



headoffice

PLAY WITH YOUR HEAD

Internship Report
On
Business Development Process and Promoting Service
Marketing at Headoffice Communication

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Sir,

With great pleasure I hereby submit my report on “Business Development Process and Promoting Service Marketing at Headoffice Communication” as an important requirement of the BBA program. I have found the study to be quite exciting, valuable and learned a lot from this. I have tried my best to prepare an effective report. It is great achievement to work under your active supervision.

The report is based on the knowledge, experiences and the skills that I have acquired during my period of internship at Headoffice Communication.

I would like to thank you for your encouragement and support which inspired me to work enthusiastically. It would be my pleasure to respond to any of your inquiry regarding the report. I hope that this report will meet the level of your expectation.

Thank you again for your support and patience.

Sincerely,

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Acknowledgement

Completion of this report has made me grateful to a number of persons. First of all I would like to express my deepest gratitude to my academic supervisor, Husain Salilul Akareem, Lecturer of BRAC Business School, BRAC University. His valuable suggestion and guideline helped me a lot to prepare the report in a well organized manner.

I would also like to thank the authority of Headoffice Communication for giving me the opportunity to carry out my internship in an upward communication agency. The experience and knowledge gained in here pretty much helped me to understand different elements related to my study.

I am also grateful to the entire team of Headoffice Communication as they have always been there for me when I needed them. Their active participation to all my questions, queries during my internship has made this possible. I would like to name here **Shoheb H. Khan** (CEO), **Rumman Uddin Ahamed** (Strategic Planner), **Abu Nahean Hossain** (Finance MManager), **Tehreen Islam** (Copywriter), **Abu Tauhid Hossain** (Busniess Development), **Zikiria Sagor** (Business Development), thanks to all of them for helping me throughout the internship period . It was my privilege and I am truly honored working with such a wonderful team.

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Executive Summary

M/S Headoffice Communication is a creative brand communications agency with a quest for creative innovation and excellence, dedicated to assisting directors of business houses to enhance enterprise value by building their brands. Initially, the company, commenced in 2001, was a sole proprietorship firm bearing the company name as 'headoffice,' operating its business ventures by this name for 10 years. The agency has come across its way, meticulously, and became trustworthy in the communications & activations market, adding market value to more than 400 companies and 100 categories of product lines. Recently, the company has transformed into a partnership organization as M/S Headoffice Communication. It offers a wide range of services from concept development to its implementation in terms of strategic marketing. The agency offers its expertise in branding, brand repositioning, PR, event management, brand activation, advertising, etc., complimenting marketing communications.

I was appointed as an intern in the Business Development section under marketing department in this organization. I worked as a business development officer. My role was to handle projects coming under me with properly delivering to the clients. I was also supposed to make sure that works goes through proper business development process. Henceforth, I prepared my internship report on **“Business Development Process and Promoting Service Marketing at Headoffice Communication”**.

This report explores the overall business development process of Headoffice Communication. It also shows how Headoffice Communication promotes their service in terms of service marketing. Moreover some error has been pointed out in findings section like lack of coordination between major departments, more concentration of administration into employees. At the end of this report, few recommendations have been prepared with proper reasoning which should be helpful for future improvement of this company.

Chapter 1

The Organization

1.1 Introduction

Promotion has been considered as one of the vital elements that drives every organization towards success. A big organization is nothing if people are not aware of it. To capture market share, one organization must create strong presence regarding its existence. The basic way through which companies promote themselves, is to communicate with its target audience. Therefore, communication is the core key of every promotional activity. No matter which promotion the company is going to activate, it must communicate with target audience. Therefore, before coming to any promotional activity, it must be determined that specific promotional activity is capable enough to communicate. Communication is a certain process which ensures customers are getting what the companies are trying to tell them. There are various ways to communicate and communication is creative.

