission to use the information in my report, which is called "A walk through the operation management team of an advertising agency (Glitch Dhk Limited)" and is not released anywhere else except in my report work and presentation.

In my report, I used basic and business information from Glitch Dhk Limited and the information that my organization's supervisor gave me and told me to use. I used all of the information for my report after getting permission from the people in charge of my group.

The organization agrees that in order to meet the requirements of the course in which it is enrolled, the applicant must give a detailed presentation about the project, and that this presentation must include information about the company for an audience that has not signed a non-disclosure agreement. Glitch Dhk Limited has helped keep private information from getting out. This agreement can't be changed unless it's done in writing and each party signs it.

Name of Company: Glitch Dhk Limited

Supervisor Name: Md Khairul Rabi

Signature:

Address: 556, Road 17, Block F, Bashundhara Residential Area, Dhaka.

Name of the Student: Md. Shahariar Rashid Chy Akib

Signature:

Address: 303, East Nasirabad, Sholoshahar Mayor Goli, Chittagong.

Title of Report: A walk through the operation management team of an Advertising agency (Glitch Dhk Limited)

Acknowledgment

I owe a great deal of gratitude to the All-Mighty Allah as well as to each and every one of the people who have assisted me in reaching this point and successfully completing my internship. I would like to express my gratitude to both my employer, Glitch Dhk Limited, and my on-site supervisor, Md. Khairul Rabi, for giving me the opportunity to work and assisting me throughout the internship in countless ways, thereby turning it into a useful educational opportunity that will help me build a career. It was a blessing for me to have a supportive and encouraging workplace with adequate safety precautions, as well as coworkers who encouraged my development and contributed to my overall growth. This has been a significant accomplishment and opportunity for me in my life.

I would want to express my gratitude to all of my instructors, parents, friends, and well-wishers from the bottom of my heart. I would want to express my gratitude to Glitch and to the executives who gave me the opportunity to complete my internship at Glitch.

My deepest gratitude goes out to Sir Shihab Kabir Shuvo, who, despite his packed schedule, took the time to provide me with invaluable advice. I am indebted to all of his suggestions for improving the quality of my report, and I am thankful for every one of them. In addition, I would like to express my gratitude to Mr. Ahmed Abir Choudhury sir, who served as my internship's co-supervisor. He provided valuable direction and assistance to me during the duration of the internship, and he was a big help when it came to writing this report.

In addition, I would want to express my gratitude to the gentlemen who served as my supervisors at Glitch: Mr. Junaid Tarik Deep, Mr. Khairul Rabi, and Mr. Shahib Ahmed. They provided me with constant assistance and assisted me in overcoming any challenges I had while at work.

To be able to finish my report with both Shuvo sir and Ahmed Abir for their unwavering support and advice, which enabled me to successfully complete the remaining requirements for my graduation, provides me with an indescribable sense of relief.

Executive Summary

Everyone in this globe now has access to the internet, which has facilitated people's transition away from conventional forms of media. The transition was greatly influenced by social media, which played an essential role. In order to advertise and communicate with the public, a new platform has been developed. In order for businesses to adapt to this transformation, they turned to digital advertising, which enabled them to communicate with particular target groups that were segmented.

Online advertisements and web videos, content marketing and social media marketing, and a great many more marketing strategies are now among the services that advertising agencies offer.

This report will provide an overview of the company, including its mission and vision statement. It will also explain my responsibilities and activities as an intern, as well as the correlation between the internship activities and my learning from my stream. I have recently finished my internship at Glitch, and this report will provide an overview of the company. It will also provide the opportunity to inform the readers about the challenges that were encountered throughout the internship.

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Chapter 1

Overview of Internship

1.1 Student Information

In this area, we will describe the required information about the individual who is completing the report.

This report was written by me with the intention of finishing my graduation requirements from BRAC University.

1.1.1 Name & ID

This is Md. Shahariar Rashid Chy Akib, a student of BRAC Business School, BRAC University. I started my journey as an undergraduate student in 2019 with the ID 19304105.

1.1.2 Program & Major

My selected field of study is BBA. I have come to the conclusion that the best way for me to finish out this program and earn my degree is to major in Marketing and minor in Computer Information Management. As I felt that I was enjoying my time in marketing classes more, I decided to submit my resume to work at an advertising firm.

1.2 Internship Information

When I was in my last semester of school, it was fairly difficult for me to locate an internship that could guarantee the safety of Covid's employees in the workplace environment. I had the good fortune to be called for my interview and find an opportunity. I officially began working for the company in July 2022, I joined as an intern of Operation Management of Glitch. I am grateful for the opportunities I was given.

1.2.1 Period, Company Name, Department and Address

I was an intern of Operation Management Service Department from the beginning, From 03rd July until September, 2022. My start date was July 03rd 2022, and my end date was September 27th ,2022. The office of Glitch Dhk Limited is located in Bashundhara Residential Area, house 556, Road 17, Block F, Dhaka.

1.2.2 Internship Company Supervisor's Information

My superior was referred to Md. Khairul Rabi who is the Chief Administrative Officer at Glitch DHK and my reporting boss. He is also the one who oversees my work the most closely.

1.2.3 Job Scope - Job Description/ Duties

Glitch Dhk Limited has entrusted me with a variety of critical tasks, which started out as a relatively small number but have grown steadily over time. After demonstrating that I worked carefully and honestly, doing all of my assigned tasks on schedule, I was granted with more responsibility. The following are the responsibilities that were outlined for me in detail in my letter of employment:

- Planning at a high level and making key management choices on resources
- Operational Procedures Development, Deployments, and Evaluation
- Spending plans are regularly monitored in collaboration with project managers and account executives.
- Participating in scheduled meetings and taking notes, often known as meeting minutes
- To do assigned work in a timely manner

1.3 Internship Outcome

1.3.1 Student's contribution to the company:

These are the services made to the organization in accordance with the responsibilities I was expected to carry out. The following items were part of my responsibilities; however, the list is not exhaustive:

- High-level planning as well as important managerial decisions regarding resource allocation
- The Design, Implementation, and Assessment of Operational Procedures
- Collaboration with project managers and account executives is required for the monitoring of spending time on plans on a regular basis.

1.3.2 Benefits to the student

I have acquired knowledge regarding the administration of projects. The process of developing a strategic strategy with comparative analysis of the company's performance. The establishment of workflow processes and the documenting of those processes researching on customers, markets, and competitors are all part of intelligence gathering. Quantifying and evaluating performance and reporting on the results of the campaign. The creation of the whole process as well as its execution

1.3.3 Challenges & Difficulties

Due to the fact that working for an advertisement agency was a new experience for me, it took me some time to become familiar with how pre-production of advertisement commercial were done. Over the course of my career in marketing, I have steadily picked up new skills and acquired new knowledge as time has progressed. I can now declare with complete certainty that I have picked up the pace, and I will continue to make progress as time goes on. It was my first time working in the operation management department to which I was assigned, so having conversations with clients and understanding the criteria they had presented me with a number of obstacles.

1.3.4 Recommendation

If someone who is interested in closely observing how an advertising firm operates while also seeking a work environment that fosters creativity, one can easily join Glitch. They are always willing to welcome new talents who want to explore their ideas into reality. And as an Advertising Operations Manager one can learn how to set strategies for exploring, designing, assessing, and improving advertising technologies and procedures to achieve operational efficiency. Advertising Operations Manager deploys how new programmatic and strategic ads and adjusts campaigns and programs are done. He also plans operational preparedness, advising on direct and indirect advertising strategies and technical skills for clients.

Chapter 2

Organization Part: Overview, Operations, and a Strategic Audit

2.1 Introduction

In this section of the report, we will cover the overarching concept of Glitch Dhk Limited as an organization, as well as its goals and the way in which it makes use of concept to make planning of advertisement into reality.

2.1.1 Objectives

As we want to be able to compete favorably with prominent advertising agencies around Bangladesh, we have assembled an experienced team that will guarantee that we not only meet but also go above and beyond the expectations of customers / clients.

We are committed to making significant efforts to guarantee that Glitch functions properly not just for customers in Bangladesh, but also for customers located in other areas of the world. The following is a list of products and services that Glitch, together with its two sibling businesses Allot and Recog, has to offer.

2.1.2 Methodology:

- Graphic Design;
- Audio-Visual Production and Animation;
- Content Development;
- Creation of Advertising Campaigns
- Dealing with client and feedbacks

2.1.3 Limitations

The most difficult task I had to complete during my internship was coming up with a marketing strategy for Food panda, which was by far the most challenging aspect of the experience. When I first started working on the plan, I approached it in the same way that I approached the assignments for my university classes; however, this is not the way that you present to the customer. Because the initial report and presentation did not satisfy the requirements of the customer, receiving comments was helpful but also revealed the boundaries of my expertise. The first one was lacking in specifics, such as how and why consumers will participate in the app, how we plan to include this notion, and other similar questions. In the end, I was able to provide a lot more thorough version that fulfilled every need that was communicated to us throughout the feedback session.

2.2 Overview of the Company

The year 2015 marked the beginning of Glitch's journey as a creative studio. Glitch is a creative firm situated in Dhaka that constructs innovative ideas and materials that are adapted to meet the specific requirements of our customers. We make the promise to put forth concepts and include cutting-edge components that are completely out of this world. Our work encompasses a wide range of disciplines, including Graphic Design, Audio-Visual Production and Animation, and Content Development.

The purpose of the Glitch team is to foster an attitude of continuous improvement and conceptualization among its members and to encourage an imaginative spirit. We will provide them with a workplace that is communal, linking them with others, and which gives assets and thoughts. In addition, we propose to provide consulting services to companies who are interested in implementing new strategies into their branding, promotion, and operational procedures.

2.2.1 Vision

Glitch Dhk Limited simply follows to the following goal and considers itself to be a part of it: "The vision of Glitch is to establish a standard and world class content creation whose services and brand will not only be accepted in Bangladesh, but also in other parts of the world."

2.2.2 Mission

Glitch Dhk Limited firmly goes by the mission statement:

The mission of Glitch is to:-

- Deliver professional and highly creative content services, web & app services with a focus on results
- Creative solutions that help enterprises, individuals, and nonprofits promote their brands and reach global customers.
- We wish to establish a company that can compete with other prominent service companies.

Values

- Honesty
- Responsibility
- Devotion
- Customer Contentment
- Teamwork
- Feasibility

2.3 Management Practices

Glitch is well aware of the significance of constructing a robust corporate structure that is able to uphold the image of the sort of world-class company that we intend to control someday. Because of this, Glitch has made it a priority to recruit only the most qualified individuals available in the geographic region in which it conducts business.

Glitch will make sure that we only recruit individuals who are qualified, industrious, creative, result driven, customer oriented, and ready to work to help us establish a flourishing business that will benefit

all the stakeholders. Glitch will make sure that we hire people who are ready to work (the owners, workforce, and customers).

2.3.1 Management Employee roles

As a matter of fact, a profit-sharing plan will be made accessible to all of our top management employees. This arrangement will be based on their performance over a period of at least five years, as determined by the board of trustees of the firm. In light of the aforementioned, Glitch has employed and will continue to hire more skilled and capable individuals to fill the roles detailed below.