1.2 Company Overview

Headoffice Communication is a creative communication agency. With a diverse range of service offerings, the key purpose is to provide communication. Headoffice serves all kinds of communication need for commercial and non-commercial organization. M/S Headoffice Communication is a reputed brand communications agency devoted to provide distinguishable corporate solutions. The agency believes in compact team work and its clientele forms the essential part of this team. The M/S Headoffice Communication team tries to understand the objectives of the clients, very particularly to serve their purpose more fruitfully. Currently, M/S Headoffice Communication is working for Banks, Telecommunication Companies, Pharmaceuticals, Design Houses, Education Service Providers, Garments Industries, NGOs, Development Agencies, Transport Agencies, Charity Organizations, etc. M/S Headoffice Communication is a trusted partner of its clientele. It believes that working alone is development and working together is progress.

1.3 History

Headoffice started its journey back in 2001. It was established by Shoheb H. Khan and Khaled Mahmud who are currently the Chief Executive Officer and Creative Director of this organization. At first, it was a tiny design firm that was used to design only print

advertisements for companies. Headoffice first started working in print based media. Making creative use of print media and specializing in paper work, Headoffice gradually made its way out into other fields. Headoffice experienced all forms of papers and print media and processes, and advertisements. Their very initial works were catalogue design, calendar design, visiting card design, folder design etc. It was registered under the name Headoffice Communication as a sole proprietorship business in 2003. Recently, the company has transformed into a partnership organization as M/S Headoffice Communication. Headoffice is a design boutique with a quest for creative innovation and excellence. Headoffice has come across a long way, meticulously, and became trustworthy in the communication market adding market value to more than 400 companies and 100 categories of product lines.

1.4 Slogan

“Play with your head”

1.5 Vision Statement

“Better communications for a better world.”

1.6 Mission Statement

“Headoffice Communication is devoted to provide distinguishable corporate solutions; furnished with a platform, where new forms of creative communications take actions.”

1.7 Objective

- To create new forms of ingenious techniques for communication.
- To best suit the needs of the clientele in the market.
- Defining the most effective means of communication.
- To maintain the promise to be different.
- To create a family rather than a work force.
- To ensure optimum utilization of all the available resources.

1.8 Strategy

- Empowering the internal human resources within the firm to better perform the required tasks assigned by the clientele.
- Partnering with the clientele for better understanding of the required tasks.
- Train and provide all employees with adequate resources so that customer needs can be addressed responsibly.

1.9 Service Offerings

Headoffice Communication offers a wide range of services from concept development to its implementation in terms of strategic marketing. The agency offers its expertise in branding, brand repositioning, PR, event management, brand activation, advertising, etc., complimenting marketing communications. Given below are the core services provided by Headoffice Communication:-

Corporate Identity

M/S Headoffice Communication understands the value of corporate identity and believes in protecting it. The agency believes that corporate identity comes into being when there is a common ownership of an organizational philosophy that is manifest in a distinct corporate culture -the corporate personality. M/S Headoffice Communication comprehends corporate identity as being composed of three essential parts:

- Corporate design;
- Corporate communication; and
- Corporate behavior.

Advertising & Communications

M/S Headoffice Communication perceives advertising & communications as an instrument to channel out information on products and services to the potential customers and inform them about how to obtain and use them. Many advertisement tools are also designed by M/S

Headoffice Communication in order to create demand of registered products and services in the market through brand reinforcement, while raising brand loyalty. For these purposes, advertisements prepared by M/S Headoffice Communication often contain both factual information and persuasive messages and are presented in a defined communication modality. M/S Headoffice Communication is comfortable in using every major medium to deliver these messages; viz. television, radio, documentary film, audio-visual presentation, magazines, newspapers, video games, website, billboard, PoS / Retail Point etc.

Event management

M/S Headoffice Communication specializes in organizing and managing corporate event; viz. brand activation, product launching, sales promotion, press conference, corporate meeting and conference, promotional events; special events like concerts, award giving ceremonies, film premieres, fashion shows, commercial events; seminar, symposium, conference; and personal events, such as weddings and banquettes, etc..