- Chief Executive Officer
- Creative Director
- Specialist in Advertising and Digital Marketing
- Manager of Human Resources and Administration
- Sales and Marketing Executive
- Animator
- Audio Visual Director
- Client Service Executive and Operation Executive
- Accountant
- Graphic Designer
- Cinematographer
- Content Creator / Online Traffic Generator
- Client Service Executive and Operation Executive

Organogram of the company

Shahib Ahmed – CEO
Fahad Zaman – Managing Director
Junaid Tarik Deep – Creative Director, Managing Partner
Md. Khairul Rabi – Chief Administrative Officer
Ahmed Intisher Fardeen – Graphic and Motion Designer
Rakin Muhtadee Shihab – Operation Executive, Script Writer
Farhan Sabbir – Operation Executive
Rashid Tajar – Graphic Designer
Aadnan Zaman – Media Executive
Shajeeb Hossain – Graphic designer
Minhaj Mahmud- 3d CG generalist / VFX supervisor
Saddam Hossain- Video Editor
Rafayat Teebro – Copyrighter
Abayaz zarif Hossain- Senior Copyrighter and Script supervisor
Waliun Nabi Ony -Line producer

2.3.2 Office Environment

The workplace has the feel of an actively engaged, energizing, and welcoming working area, and the dress-up code is business formal clothing. Even if they are negative, employers strongly encourage their employees to contribute their opinions and ideas on the topic being discussed at the meeting.

2.4 Marketing Practices

The company's marketing plans partially support its mission. Glitch Dhk, a marketing firm that promotes high-quality services, thinks that a pleasant approach will help it easily connect with prospective clients. However, it is very simple to be lost in the sea of countless other marketing firms that are virtually promoting themselves for which Glitch DHK developed viable techniques on specific channels both online and offline.

Management Strategy

Make the workplace welcoming while maintaining a high level of creative productivity.

Strategy for Reaching New Clients

Acquiring new clients and working to win their loyalty to a particular product or service is an entirely novel challenge that calls for pinpoint accuracy, in-depth data analysis, and unmatched levels of customer care. In addition, getting potential customers to have faith in the marketing agency is a difficult task that has to be accomplished.

Glitch makes certain that each and every step that it would inculcate in its other customers is successfully completed. Glitch is in charge of gathering insights, constructing a brand guide, designing a data-driven marketing plan, as well as monitoring and analyzing performance at each step along the way.

In order to better understand the types of people who would be interested in purchasing Glitch's services, the company created a buyer persona. Glitch provides an outline of what clients can anticipate from Glitch and how we should offer services to match the needs that they have specified. In addition to this, buyer personas assist us in comprehending the difficulties faced by our ideal consumer.

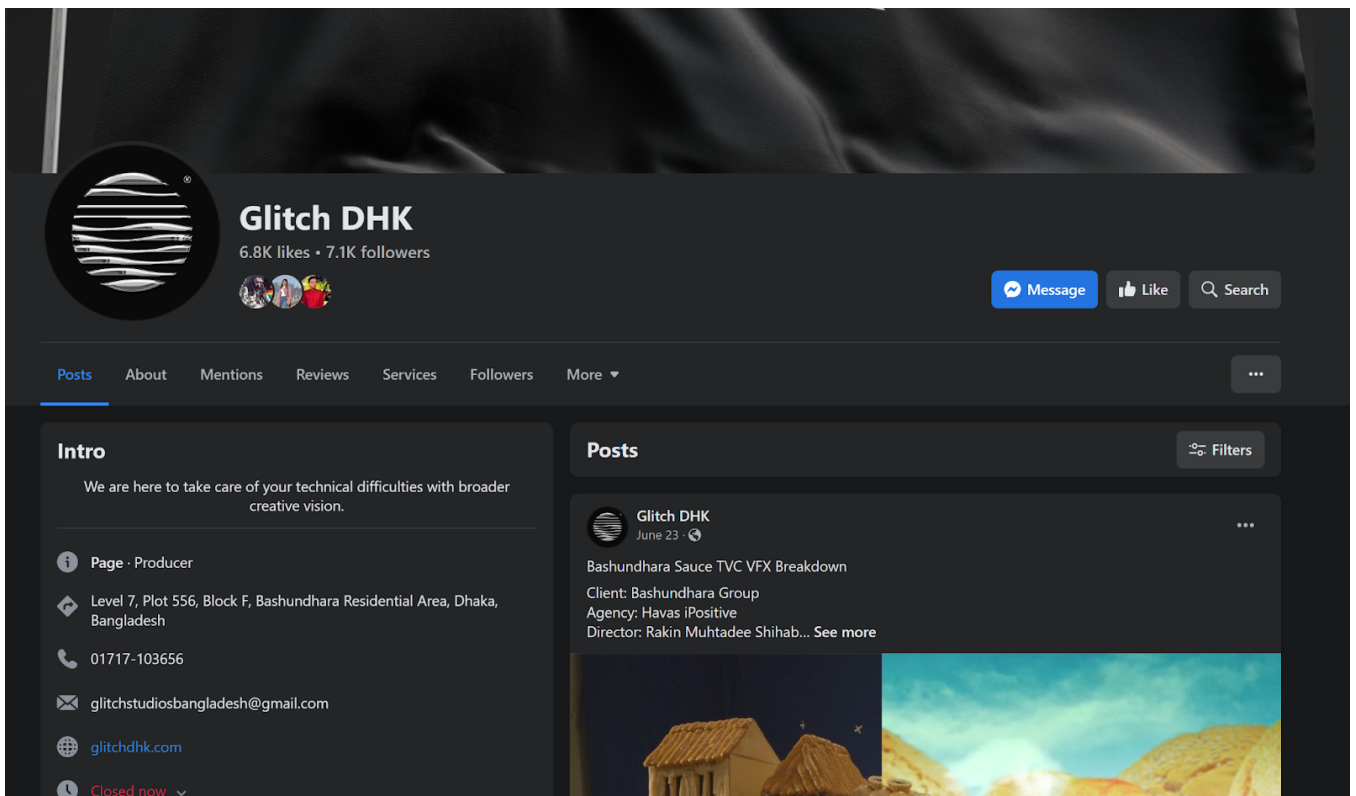
Special Feature of Glitch Dhk Limited

What makes Glitch stand out from other similar services is that it places a premium on open and honest communication with potential consumers. In point of fact, it is one of the most effective techniques of developing new customers and expanding existing connections networks.

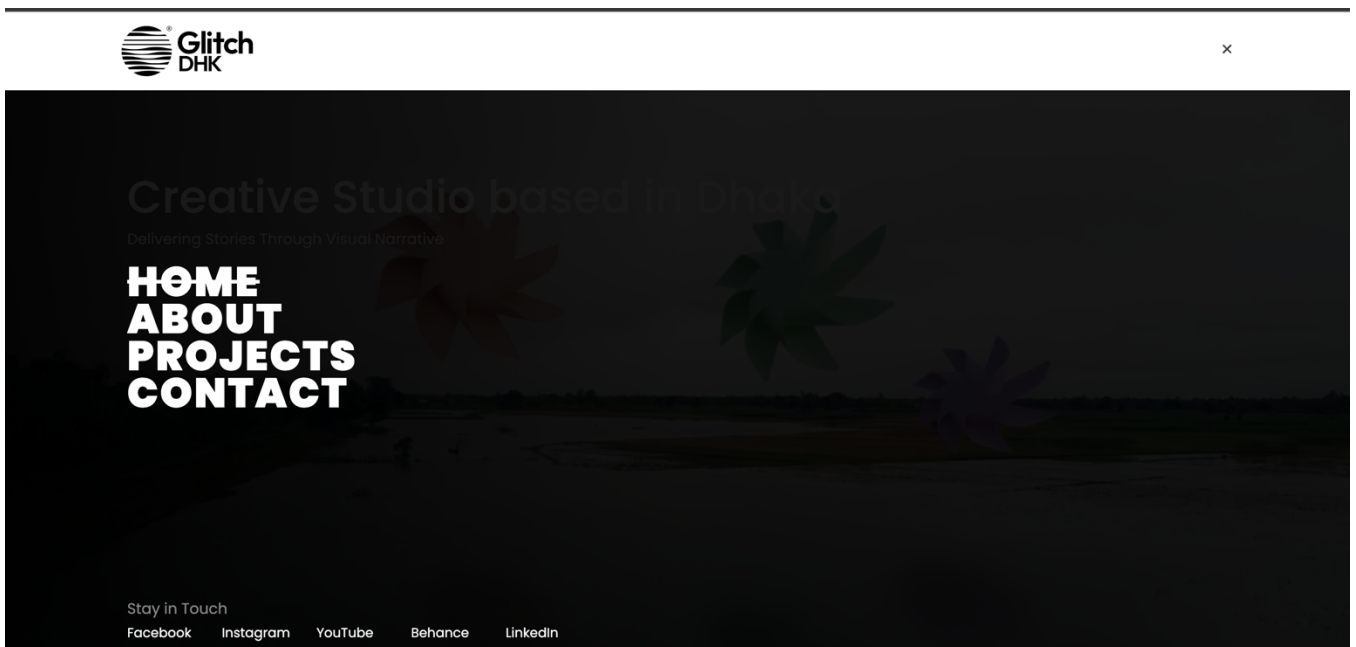
We make an attempt to ask our customers direct questions about our products and services, as well as the market, and we assess the responses and recommendations they provide. It enlightens our comprehension of the current state of the market.

2.4.1 Social Media

Glitch DHK makes financial investments in social media marketing and maintains a strong and active social media presence across the majority of major social media sites, such as Facebook, where it has more than 7,000 followers. It maintains an active connection with the members of its community by utilizing Facebook groups, events, and live sessions. Due to the nature of marketing, Glitch DHK maintains a presence on all social media platforms and focuses exclusively on doing so across the board.



Picture of Glitch’s Facebook Page



Picture of Glitch’s Website

<https://glitchdhk.com/>

2.5 Financial Performances and Accounting Practices

The accounting and finances of Glitch DHK are managed by a single team that is directed by the COO. This team is responsible for handling the cash flows of all projects and other divisions. Their job entails the following:

- Records of the income and expenses for each quarter
- Management of assets, including funds and investments
- Putting together financial accounts on a monthly basis
- The necessary papers and an examination of taxes

2.6 Operations Management and Information System Practices

Customer service and complaint management

The contentment of one's clients is essential to the prosperity of one's company. All questions and concerns regarding service that are received from consumers and clients are handled by the administrative and human resources department. A complaint box, the telephone, and email are the three primary channels via which the division gathers feedback from customers. After that, each and every complaint is treated in line with the management and by strictly adhering to the policies that are pertinent to the issue.

2.6.4 Product and Service

Glitch Dhk Limited want to be able to compete well with the largest advertising agencies in Bangladesh, we have a trained crew that will ensure we fulfill and even surpass the expectations of our customers.

We are committed to making every effort to guarantee that Glitch functions properly not only for customers in Bangladesh, but also for customers in other countries. This page is a list of the goods and services that Glitch, Allot, and Recog have available for purchase.

2.7 Industry and Competitive Analysis

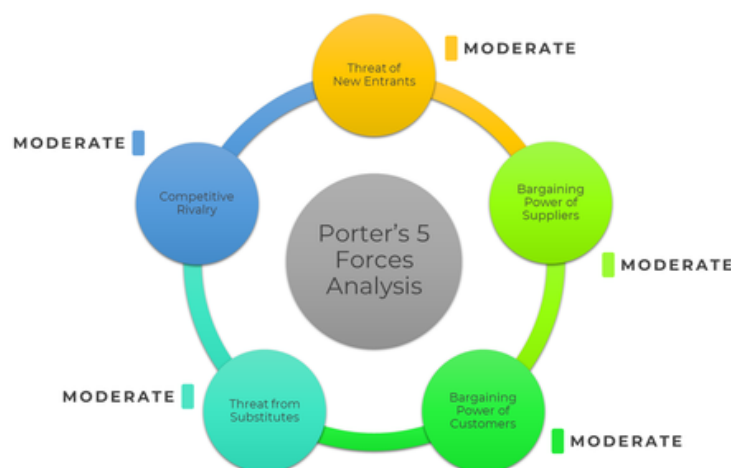
2.7.1 SWOT Analysis of Union Bank Limited:

In order to thrive in the very competitive agency industry, Glitch DHK, just like every other company, needs to take a strategic planning approach. The atmosphere at work was lively and positive, and everyone was highly driven to perform to their full potential. The development of a company's overall strategy often includes doing a SWOT analysis. We will be able to assess the current state of Glitch DHK by doing a SWOT analysis. In this section, I will discuss the opportunities, risks, strengths, and flaws that are associated with Glitch DHK.

Strength:	Weakness:
<ul style="list-style-type: none"> • Every worker has expertise in the particular part of the task that is their responsibility. • Team of creative experts with expertise • Well-connected, which aids in the facilitation of client security. • Clients that are known and recognized in their fields • A warm, inviting, and supportive work atmosphere that inspires and motivates individuals to do their very best job Multiple services, which leads to a diversification of those services 	<ul style="list-style-type: none"> • Improper number of staff members in relation to the amount of work. • insufficient presence of a trained marketing professional • Rivalries within the creative team • The reluctance to enter a certain market
Opportunities:	Threats:
<ul style="list-style-type: none"> • Insufficient number of employees according to the amount of work. • Inability to locate a skilled marketing professional • struggles for creative control within the team • Reluctance to enter a specific market because of its perceived difficulty. 	<ul style="list-style-type: none"> • Newly growing firm in a competitive marketplace • Competition from market leaders Grey and Asiatic is driving away clients.

Diagram: SWOT Analysis of Glitch Dhk Limited

2.7.2 Porter's Five Forces of Glitch Dhk Limited



Threat of New Entrants:

The advertising sector is thought to have a modest entry barrier. Barriers to entrance are based on six main factors: economies of scale, service differentiation, capital needs, cost disadvantages independent of size, access to distribution channels, and government regulation. According to the economic model, the more firms there are in an industry, the closer it is to perfect competition, which is why new entrants are seen as a competitive force. A company's chances of success improve when there are fewer rivals in the market. There will be less competition in markets with high barriers to entry, such as those characterized by large economies of scale, monopolistic incumbents offering a differentiated service, monopolistic incumbents enjoying a locational or patent advantage, or markets with limited access to distribution channels.

Multiple companies are already established in the market, and new ones are constantly entering. Each of these firms makes its own choice about how to enter the market based on its strengths and the specifics of the information service it plans to provide. Considering that the level of competition is moderate, most entry barriers can be surmounted by taking a middle ground approach. This is because the threat of

entry is neither low (some large advertisement-based information services have a large visitor base) nor high (small advertisement-based information services can enter with minimal technology cost/resources).

Threat of Substitute Products/Services

Online advertising should be unaffected by substitute services. Substitute Products/Services Threat includes similar services from other industries. Substitute services reduce an industry's profit margins. Many factors can impact a service's features at any one time, therefore risk assessments of alternatives are often fluid. Alternatives' affordability and market conditions Substitute services are ads on radio, TV, and newspapers instead of online media.

The extent of substitutes threat varies depending on available alternatives, and online advertising is becoming more popular (companies are spending more). Radio can reach local clients, TV can persuade prospective buyers, and printed material can be spread. Audit Bureau of Circulations research indicated sales of young adult magazines aimed toward women had decreased by more than a third, from 3.2 million issues in 1997 to 2.1 million issues at the end of 2003. Rising maturity and intelligence may be why young women read older women's magazines. Young women's shift from print to mobile texting was also cited. Like online chats. Teens prefer texting over IM.

Bargaining Power of Suppliers

One of the elements that helps define the competitive landscape of an industry and contributes to determining the allure of an industry is the negotiating power of the suppliers. The other factors that come into play include competitive rivalry, the bargaining power of purchasers, the threat of replacements, and the threat of new entrants. Both the competitive climate and the possibility for profit that buyers face in a given industry are impacted by the bargaining power of the supplier in that industry. The suppliers are those who provide goods and services to the firms, which are known as the buyers. Here, we the service givers, work as the suppliers, we are the suppliers of service. The workers in the business development team work on the negotiation part and bring the best priced projects.

Bargaining Power of Customers

In Porter's Five Forces Industry Analysis framework, the term "Bargaining Power of Buyers" refers to the pressure that customers and consumers can put on businesses to get them to provide higher quality products, better customer service, and/or lower prices. This is one of the five forces that make up the framework. It is essential to keep in mind that the examination of the bargaining power of buyers is carried out from the standpoint of the seller (the company). The phrase "buyers' bargaining power" refers to the clients and consumers of the company who make use of the company's products and services. It is not only products that are being bargained in local markets, the services we provide are also bargained and sometimes the customers want to decrease the package price according to their budget, showing various ways of decreasing entities in the whole package of service.

Rivalry Among Existing Competitors

Moderate levels of competition are expected to persist in the online advertising market. As with the other factors, the Rivalry Among Existing Competitors is influenced by them but also has its own dynamic. The level of competitive rivalry is influenced by the other factors, such as the number of firms in the market and the variety of services offered, prices, and brands offered. When an industry is expanding rapidly, competition between businesses tends to decrease. Competition between established and upstart providers of digital information services is influenced by several factors. It is the information service's content (e.g., a web search engine, question and answer service, news portal, auction website, or photo sharing service) that attracts visitors and encourages businesses to consider advertising on a high-traffic website.

2.8 Summary and Conclusions

There is a lot of competition for the new agency Glitch DHK, but with the right marketing and hard effort, they will be able to defeat their rivals.

Although service buyers have a lot of leverage, service providers have little, new entrants have little risk, service providers' negotiating strength is balanced by a high risk of substitutes, and service providers face high risk of substitutes.

2.9 Recommendations

In order to ease the pressure on the present staff, I propose adding more members to the team. At Glitch, there is only one person for every job. For instance, a line producer can be found in the operator's division. Due to his responsibility for the shoot's venues, lunches, camera crew, etc., he is unable to participate in both productions at once. During the time that the DRVN was being filmed, Glitch also hired another intern who ended up being promoted to line manager. Glitch's real line producer didn't have to worry about missing the second shooting because my colleague intern was filling in for her that day. Appointing only one or two more people might help prevent having to deal with this kind of problem.

Chapter-3

Project Part: “A walk through the operation management team of an Advertising agency (Glitch Dhk Limited)”

3.1 Introduction

This report has been created to satisfy the requirement upon completion of Internship during the fall 2022 semester. All report contents are based on the three-month internship at Glitch. After the interview and selection process, I was put as an intern in Glitch's operations department. In addition to learning important lessons on strategic planning, I have also been able to use the theoretical information I have gained from BRAC University throughout the last four years of my undergraduate education.

Nothing is impossible in today's society because of the incredible advances in science and technology. What we could only dream of a short time ago is now commonplace and can be accomplished in the blink of an eye, all thanks to advances in technology. The advent of the internet and social networking has given rise to a new marketing concept called "digital advertising," which has shifted the focus of the advertising industry away from traditional methods.

While doing my internship, I have seen the team at Glitch specializes in all aspects of audio and video production, including animation and graphic design. The UNFPA study I worked on examined sustainable development in Bangladesh over a quarter century. Since this is related to my education, it simplifies my responsibilities. Glitch is where I wanted to work because of the welcoming atmosphere and the freedom to try new ideas throughout the organization.

In the course of my internship, I have gained experience in areas such as concept generation, campaign strategy and management, and briefing teams for successful communication. One of the fastest-growing creative industries in the country is GLITCH. Each member of the department works tirelessly to provide the finest service possible to the clients.

3.1.1 Literature Review

This portion of the report will give the readers with some background information as well as an explanation of a few important concepts such as digital advertising, social media, and other issues that are associated with this subject matter.

Over the course of the last several years, everyone and everything in our world has made the switch to the digital format. In spite of the fact that there are still avenues for conventional media, there is a relatively new medium that has established a reputation for itself, and that medium is the Internet. People in this day and age are more interested in using the Internet as a kind of media than they are in using the more conventional types of media. The introduction of social media, which was made possible by the internet, brought about a dramatic change in the direction that the history of humanity would take. Because there was now a larger audience that could be targeted by marketers as a consequence of the widespread use of the internet and social media, a new kind of marketing that is now known as "digital advertising" emerged as a result.

To put it more plainly, digital advertising is a marketing strategy that makes use of the internet as a medium in order to target specific customers with an advertising message and then deliver that message to those customers. To put it another way, digital advertising can be thought of as a simplified version of traditional advertising. Digital advertising is a way that is not only rapid but also adaptable and quantifiable. It enables one to communicate with people from all over the world. In addition to being quite affordable, it helps you target your audience in the way that is most suited for the situation. It is also helpful to retarget your audience, which can be done with the assistance of social media platforms like Facebook, in which a product will appear once more on the news feed of the audience, or possibly even in Google ads as well. Retargeting your audience is beneficial because it allows you to sell more products to the same people.

The usage of social media, which is a platform that works online, enables individuals from different parts of the world to communicate with one another. The term "virtual world" is another term that may be used to refer to it. It is helpful to establish online communities in which individuals may communicate with one another and exchange information, ideas, and personal messages, among other things. Along with a small group of other social media platforms, such as Twitter and Instagram, for instance, Facebook is most likely the most well-known social media site. A significant role in the process of digital advertising is played by social media due to the fact that it is a venue that enables

communication with a diverse range of individuals. This makes it easier for advertisers to target specific subsets of the consumers they are aiming to connect with.

Copywriting is a broad term that encompasses any forms of writing that are employed in the promotion of a good, service, person, or idea. In order to accomplish this goal, careful word structure is deployed in such a manner as to persuade the reader to follow out a specific course of action that has been previously chosen. To be a good copywriter, you need to first get the audience's attention, and then you need to strive to maintain and cultivate their interest in what you have to say. It has to be obvious without being unnecessarily dramatic, and it needs to be easy to understand, which includes using terms with simple spellings rather than those with intricate spellings. Additionally, it needs to be straightforward. In addition to this, there is a requirement to be effective in developing the desire to purchase, which will ultimately lead to the behavior of actually making the purchase.

When dealing with social media, it is the responsibility of a copywriter to produce pertinent captions that are capable of acting as headlines for the material that is being shared on the site. These captions may also be used in other contexts.

3.1.2 Objectives

Reading this chapter should be done primarily with the purpose of getting a knowledge of the method that is followed whenever the first stages of a new project are being carried out. This technique is described in more detail in the following paragraphs. Any program for operations management should have "the right thing at the right price, location, and time" as its major objective. This means that customers should always be delivered with "the right thing at the right price, place, and time." This goal can be inferred from the activities of the operational management team at Glitch, which can be seen to make consistent efforts to maximize the utilization of organizational resources in order to generate high-quality services that satisfy the demands and requirements of customers. This objective can be inferred from the activities of the operational management team at Glitch. This objective is to make the most efficient use of the available organizational resources in order to produce high-quality services that are in accordance with the expectations and prerequisites of the clientele. In other words, conclusions about whether or not this objective will be met may be inferred from the activities taken by the operational management team.