Print media

M/S Headoffice Communication is well experienced in using all forms of paper materials; printing media and processes; and print advertisement tools.

Web & multimedia design

M/S Headoffice Communication designs websites. With sincere efforts, the agency defines corporate website solutions with original style, dynamic multimedia animation, content management systems, search engine, and robust database applications.

Product design

M/S Headoffice Communication designs products of tangible and non-perishable items using a combination of artistic, scientific, and commercial standard procedures. The evolution of design formulation is facilitated by digital tools that allow the designers to communicate, visualize, and analyze ideas in a pragmatic and optimized manner.

Business Consultancy	<ul style="list-style-type: none"> • Organizational Audit • Market Communication Campaign 	<ul style="list-style-type: none"> • Strategic Marketing 	<ul style="list-style-type: none"> • Strategic Management • Public relation campaign 	
Brand & Corporate Identity Consultancy	<ul style="list-style-type: none"> • Logo & Corporate Identity • Corporate Profile 	<ul style="list-style-type: none"> • Brand Guideline 	<ul style="list-style-type: none"> • Brand Consultancy 	
Product and Service Branding	<ul style="list-style-type: none"> • Product Branding • Human Resource Management • Customer Relationship Management 	<ul style="list-style-type: none"> • Service Branding 	<ul style="list-style-type: none"> • Management Services • Direct Marketing & Customer 	
Advertising & Communication	<ul style="list-style-type: none"> • TVC/AV • Signage • Signage Venue Branding • Point of Purchase & BTL Merchandising 	<ul style="list-style-type: none"> • Press Ad • Interior and Exterior Branding • Stall Branding 	<ul style="list-style-type: none"> • Banner • Transport Branding 	<ul style="list-style-type: none"> • Billboard • Interior Branding
Retail Graphics	<ul style="list-style-type: none"> • Store Branding 	<ul style="list-style-type: none"> • Pos Materials 		
Print Media	<ul style="list-style-type: none"> • Poster • Post card • Business stationery • Cd cover • Seal & gift items business letter head 	<ul style="list-style-type: none"> • Publication • Packaging • Envelop • Folder 	<ul style="list-style-type: none"> • Flyer • Calendar • Id card • Account voucher 	<ul style="list-style-type: none"> • Greetings card • Logo • Business card

Table 1.1: Core Service Offerings of Headoffice Communication

1.10 Organizational Organogram

There are mainly three major sections in the organizational hierarchy. CEO holds the top position in the hierarchy. Under the supervision and control of CEO, three major sections are: - Administration, Marketing and Creative section. Admin department ensures that the organization is keeping as well as maintaining its value and core codes. This department makes sure that in every project, Headoffice is following its distinct work process. It also deals with employee issues and other regular issues regarding human resources. Marketing department is mainly responsible for getting the work from the clients and ensuring proper delivery to the clients. Besides, keeping network with all the current clients is also a vital task. Marketing department also holds another strong sector which is Business Development. Business Development functions along with reporting to Marketing department.

Creative department is another major department. This is the place where outputs are being made by the designers. Creative director directly supervises and holds the supreme authority for this department. No matter what output is being prepared, it must be done with keeping creative guidelines from the Creative Director. Apart from these there are other regular minor sections lying on the organizational hierarchy.