3.1.3 Significance of the Study

It has been helpful for me to reflect and look back at what skills I have truly developed thanks to the fact that I have been required to write this report on my very first official work experience. This report was required of me because I was told to write it on my very first official work experience. I was able to develop a better respect for the amount of labor that goes into each and every project that an advertising firm works on as I began to delve more into this subject. Organizations have been urged to improve their efficiency and, as a direct result of this, to plan each and every one of their activities in order to carve out a space for themselves within the market. This is due to the rising need for improved services and communication. Glitch DHK can now, as a direct result of the study that I have conducted, see how I have helped shed light on the advancement of their projects by explaining each step to step in great detail while also expanding and clarifying my explanations. This ability was made possible as a direct result of the fact that Glitch DHK is now able to see how the study that I have conducted has been carried out. Because of this, they are able to obtain a better grasp of their job in a number of different dimensions and are able to make modifications in order to enhance the management of the processing operation. As a result of this, the operation may be managed more effectively. In addition, as a result of it, I've been motivated to spend a significant amount of time reading news journals and research papers in order to gain a deeper understanding of the process of procedure and development in a number of well-known advertising agencies located in this city, as well as the way in which they go about conducting their business operations. This is because I want to be able to better understand how these agencies go about running their businesses. Because of these updates, I was able to participate in office meetings with an insightful opinion, and I earned the trust of my supervisor when we were making decisions about how we could improve the way that we performed certain tasks in order to provide better services to customers based on the requirements that they had specified. In other words, I earned his trust when we were deciding how we could improve the way that we performed certain tasks in order to provide better services to customers. My expectation is that the organization will be able to profit from the implementation of my ideas or suggestions, which will ultimately lead to an improvement in the way that they approach their work and the way that they manage projects as a whole. My hope is that this improvement will ultimately lead to a better outcome. My study has shown that in today's culture, promoting a certain product or even service adds a considerable value to the sales curve of that product or service. This is the case regardless of whether the product or service being advertised is a good or bad one. This is the case regardless of the quality of the commodity or service that is being marketed, whether it is beneficial or harmful. The economy of this vast nation is growing at a quick rate, which is

creating a desire for high-quality worldwide financial services that are designed to cater to the requirements of individuals while they are in the convenience of their own homes.

3.2 Role of Agency:

The answer to the issue may be found in the various advertising companies that can be found around the globe. As a knowledgeable agency that has stepped up to play an important role in the operations of its customers' companies, An ideal agency would serve as a partner to each of its customers and contribute to the growth of those customers' businesses along with them.

From the perspective of various agencies, the following are some of the roles that are performed by an agency:

Communication solution provider:

The provision of communication solutions for clients is the primary function of an agency. What constitutes a communication solution encompasses any and all forms of medium that a client may like to use in order to communicate with its audience. An advertising agency acts not only as a source of communication but also of the services necessary to support communication.

Recognizing the mentality of the target market:

A good advertising firm will also assist its customer in better comprehending the target audience. From the point of view of the client, it is equally beneficial to have an understanding of consumer behavior and consumer requirements. There is a close working relationship between research agencies and advertising agencies.

Partner in strategy:

An advertising agency also functions for its customers as a strategic partner in the industry. During the process of establishing a brand, the client and the agency work together as strategic partners to develop a brand that is both better and more effective. This helps the agency ensure that its clients will be successful over the long run. They are constantly devoted to providing the greatest strategic plan possible to their customers in order to ensure the continued development of the company.

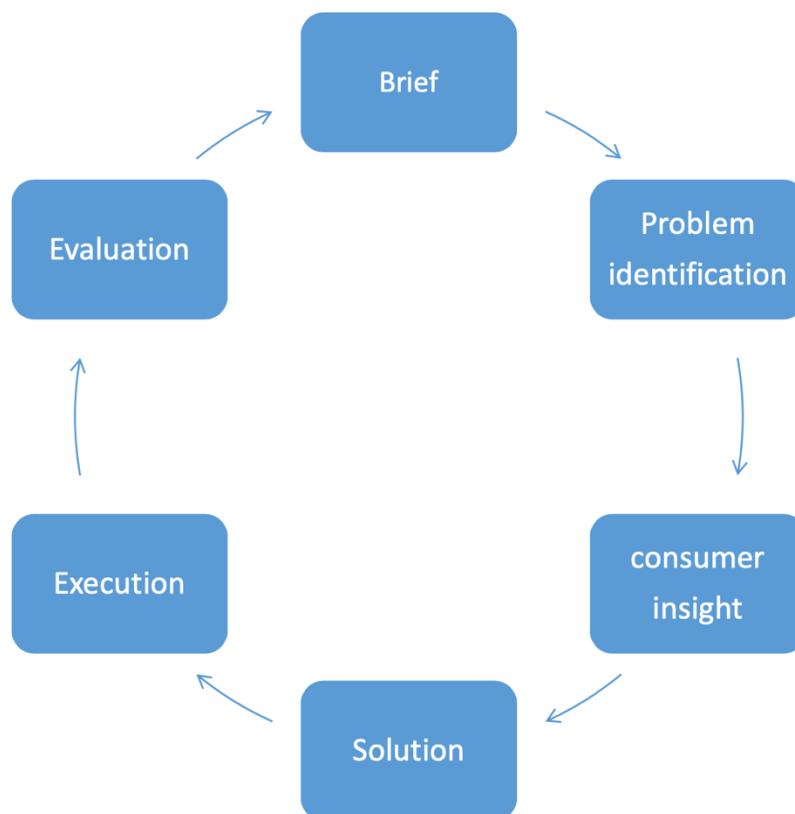
An advertising agency fulfills a number of different functions to secure the prosperity of its customers in light of the ever-shifting nature of both the globe and the marketing industry. The business of advertising agencies is structured in such a way that, if the client is successful, the advertising agency

will also be successful automatically. On the other side, if clients are lost in any strategy implemented by agencies, this creates a reason for the agency to lose the client.

3.2.1 The Rule of Trade

Every job has a process, and an agency is the same way. In order for an organization to work, it is important to stick to a set of rules. Here's how it works for a company:

This is a very high-level look at how an agency works. There are a lot more that explain how an agency can communicate with customers well and help build a strong brand.

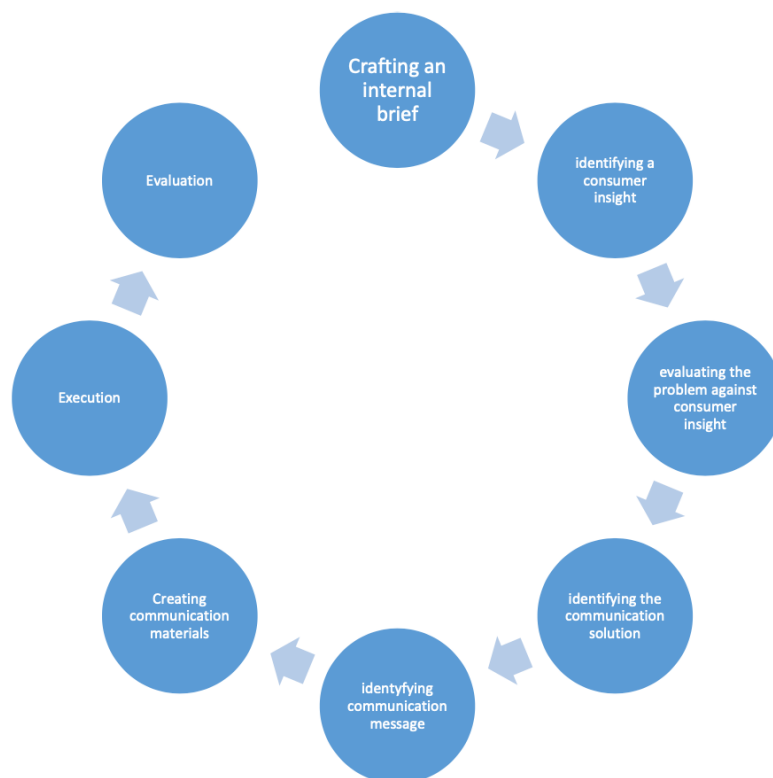


3.3 The Brief

The first step for any work to get off on the right foot is the brief. A brief is just a communication problem that an organization needs to solve. Briefs can be specific or vague, depending on the problem the organization is trying to solve. Sometimes it turns out that the problem can't be solved by talking about it. Instead, there may be a problem with the process or the product.

3.4 The Plan

After a brief has been written, it goes through a planned process that ends with a successful campaign that solves the client's problem. The following steps were taken in agency:



The internal Brief:

The internal brief is a document in which the client service department describes the problem and the information they have about it. This is the first piece of paper for any campaign. This also includes a description of the people you want to reach as well as any market data, if there are any.

During the internal brief, the client relations department also plans the program, which is included in the internal brief.

Identification of consumer insights:

A marketer's consumer insight is a flash of understanding about an undefined or unmet need in the market or a new way to meet a need that already exists.

It's not about a product or service; it's about a consumer need that isn't being met as well as it could be. Once the marketer sees the insight, the challenge is to find a way to make money off of the idea that found the need. Of course, that could have led to a product or service, but the insight is the same no matter what the answer is.

Evaluating the problem based on consumer insight:

We usually get more than one insight in different ways. It's important to find a single insight that will satisfy our customers and give our brand an edge over the competition.

Identifying a communication solution:

Once we've narrowed down our insights, we need to figure out what we want to say to our client and how we're going to say it. People often call these vessels "touch point." It is important to come up with a good mix of ways to communicate so that the message I want to send to my consumers gets through.

Making materials for communication:

After we make the communication message, we need to make sure that the communication materials we make match the message we want to send and that we send the right message in the right way. In other words, we make the final products of an advertising agency in this step (TVC, RDC, Scripts, Print ad layout)

Execution:

Once everything is ready, we have to carry out the plan we made earlier. Evaluating a campaign is just as important as putting it into action. We don't know how well the communication worked or didn't work without evaluating it.

3.5 Creative:

Once the brief was finished, the most difficult and important task fell to the media and creative departments. Based on the proposition and consumer insight, the creative department makes suggestions for creative items that are needed. Here are the creative ideas for the first marketing plan.

Now, here is the latest campaign for Daraz Return and refund campaign:

3.5.1 The script:

OVC 1: Daraz Mall

Dialogue	Visual
	পরিবারের সবাই কোন একটি বিষয় নিয়ে গোল হয়ে বসে আছে। একদম থমথম পরিবেশ। ছোট ছোট শটে আমরা ছেলে, স্ত্রী ও মার গম্ভীর মুখ দেখবো, সবাই একে অপরের মুখের দিকে তাকাচ্ছে।
স্ত্রী: ধ্যাৎ! এভাবে আর চলা যায় না। প্রতিবার একই ঘটনা। একদম সহ্য হচ্ছে না আমার।	স্ত্রী মুখ তুলে স্বামীর দিকে একটু রাগান্বিত চোখ-মুখে তাকায় এবং দীর্ঘনিঃশ্বাস ছেড়ে বলে।
ছেলে: সব দোষতো আর আমার একার না, তখন তোহ তুমিও খুব বলেছিলে।	ছেলে রাগ হয়ে বলে।
মা: এজন্যই আমি বারবার বলেছিলেম ভেবে চিনতে করতে।	মা বোঝানোর চেষ্টা করে।
	ক্যামেরা ট্রলি ব্যাক করে পুরো ড্রয়িং রুম দেখায়। দেখা যায় সবার মাঝখানে রয়েছে একটি নষ্ট ওভেন - যেটিকে নিয়ে সবার এতো কথোপকথন চলছিল।
ছোট ভাই: আহা! আবার এরকম হলো!	ছোট ভাই এত সময় পুরো বিষয়টা খেয়াল করছিলো। সে ওভেনের দিকে ইঙ্গিত করে হালকা ব্যঙ্গ করে হাসতে হাসতে বলে।
ছোট ভাই: আমার এক্সপেরিয়েন্স থেকে বলছি দারাজ মল থেকে অর্ডার দিলে পাবে ট্রাস্টেড ব্র্যান্ডস থেকে জেনুইন সব প্রোডাক্ট।	সবার উদ্দেশ্যে ছোট ভাই ডায়লগ দেয়।
ছোট ভাই: আর কোন সমস্যা হলে রয়েছে ইজি রিটার্ন পলিসিও।	সবাই ভরসা পেয়ে ছোট ভাইয়ের দিকে হাসিমুখে তাকায়।
"চাইলে আসল, শুধু দারাজ মল!"	Call to Action and App Animation
	End LOGO

OVC 2: Return and Refund

Dialogue/Voiceover	Visual
	লিভিং রুম। গম্ভীর পরিবেশ। ছোট ভাইয়ের বিভ্রান্ত চেহারা দেখা যাবে। মাথা না ঘুরিয়ে একবার ডানে দেখছে, একবার বামে দেখছে।
ছোট ভাই: আমাকে বললেই তো পারত মা।	ছোট ছেলে গম্ভীর হয়ে বলে।
মা: সারপ্রাইজ দিতে চেয়ে ছিলাম, কিন্তু কি হয়ে গেলো !	মা হতাশ হয়ে বসা অবস্থায় বলে।
স্ত্রী: মা, এটাতে যে কারোর সাথে হতে পারে।	স্ত্রী মায়ের কাছে হাত দিয়ে বলে।
	ক্যামেরা ট্র্যাক আউট হলে দেখা যাবে সবাই শার্টের দিকে তাকায় আছে ঠিক তাদের পাশেই বড় ছেলে এতক্ষণ দাঁড়িয়ে সব শুনছিলেন।
বড় ছেলে: সারপ্রাইজ দিতে গিয়ে নিজেই সারপ্রাইজড?	বড় ছেলে শার্ট হাতে নিয়ে বলে।
স্ত্রী: মা, সাইজের ঝামেলা, এটা কিছুই না।	স্ত্রী ভরসা দিয়ে বলে।
বড় ছেলে: একদম টেনশন করো না মা। দারাজে অর্ডার দিলে প্রোডাক্ট রিটার্ন বা রিফান্ড খুবই সহজ।	বড় ছেলে হাতে মায়ের ফোন নিতে নিতে বলে
দারাজ অ্যাপে রিটার্নে ক্লিক কর, পিকাপ পয়েন্ট আর পেমেন্ট মেথড সিলেক্ট কর। ব্যস, হয়ে গেল।	ফোন ফেরত দিতে দিতে বলে
"অর্ডার করুন নিশ্চিন্তে, সহজ রিটার্ন দারাজে। "	Call to Action and App Animation
	End Logo

3.5.2 The Execution Process:

For the Daraz Mall OVC, my initial work was to make sure that all the crew members needed for the shoot were present, starting from the production man team which handles all the chores and other necessities such as food for the entire day to the light camera crew. Also, to check if the team from Glitch DHK is present there in time for the shoot as well. In production terms, there is a call time given to all the crew, and according to that, they come to the shoot location. Hence, I have to present first thing in the morning along with the line producer to check all of these and continue accordingly. There is always a chance of issues from the location end as well, for example, even after making the book for the floor in the shooting house Mondira, there was a mishap, where another agency arrived saying that the floor belonged to them for the day, after a long back and forth, the misunderstanding had been cleared up which allowed us to set up our lights, camera and set without any hassle.

There was a production car that initially was rented for picking up clients, but I planned on hitting two birds with one stone and first sending the cars to pick up our artists for the project. A casting director took up the job of picking them up with the car but I still had to call him and check up on where they are as after the artists arrive, they would have to do make-up, select their costumes and get ready which takes a lot of time considering the number of artists. Soon they arrived, and even though they missed their call time, it was okay as the clients were not here yet.

Just like everyone, the clients are also given a call time as well. Furthermore, they are also given the time of when we expect the camera to be all set up and we would be ready to start filming the advertisement. As time keeps flowing forward, I have the responsibility to rush the crew members to pick up the speed as clients would be there any minute and we will have to meet our promised time to start the filming. The clients arrive at the location, I guide them to their seating location which is with the director in the panel, I welcome them all together and give them a rundown on what is going on currently and bring them up to speed. From here onwards, I would be in constant talks with the client, aligning them and the shooting team moving forward.

As the shoot began, my sole responsibility at that time became that the shoot went smoothly and we get what we came here to capture for the OVC. Also, taking consideration of the feedback given by the client and moving on to the production team, informing the director, and ensuring that the feedback has been incorporated into the shoot. Maintaining good relationships with the client, having the production man team serve food, and eating with them, while reassuring them we have got it under control and not to worry, as every penny spent by them will be utilized efficiently.

Altogether, while this keeps going on, I also have to make sure that no troubles are going on during the shoot, especially with money, as during a shoot there are a lot of things that are not taken directly into account, instead it is counted as miscellaneous. For this reason, I stay in constant communication with the head of the production manager from the production man team, who gives me updates on the money spent, in the beginning of the day I hand him out a certain amount of money which is allocated for the shoot and keep that in check. A shoot gets hectic as time moves forward, and people become tired as well, hence it is very important to be actively checking everything so that there is no loose end which will end up costing us in the end.

After the shoot is done, the director calls to pack up, and everyone goes into ease but for me, one of the most important jobs comes to light, which is paying up all the vendors who have collaborated with us for completing the shoot. Money management might be the biggest stress factor of the day. At the end of the day, there is an excel sheet of whom I owe how much money, and seeing that I pay them accordingly. Finally, after that, the entire day of work comes to an end.

3.5.3 The Budget planning:

The Budget for both OVC is given below:



// PROJECT OVERVIEW

Client: Daraz Bangladesh
Project Name: Daraz Mall OVCs
Services: Two 30 seconds OVCs Production
Date: 23-08-2022

// PROPOSED BUDGET OVERVIEW

Pre - Production				
Sl.	Details	Unit	Unit Cost	Total Cost
1	Storyboarding Sketch Artist	36	27,777.78	1,000,000.00
2	Location Scouting	1	5,000.00	5,000.00
Total Pre - Production Cost				1,005,000.00
Production				
1	Director	1	50,000.00	50,000.00
2	Chief Assistant Director	1	10,000.00	10,000.00
3	Assistant Director 1	1	10,000.00	10,000.00
4	Assistant Director 2	1	10,000.00	10,000.00
5	Director of Photography	1	20,000.00	20,000.00
6	Assistant DOP 1	1	500.00	500.00
7	Line Producer	1	10,000.00	10,000.00
8	Focus Puller	1	10,000.00	10,000.00
9	Camera	1	10,000.00	10,000.00
10	Camera Equipment (Follow Focus)	1	10,000.00	10,000.00
11	Camera Equipment (Dolly & Gib)	1	250.00	250.00
12	Light	1	10,000.00	10,000.00
13	Pre-Light	1	10,000.00	10,000.00
14	Generator	1	10,000.00	10,000.00
15	Make up	1	1,000.00	1,000.00
16	Production Manager	1	500.00	500.00
17	Production Man	4	1,250.00	5,000.00
18	Production Cost	1	10,000.00	10,000.00
19	Miscellaneous	1	10,000.00	10,000.00
20	Transportation (Camera)	1	500.00	500.00
21	Transportation (Pickup)	1	500.00	500.00
22	Transportation (Client & Agency)	1	7,500.00	7,500.00
Total Production Cost				2,005,000.00
Post - Production				
1	Edit	2	1,000.00	2,000.00
2	Animation and VFX	2	1,000.00	2,000.00
3	Color	2	1,000.00	2,000.00
4	Sound Designing	2	1,000.00	2,000.00
5	Sound Studio	1	1,000.00	1,000.00
6	Background Music (same for both OVCs)	1	1,000.00	1,000.00
Total Post - Production Cost				10,000.00
Sub-Total Cost				4,78,750.00
VAT 15%				71,812.50
Grand Total of Cost				5,50,562.50

IN WORDS: Five Lac Fifty Thousand Five Hundred and Sixty-Two Taka Only.

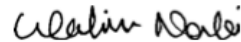
// NOTE:

1. VAT is included in this quotation.
2. 4 working days required for the first draft from the date of the Shoot.
3. 60% advance required with the PO/Work Order.
4. After successful completion of the project, a letter of acceptance must be provided.
5. Rest of the payment must be made within 45 days from the date of bill/invoice submission.
6. Values in the quotation are subject to change if any changes are made afterwards in the script or the plan.
7. Maximum of 3 changes after the first draft can be made to the contents. Any changes after that will be counted as an additional work and will be charged accordingly.
8. This OVCs can be used only for online platforms. In case of TVC adaptations, additional 35% of the total cost will be added with the bill.
9. This quotation is applicable for one day shoot only. For additional days, per day production cost will be added accordingly.

// BANK DETAILS:

Eastern Bank Limited
 Account Name: GLITCH
 A/C No: 1151070206922
 Branch: Bashundhara R/A
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3.6 Media plan

After the creative pieces are made, the media department makes a plan for how to get the word out. When making the media plan, they think about the following things.

Who the campaign is for, how much it will cost, and how long it will run.

TRP stands for "television rating points," which come from a third-party research firm (ratio rating points- collected from a third-party agency)

Newspaper and magazine sales (collected from government agencies) The media department makes separate plans for each media based on this information (TV, Radio, press, outdoor etc.). Recently, the media department has decided that, in addition to other channels, it will also promote different brands online.

The media plan has all the information about when ads should be on the air or in print. Because these plans are secret, it wasn't possible to include a sample with this report.

3.7 Execution

A lot of the work done by the agency is done by third parties. In some cases, other agencies help with the execution of different events on the ground. For example, a production team will be hired to make a TV show for this competition. They will have their own crew and employees. Another third party will be given part of the campaign to run the event. Most of the time, an event management company is hired to run the events.

The agency's role changes while the actual work is done by another group. Here is a list of what an agency does during the course of a campaign. The items on the list are some of the things that an agency does, but they are not all of them.

Branding expert: While different support agencies help the agency run the campaign, the agency makes sure the brand is getting the right mileage and saying exactly what it wants to say to its customers. The agency acts as the expert on the brand and guides all parties on behalf of the client to make sure that the product or service's brand identity stays the same.