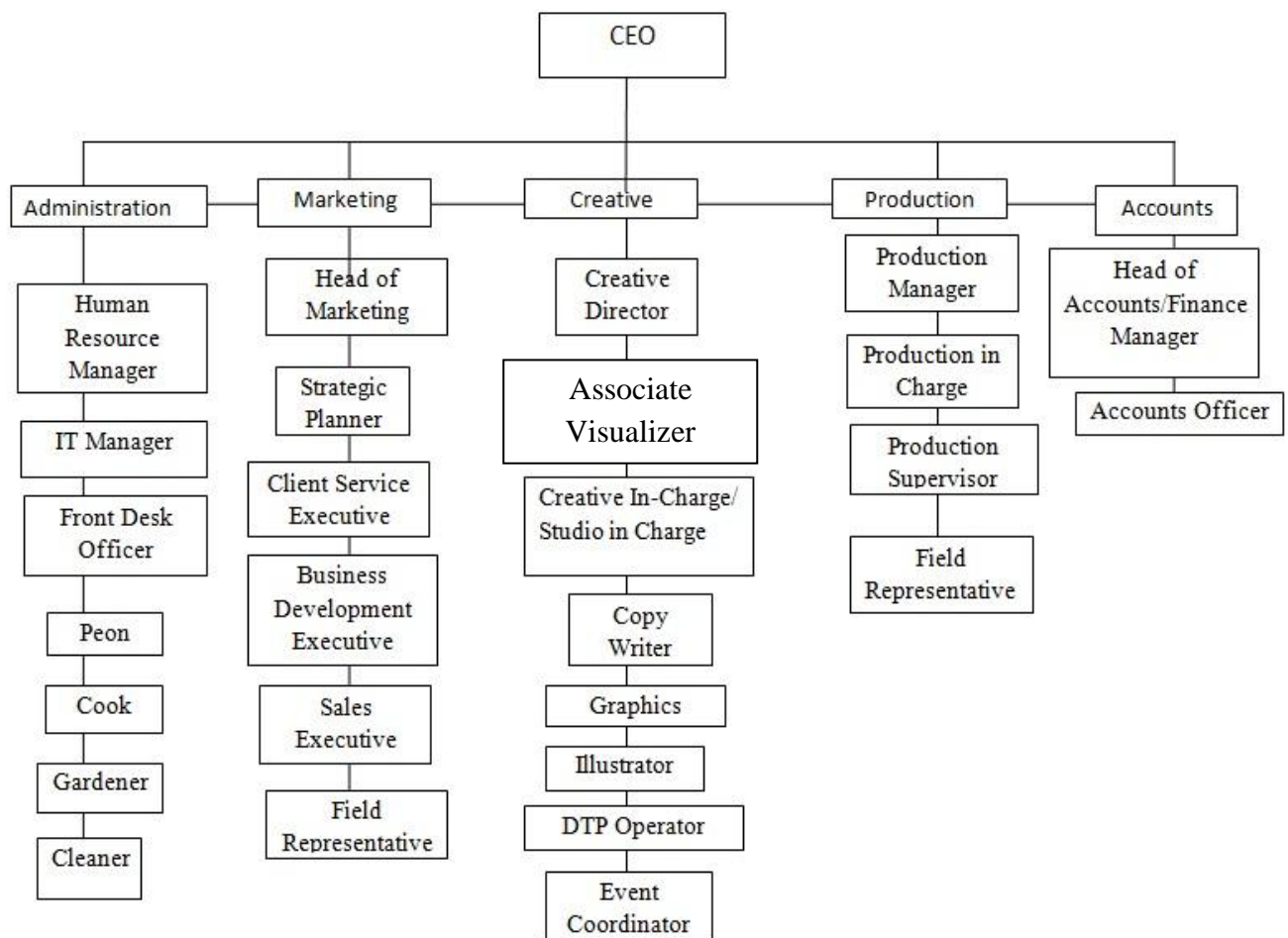


Figure 1.1: Organizational Organogram

1.11 Future directions

With the modification from a sole proprietorship business with a supplier license to a partnership organization with an advertising agency license, M/S Headoffice Communication has leveraged more opportunity towards itself. Firstly, this change will be a boost for the firm, because it would allow more clarity towards the customers about their services and policies, which is expected to create more profound experiences for the customers as a result, delighted customers. Secondly, M/S Headoffice Communication is planning to expand its services from the national arena to the international arena; to which the current legal changes

would certainly help the firm to start in the right track. Finally and most importantly, this transformation is likely to allow the firm to compete with globally popular firms which would be highly beneficial for the company in the long run because such competitiveness would certainly challenge the organization to produce services that are aesthetically of high qualities, in other words, would push M/S Headoffice Communication just enough to remain unique.