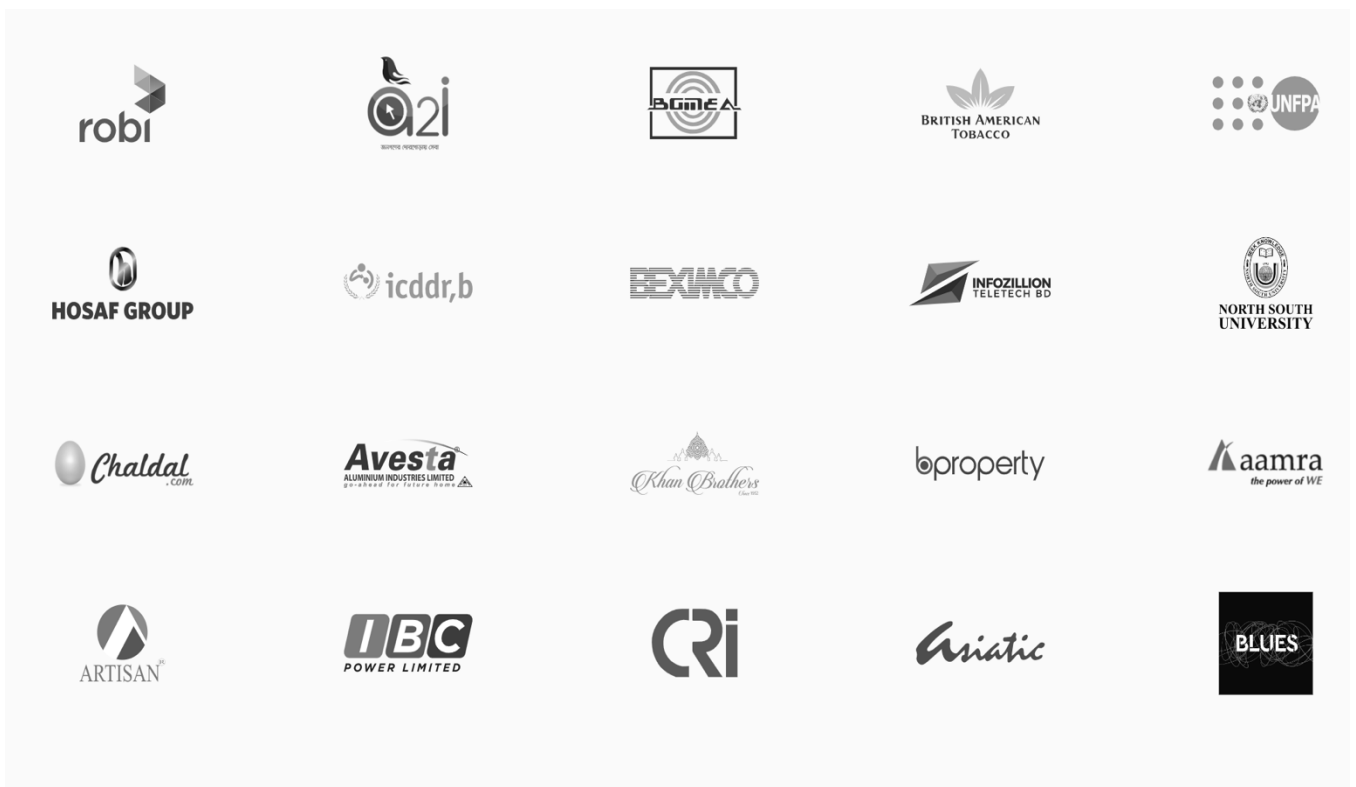
Managing third parties: The agency also acts as a single point of contact for the clients. The agency manages all third parties involved in the campaign so that it goes off without a hitch.

Troubleshooting: Things don't always go as planned, so it's up to the agency to make sure that small problems don't turn into big ones that make it hard to run a campaign.

Quality: It is the agency's job to make sure that all parts of the campaign reach the level of quality that was wanted.

Reviewing the goals: one of the most important things to do is to go back to the original plan and make sure that every goal is met.

3.7.1 List of Clients



3.8 Methodology

When I was compiling my paper, the only source of data that I relied on was that which was collected from primary research. I did not use any secondary sources of information. The only other source of information that I consulted was this one. The questionnaire with the answers, which I prepared by taking data from various advertising agencies in Bangladesh and the work that they are doing as well as the process that they are following to give light to their projects, is the primary source of data. I used this data to prepare the questionnaire with the answers. After gathering information from the aforementioned organizations, I formulated the questions and responses to the questionnaire on my own. This information was put to use by me in the process of putting together the questionnaire with the replies. During the process of putting up the questionnaire with the responses, I made use of this knowledge and put it to good use. When I was working at the front desk, one of my responsibilities was to contact with clients and enquire about their levels of satisfaction with the procedures that we followed when working on a certain project. This gave me the opportunity to obtain valuable experience in customer service. Taking the counsel of coworkers, engaging in one-on-one conversations with consumers, and acquiring experience on the job in which I engaged in one-on-one conversations with customers were all contributory elements. It was helpful for me to listen to the guidance offered by my coworkers, engage in one-on-one exchanges with consumers, and get experience working in a role that required me to connect with clients or customers.

3.9 Findings and Analysis

Glitch prioritizes the following four aspects of service quality to ensure that its clients are always satisfied:

a) RELIABILITY

Dependability and precision in delivering the service provided. When Glitch promises to provide a given service, they must follow through with that promise in order to establish reliability. Though a client raises an issue, the agency must act as if it truly cares about finding a solution.

b) REACTIVITY

Ability to respond quickly and eagerly to client's needs. The speed with which the agency service is provided is a key factor in making it responsive. All the employee ought to give significant consideration to client's complaints. The response to Clients is measured by how quickly they act to resolve the issues.

c) COMPASSION

The company's dedicated and personable service to its clients. In order to maintain a positive relationship with their clients all the employees should constantly be courteous. Client service at agency should always be friendly. It's through interactions like this that empathy is kept alive.

d) FUNCTIONAL QUALITY

Visual presentation, machinery, staff, and media. The agency customer service area must be spotless. The agency has to improve its clients service by using cutting-edge methods. The atmosphere within the agency must be one that encourages people to want to do business there. Members are expected to maintain a high level of competence at all times.

Analysis:

Glitch is meticulous in keeping to its schedule in order to keep the client happy. They do their own internal research in the market to determine the degree of communications or efficacy of their communication with the consumers, and they are constantly devoted to delivering the finest possible result for their client.

Glitch's organizational structure is well organized, and there are no additional obstacles in any of the positions of structure, which I considered to be the second most essential thing I discovered about them. Working in their management is straightforward and simple.

Even if Glitch makes every effort to provide their customers with accurate scheduling, the vast majority of customers in our nation are frequently pressed for time due to the nature of their projects. Because of this, they consistently work to generate an enormous amount of pressure among various agencies. The senior management has given its blessing to proceed with this stringent schedule despite their ignorance of the actual situation. As a direct consequence of this, a significant quantity of work is assigned to each and every employee at all times. The administration may play a significant part in finding a solution to this problem by ensuring that no one uses anything to cause difficulties for other people.

When it comes to a marketing or advertising firm, the workers themselves are the product, and the agency markets the expertise and experience of its staff members. There were occasions when, as a result of the flat organizational structure, the majority of the organization was unable to gauge experience based on their designation. For instance, becoming a senior executive from an executive job takes one and a half years in any other agency, but at Glitch the same post may be readily filled in two to three times that amount of time.

They may solve this issue by giving each employee a choice between two different sets of designations: one that is determined by the organization, and the other that is determined by the norms of the industry.

On the other hand, the majority of agencies in Bangladesh are struggling with significant issues in their organizational structures; in this regard, Glitch has a very low number of unfavorable features built into their architecture. Because it is one of the greatest places to start a career, this organization continues to pick the interest of recent college graduates.

3.9.1 Questionnaire

I'm now performing research at Glitch Operation Management for a needed course. Please use the area below to provide feedback on the Glitch's Operation Management research report. I pledge to keep your information private and to use it only for the purposes for which you provided it.

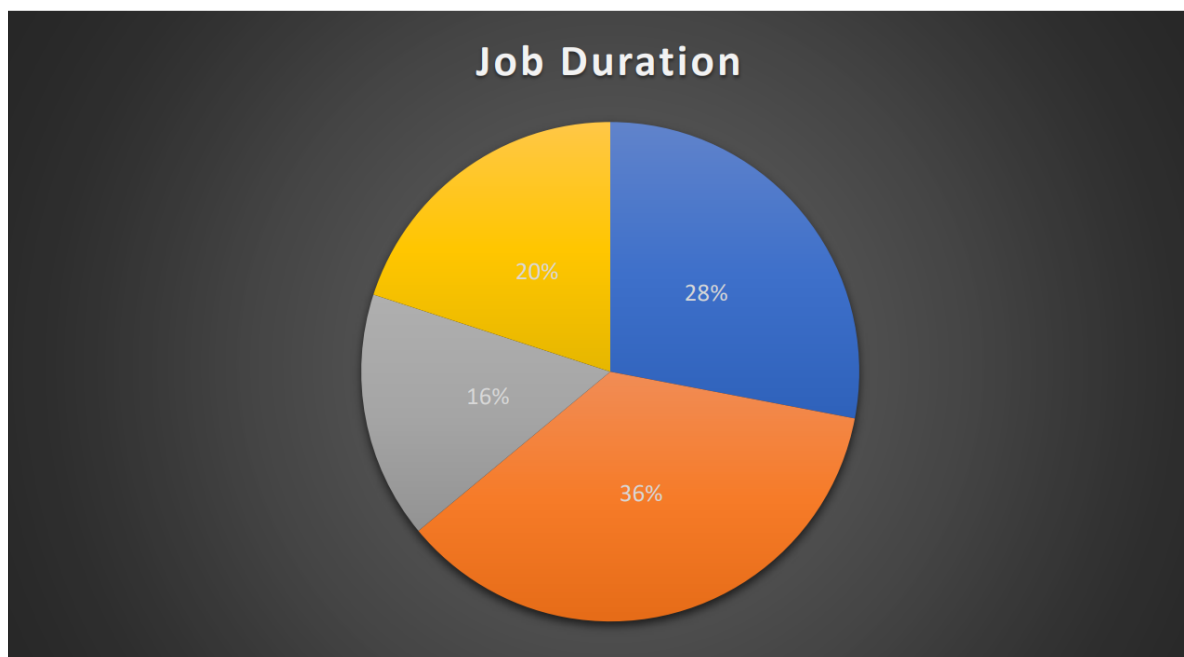
My sampling frame consists of Line production manager, associate manager, senior manager, HR , Director, Assistant Director and other employees of Glitch Dhk LTD

Close ended questions: [Sample size 25]

1. How long have you been working for the team of Glitch Dhk?

Outcome

Job Duration	Response
Less than a year	7 (28%)
1-2 years	9 (36%)
2-4 years	4 (16%)
More than 4 years	5 (20%)
Total	25 (100%)



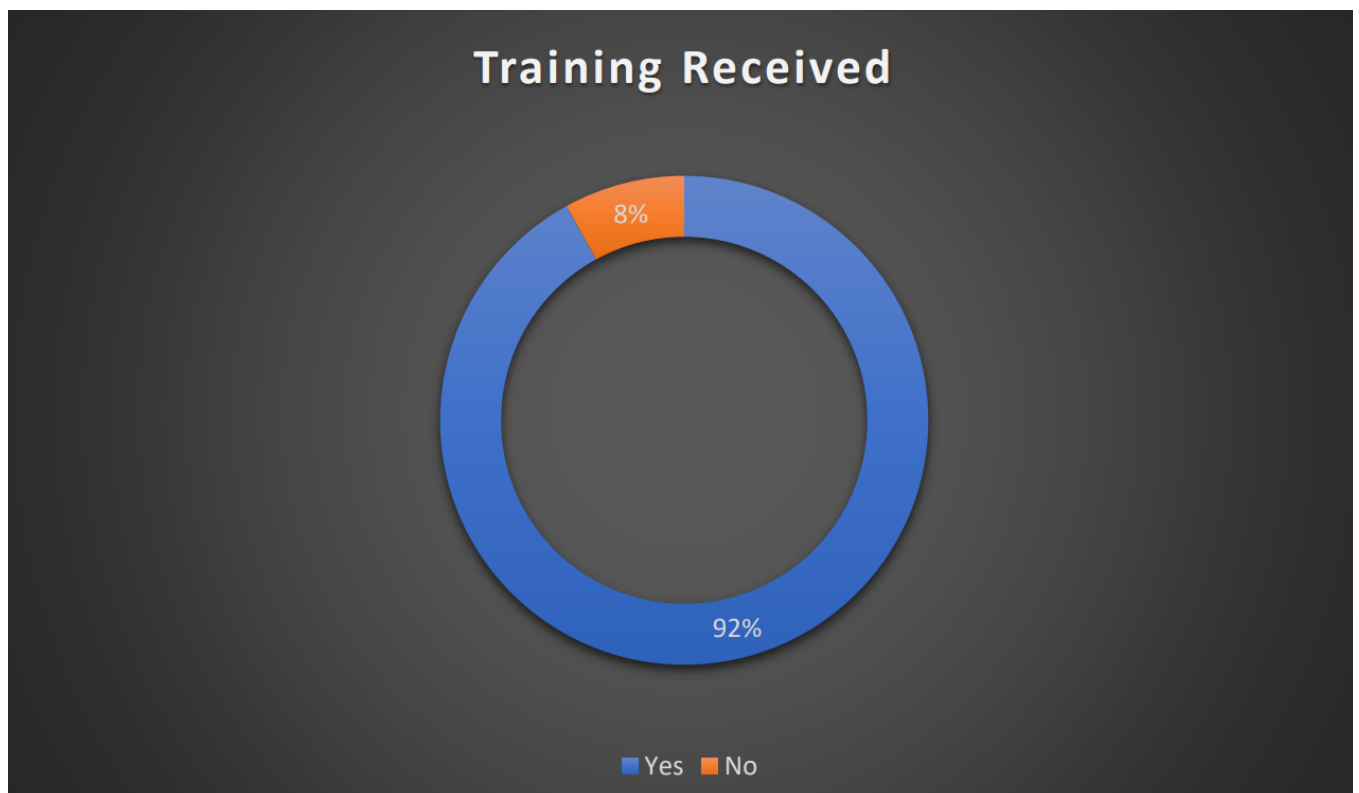
Analysis

According to the information presented above, the most typical term of employment for respondents (36%) is between one and three years, while twenty percent of them have been employed here for more than ten years. However, 28% of them have been a part of the Glitch team for a period of time that is less than a year.

2. Have you been through any sort of training in order to do your current job role?

Outcome

Training	Outcome
Yes	23(92%)
No	2(8%)
Total	25(100%)



Training received

Analysis

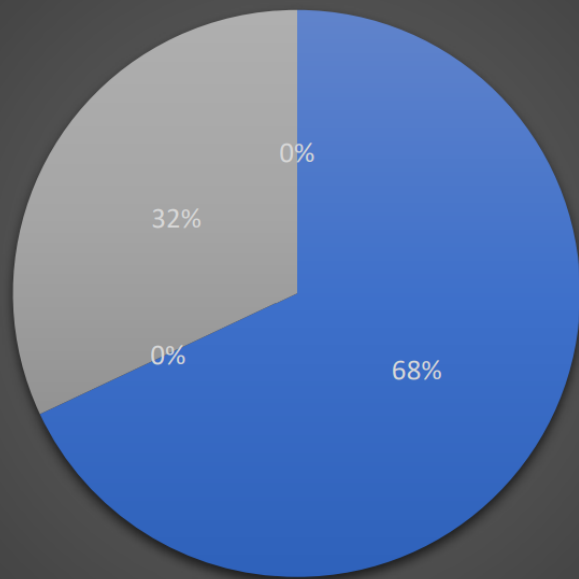
According to the pie chart located above, 92 percent of the 25 employees selected the yes option when given the choice between the two possible answers to this question, while only 8 percent selected the no option. One of the aspects that contributes to employee happiness is the fact that the company encourages employees to acquire training for the roles they already have. Training is the process of supporting the growth of one's potential by teaching one or more sets of skills and knowledge in order to modify one's style of thinking and enhance one's level of performance. This is accomplished through the instruction of one or more skill sets and knowledge bases. Training programs are extremely beneficial for both employees and organizations. On the other hand, training enables workers to raise their level of knowledge and collaborate more effectively with one another.

3. At the conclusion of the training course, how well were the training's objectives accomplished?

Outcome

Full filled Training Objectives	Response
Definitely	17 (68%)
Sometimes	8 (32%)
Not really	0
Total	25 (100%)

Training fulfilled its objective



■ Satisfied ■ Highly satisfied ■ Dissatisfied ■ Highly dissatisfied

Analysis

According to the statistics presented above, the majority of respondents (68%) think that the training aim has accomplished its desired target. On the other hand, the remaining respondents (32%) think that the training has not met its goals. This equates to 8 people. They believe that the management of Glitch should organize more productive training sessions.

4. Will you be able to apply the training's knowledge in future projects?

Outcomes

Yes	20(80%)
No	5(20%)
Total	25 (100%)



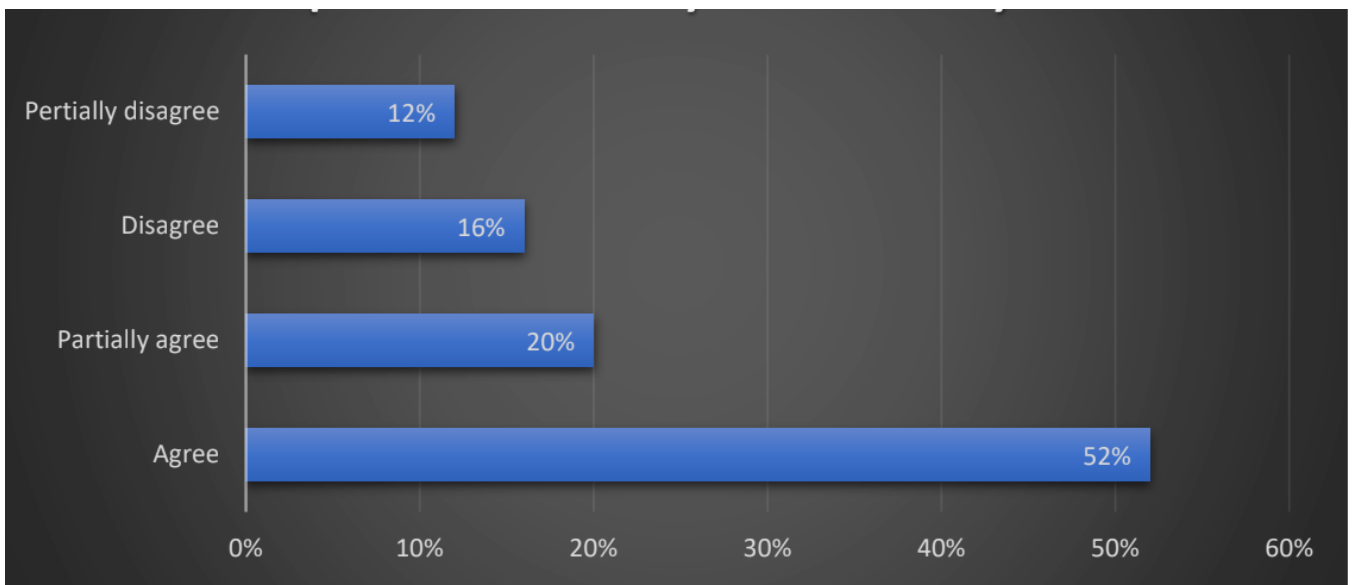
Analysis

The results of the training that was given to the staff are shown to us in the pie chart that was just discussed. The issue that was being asked was whether or not the employees are able to apply the knowledge that they gained from training to the projects that they will be working on in the future. According to the results of the poll, eighty percent of the staff members are able to put the skills they have acquired through training to use. It is helpful when it comes to organization. The remaining 20% were not successful in applying it in their practical uses or projects. Training opportunities, both online and offline, should be provided by the organization in order to facilitate employee learning.

5. Do you think that Glitch's operational needs are managed in a systematic way and that a good plan is made to meet those needs?

Outcome

Agree	13 (52%)
Partially Agree	5 (20%)
Disagree	4 (16%)
Partially Disagree	3 (12%)
Total	25 (100%)



Analysis

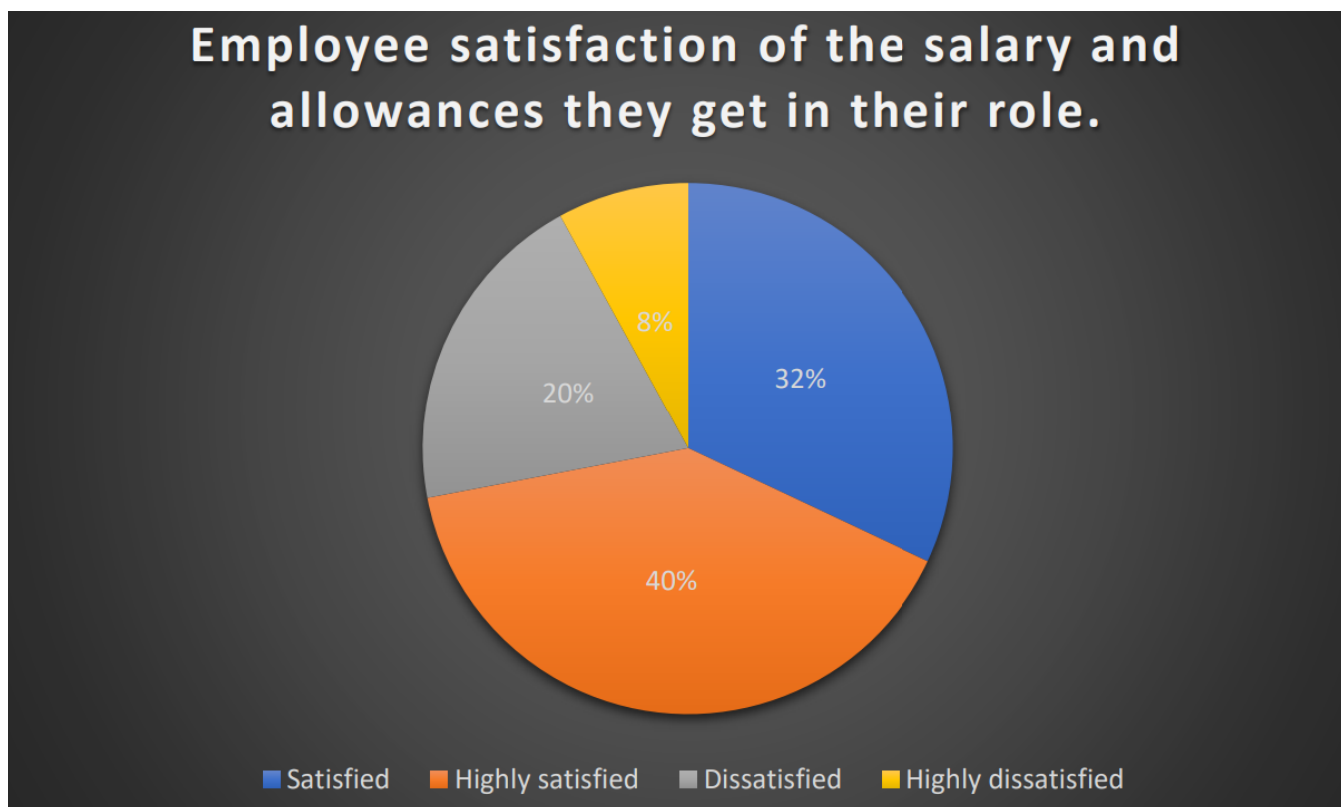
As can be seen from the above pie chart, 32% of Glitch workers are dissatisfied with the operating policies, while 52% are satisfied and the remaining employees either partially agree or disagree with the policies.

The key point of contention is that operational management has to be careful with its resources, making it impossible to meet the needs of all employees.