Chapter 2

Job as an intern

During my internship period, I worked in Headoffice Communication as a business development officer. We were three persons in the Business Development section. Only I was an intern among all. My two colleagues were regular full-time employees in Headoffice Communication and they have been working here for past few years. Business Development is considered as very crucial for conducting every work in Headoffice Communication. Business Development is the section that is responsible for making the output granted by clients. To be elaborative, business development makes sure that whatever are the needs and demands of the clients, those are successfully carried on in the output. Business Development at Headoffice Communication is much diversified and does not work on any preset regularities. As the core philosophy of this firm is being creative, Business Development is always diversified and there is always room for adding up more in this process. Business Development at Headoffice Communication requires certain regular tasks such as dealing with clients, handling the work for the clients, brainstorming, creating the big idea, and setting up creative guidelines and lastly going into the design phase and delivering the client. Although I was an intern but I was supposed to take out all the work like other full-time employees. Therefore, though I was an intern, I had to take immense work load and which obviously helped me a lot to gain real world business experience. In my duration of internship, I was solely handling couple of giant clients like BBC Media Action and American Embassy.

2.1 Responsibilities of the Job

Business Development holds specific responsibilities as per its scope of work. Quality of every work for clients depends on Business Development Section at Headoffice. There are different responsibilities for Business Development. Given below are the specific job responsibilities one by one.

1. Contacting clients for specific projects.
2. Getting the work order from clients for projects.
3. Providing clients with budget.
4. Providing clients with general query sheet and having it properly fulfilled by the client organization. Here, it helps to understand the client, what are the preferences of client. This also helps to understand client's philosophy.
5. Meeting with the clients and receiving client demands for specific projects.

6. Sitting for brainstorming session with the strategic planner and coming up with the “Big Idea”.
7. Setting up creative guidelines
8. Updating clients regarding progress.

2.2 Aspects of Job performance

Business Development sincerely influences the progress of projects and thus it drives the success factor for every project. Business Development checks in what is the current status of projects. It determines whether the work is moving forward in the process. Business Development is not necessarily allowed to follow one single process. Besides every single project, Business Development looks forward to find out whether there can be any other new way to improve Headoffice’s work process. Therefore, Business development spends enough time researching whether there is any room for improving Headoffice’s work process. Here in this case Business Development can adopt new process or way to implement any project. Most Importantly, Business Development ensures proper delivery of projects to clients. After getting practical experience, I have come up with following specific aspects of my position or Business Development.

1. Better understanding of Clients: After the client submits query form to Headoffice Communication, Business Development Officer informs the management and strategic planner. As a result, it helps better to understand the mentality of client. Once Headoffice understands the client, it can portray client requirements to the final output.
2. Proper Delivery of work: Business Development is responsible for delivering the output in proper timing. During the course of designing, business development officer always needs to take into account that whether the project is running out of time. If it has less time to be completed then it is the duty of business development officer to push forward the work and take it out of the design studio and thus properly delivering it to the client within the given time by the client. Usually, Headoffice takes 2 weeks of time from the day when work order has been issued to complete each work. However, there might be urgency for any project regarding its completion time.

In that case, Headoffice tries to act accordingly as per the urgency as well as importance of the work.

3. Room for Customization/Tune ups: After getting the client preference, business development officer propose few design options and clients selects the final design. Afterwards, based on client's feed back there might be more add ups or tune ups of work. This process is done by the business development officer. Clients usually inform business development officer regarding tune ups. It is the duty of business development officer that he takes it back to designing process and makes sure designers add up more.
4. Room for improvement: As mentioned before, business development can adopt new strategy for any work. Meaning is that there might be some projects for which traditional work process or designing does not need to be followed. Business development can go "out of the box" and find out new strategies that guarantee best result.