6. How satisfied were the employees in their salaries and allowances gotten from Glitch Dhk?

Outcome

Satisfied	8 (32%)
Highly Satisfied	10 (40%)
Dissatisfied	5 (20%)
Highly Dissatisfied	2 (8%)
Total	25 (100%)



Analysis

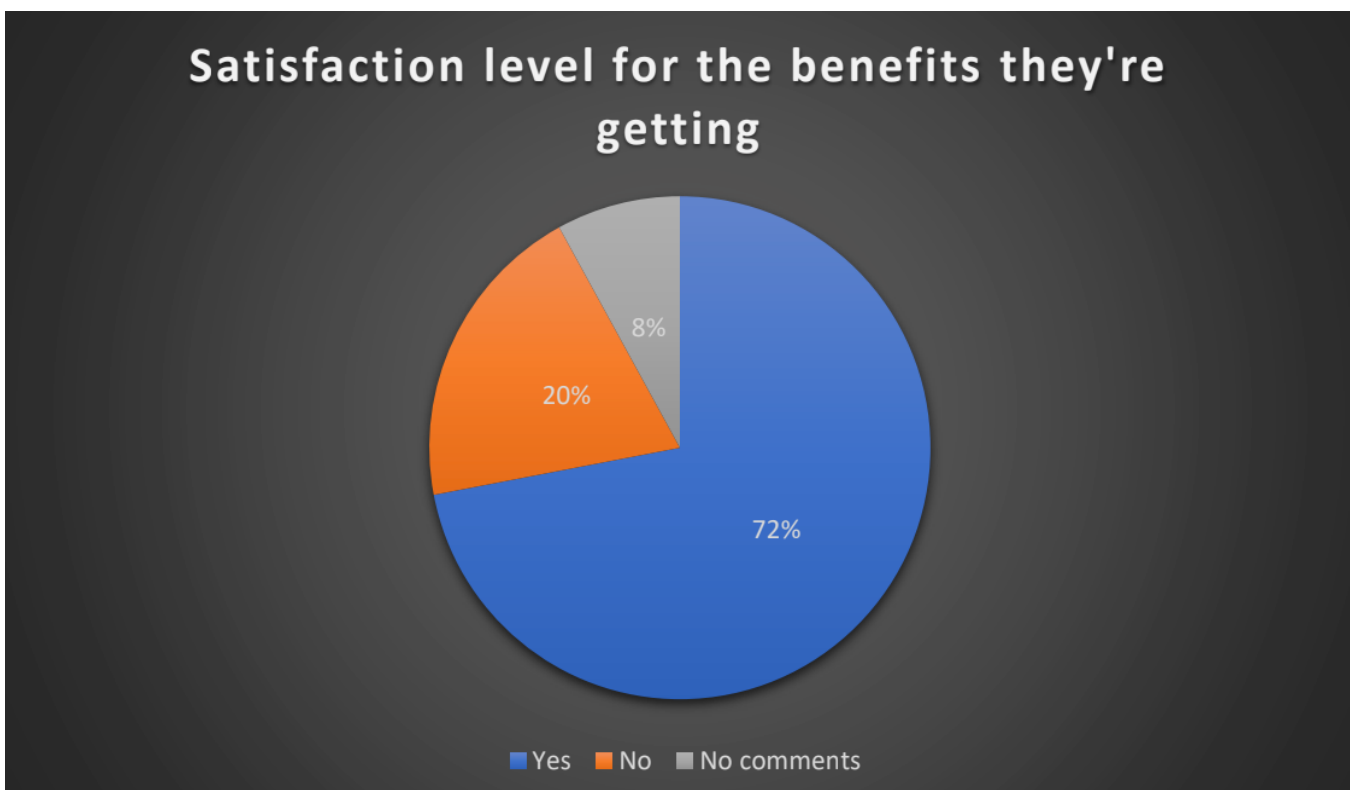
This is depicted in the form of a pie chart, which shows the percentage of workers who are content with their salary and benefits. According to the findings of the survey, only 32 percent of workers are content with their salaries. Nevertheless, forty percent of them are over the moon. On the other hand, twenty

percent of workers are unsatisfied with their jobs, and eight percent of those workers are extremely dissatisfied and are considering looking for work elsewhere.

7. Do you like the benefits you're getting, like paid time off, flexibility in working hours, overtimes and tips?

Outcome

Yes	18 (72%)
No	5 (20%)
No Comments	2 (8%)
Total	25 (100%)



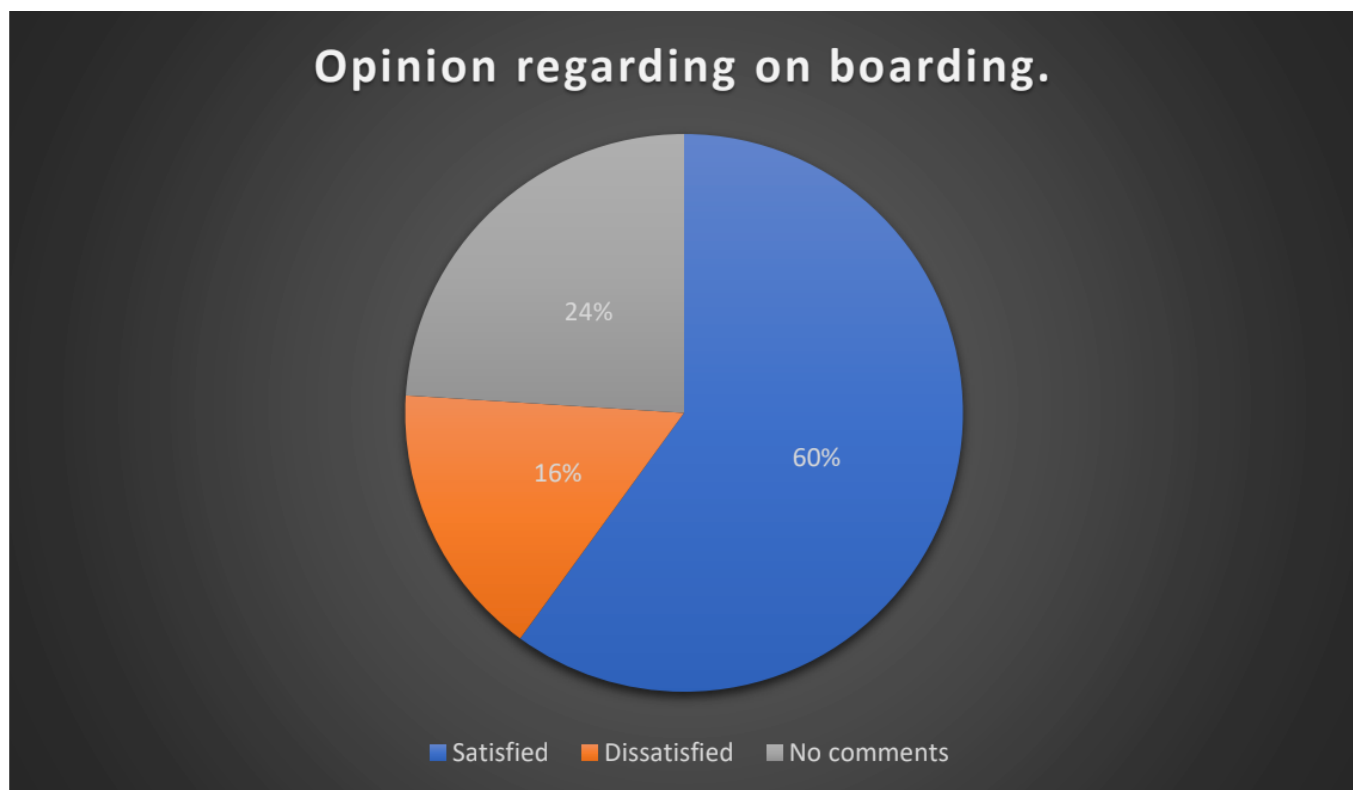
Analysis

The results listed above show that 20% of respondents said they were very satisfied, 72% said they were satisfied, and 2% said they didn't answer. When asked why they hadn't said anything, the people who answered said it didn't matter because they were going to change jobs soon. Compared to other companies, the company's benefits, which are in line with its policies, are very appealing.

8. Point of views on the boarding process.

Outcome

Satisfied	15 (60%)
Dissatisfied	4 (16%)
No Comments	6 (24%)
Total	25 (100%)



Analysis

The process of orienting new employees upon their arrival at a company is referred to as "onboarding." It is a set of activities with the goal of acquainting new employees with the inner workings of the company as well as the guiding principles of the organization. The figure that was previously mentioned reveals that sixty percent of employees are pleased with the on-boarding process. On the other hand, 16% of people are unhappy with it. Despite this, Glitch has devised its own on-boarding procedure. Today's freshly enlisted service members receive their joining packs as part of their initial training.

Open ended question

9. What different approaches should Glitch Dhk take in order to boost your motivation for the job and the organization as a whole?

- Increasing one's pay and benefits
- Trainings can be made more informative and trainee oriented
- Promote the company in different social media platforms
- Effective planning for the people who are currently on the job
- Better technologies can be introduced in order to gain employee's interests.

10. When it comes to Operation Management, GLITCH prioritizes quantity over quality. What are your thoughts on this?

- The response depends on the circumstances. There are times when quality is more essential than quantity, and there are also times when quantity is more vital than quality.
- The vast majority of GLITCH's members are of the opinion that the company places a higher premium on the quantity of its workforce as opposed to the caliber of its employees.

3.9.2 Summary and Conclusion

The internship was, in general, a really helpful and informative experience for me, and the work experience that I obtained from Glitch will allow me to boost both my résumé and my future job chances. Overall, the internship was a really positive and educational experience for me. In addition to that, the internship provided me with the chance to work on a project that was very appealing to me at the time. Putting into practice what I had been taught in the classroom was an entirely new experience for me, as was interacting with clients and being in an environment that was generally favorable to work in general. The past three months appear to have flown by considerably more rapidly than I had anticipated they

would, despite the fact that all of these things appeared to be fairly foreign to me. It's hard for me to comprehend how rapidly the past few days have passed.

Because I took advantage of this learning opportunity, I now have a more in-depth knowledge of the relevance of digital advertising as well as the reasons in favor of applying it on a more consistent basis. Important skills include being able to appropriately copyright one's own work in a practical environment and being able to leverage the social media platforms in order to acquire a broader reach to the target audience. Both of these abilities are necessary in order to be successful. In addition to that, I picked up the ability to direct shots on site, despite the fact that I had never taken a course on art direction and learned how to do it there. I picked up this talent despite the fact that I had never taken a course on art direction. Despite the fact that I've never had any formal training in art direction, I was able to pick up on this skill on my own. Despite the fact that I never went to school for art direction and therefore never learned how to do it there, I was still able to teach myself the skills necessary to do it on my own.

If I had the chance, I think I would enjoy working at an agency once more because the environment there is truly one of a kind, and the skills that I've gained while working at Glitch would be useful to me in any future endeavors that I take on. If I had the chance, I would enjoy working at an agency once more. On the other hand, I wouldn't mind going to Glitch and working there by myself if I didn't have this opportunity.

3.9.3 Recommendations

It is my recommendation that extra workers be employed in order to lower the amount of work that is presently being done by the employees who are currently on the payroll. This is because the quantity of work that is being done by these employees is currently at an all-time high. My reasoning behind making this idea is because I think it will assist the organization in achieving cost savings. At any given moment, there is never more than one worker working in any particular role at Glitch. For instance, there is a position in the operations department that is known as a line producer, and you may find this job title there. It is a violation of the regulations for a line producer to participate in more than one shot at the same time. This is due to the fact that he is the one in charge of overseeing not just the sites but also everything else that is taking place during the shoot, such as the meals, the camera team, and so on. As a direct consequence of this, this is the reason why things are the way they are. Glitch had also hired another intern to work with me, and while we were filming DRVN, he was elevated to the job of line manager. Glitch had a total of three interns working on the production. It was Glitch's decision to put

him in charge of working with me. During the time that they were working on the project, Glitch had a total of three interns working on it. My colleague intern was already on set working as the line producer when the two shoots occurred on the same day, so the actual line producer of Glitch was allowed to attend to the second shoot without any issues. This was possible since the two shoots occurred on the same day. Because of this, the genuine line producer was able to proceed to the second shoot without encountering any difficulties. Because of this, the real-life line producer of Glitch was able to take part in the second shoot. If we were to add one or two more individuals to our team, it would be good for us to avoid tough circumstances such as the one we are presently in, which is why we have decided to do so.

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