Chapter 3

The Project

3.1 Summary

BBA (Bachelors of Business Administration) program of BRAC Business School requires every student to have practical job experience in any organization for maximum twelve weeks as an intern. After gaining the theoretical knowledge within the University class rooms, now it is the time for every student to join any organization and work there for three months as an intern. Internship program in BRAC Business School is considered as an academic course namely BUS 400. It is within the 130 credits of BBA program and it has 4 credits as a course. After finishing my 126 credits I joined a communication firm for my internship which is Headoffice Communication. I was interviewed by the CEO himself among other applicants. I was very fortunate that I was selected as the best applicant. I was recruited there as an intern and I was placed as Business Development officer. Before joining Headoffice Communication I had few ideas about this organization and mostly I had wrong ideas. At the very beginning I thought this would be just a regular advertisement firm. However, after I started working, I found out that this a creative communication firm. Headoffice works with communication for commercial and non commercial organization. It provides communication and that communication is creative. Headoffice nurtures creativity in its every phase of work. Headoffice works through philosophies and roots. It believes behind every successful brand, there is a core philosophy. Headoffice creates roots behind brand. It sets different roots for every single project. Moreover, these roots are created in the process of business development. There is a certain process for Business Development in this firm. Business Development adds greater value to every output. As a business development officer I worked in specific projects. I was heavily involved in work stages of those specific projects. For preparing my internship report I have chosen business development process of Headoffice Communication as my main topic. Besides I have also selected service marketing of Headoffice Communication for my internship report. I have tried to demonstrate how this company promotes service. This firm is service oriented organization. They mainly give services to companies. It provides services helping to promote organizations in different levels of need. In this report I have tried to illustrate overall business development process of Headoffice Communication. Moreover, I have tried to explicate service marketing of this Headoffice Communication.

3.2 Objective of the report

The objective of the report can be viewed in two forms:

1. General Objective
2. Specific Objective

General Objective:

This internship report is prepared primarily to fulfill the Bachelor of Business Administration (B.B.A) degree requirement under the Faculty of BRAC Business School, BRAC University. This report is the primary project on Business Development process and Service Marketing at Headoffice Communication. The main objective of this report is to identify every segment of Business Development as well as Service Marketing of this company.

Specific Objective:

More specifically, this study entails the following aspects:

1. Researching on the primary activities of Business Development process of Headoffice Communication and demonstrating all the elements and measures of this process.
2. Obtaining knowledge of the research and business development activities undertaken by the company to boost the quality of work and managing business development department to improve the performance.
3. And finally, acquiring real case scenario of the total value chain process and making analysis of deviation and required improvement accordingly to prolong the brand image.
4. To watch carefully the degree of difference and similarities between the real life and theory.

3.3 Scope

This study revolves basically around Headoffice Communication. This study includes a detailed process of Business Development as well as Service Marketing of Headoffice Communication. Furthermore, what could be the possible steps that should be taken to improve the overall process. The report entails detailed analysis of the business development process where it shows how the process takes place. In what phases this process of business development gets done. What greater values can be added by the Business Development process. Moreover, how Headoffice Communication is providing service marketing to its clients.

3.4 Methodology

The study was conducted using the participatory method as I was working as an intern in this company. To know the in-depth information, the topic was discussed with the expert professionals related to the company for several times and other related secondary information.

Data Collection method:

Data have been collected from two sources. These are given below:

1. Primary source
2. Secondary source

Primary Source:

Primary data was collected from my on job work experience. As I was practicing business development there, I got to know the process of business development and service marketing. I was able to access all the information regarding my topic as per the line of work I was doing at Headoffice Communication. Moreover, the primary data was collected through observation

and information collected from the marketing personnel during different tasks that I had to carry out as an intern; I personally took notes during the tasks I came across in my internship.

Secondary Source:

- a) **Internal Sources:** Different documents provided by concerned officers and company corporate profile, manuals and files of the organization.
- b) **External Sources:** Official website of the company.

3.5 Limitations:

During groundwork of this report some obstacles have come across, which can be termed as the limitation of the project. These reasons did not allow this report to go in depth of issues. Henceforth, several parts of the report are not concentrated. Therefore, while preparing this report, certain limitations were faced:

- a) The internal and sensitive information was not found properly from the organization.
- b) Insufficient time of the HR personnel which did not allow learning about certain issues or practices deeply.
- c) Unavailability of enough relevant records and information.
- d) Published information is not up to date.
- e) Employees are not allowed to provide in depth information about their practices as the information is confidential.
- f) The analysis presented here may vary with opinions of experts in this field.

3.6 Business Development at Headoffice Communication

Headoffice Communication plays vital importance on its business development process. Business development puts greater value to the works that Headoffice Communication delivers. Headoffice Communication believes that business development takes the service of company into a more prominent place. Business development increases the excellence of service marketing. Business Development makes sure that output is being followed by client's requirements. As the name suggests, business development process develops the quality of business for Headoffice Communication.

Headoffice Communication applies specific process for implementing projects. Within the process of project implementation, business development takes place and adds value.

3.6.1 Project Implementation Process

M/S Headoffice Communication provides its clients with a wide range of services that accurately reflect their business values and the specific features of their products and services. M/S Headoffice Communication team spends adequate time and effort to understand the need of its clientele, the business ventures and the product lines, prior to embarking on any assignment, adapting the current best practices of the ever-changing global market.

Agency brief/ Request for Proposal (RFP): Client will provide M/S Headoffice Communication a written brief or Request for Proposal (RFP) for any form of procurement process.

M/S Headoffice Communication defines RFP in five components:

- **Background:** Short description / definition of assignment, or title of the task.
- **Objective:** Intention of communications or procurement of services. In case of any research study, the client must clarify the vision of the purpose.
- **Scope of work:** An objective narration of the tasks and its volume & infrequency.
- **Terms & Condition:** The line of authority.
- **Deadline:** Day, month, year, and time of submission of deliverables.

In case of oral briefing, meeting minutes will be sent to the client that may convey the understandings of the agreed project execution modality followed by a list of queries, if necessary, for further clarification.

Agency Brief Template: M/S Headoffice Communication may provide agency brief template, if necessary, facilitating the client to give the brief comfortably.

Project Proposal: According to the brief, M/S Headoffice Communication will then submit to the client the detailed project proposal, estimated budget, and all forms of design layouts of communications materials required.

Work Order/ Purchase Order: The client will provide M/S Headoffice Communication with formal work order/ purchase order immediately after approval of the project proposal and estimated budget. In accordance to the work order/ purchase order, M/S Headoffice Communication will start implementing the project.

Compensation: Cancellation of work order/ purchase order will cause to the client a compensation of 10% of the Contract value in favor of M/S Headoffice Communication.

3.6.2 Steps of Project Implementation Process

Step-01

Debriefing:

Client will provide M/S Headoffice Communication with a brief or Request for Proposal (RFP) with legal service Contract document and deposit (if any).

Step-02

Research:

M/S Headoffice Communication will submit to the client with a set of queries, if necessary, regarding the project. Project proposal, design layouts of communications materials, and budget estimation are formulated in this phase.

Step-03

Client Approval:

Submission of project proposal, design layouts of communications materials, and the estimated budget for the project, seeking client's approval. If not approved, the client may then send their comments, if required. Further amendments of the proposed deliverables are made in this phase until finalization. Work order/ purchase order is received in this phase. For each corrections/ revisions of the design materials, after two such revisions, addition cost of 10% of the Contract value is to be compensated in favor of M/S Headoffice Communication.

Step-04

Evaluation:

Final submission of deliverables; i.e. printed copies, end products, or installations. Upon client's evaluation of the submissions, addressing any complaint is also performed in this phase. Payment is received at the end.

3.6.3 Work Process

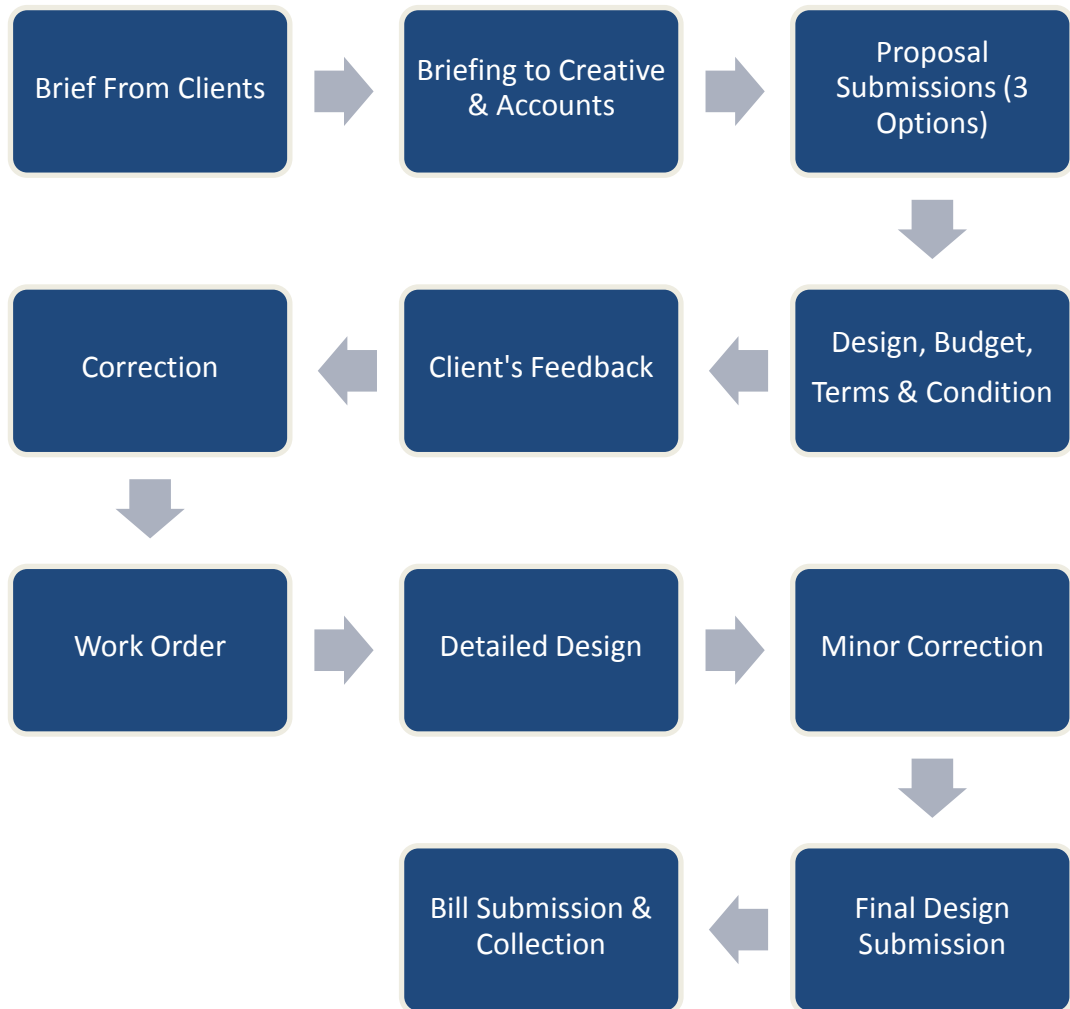


Figure 3.1: Work Process of Headoffice Communication

3.6.4 Business Development Process

Business development starts from meeting first with the client. Then it goes to creative session, brain storming, big idea and creative guidelines. After this, it goes to production. Business Development has secondary activities which is research and analysis. To be more elaborative, this means finding the story. Moreover, it includes coming up with creative idea. The process goes as the following:

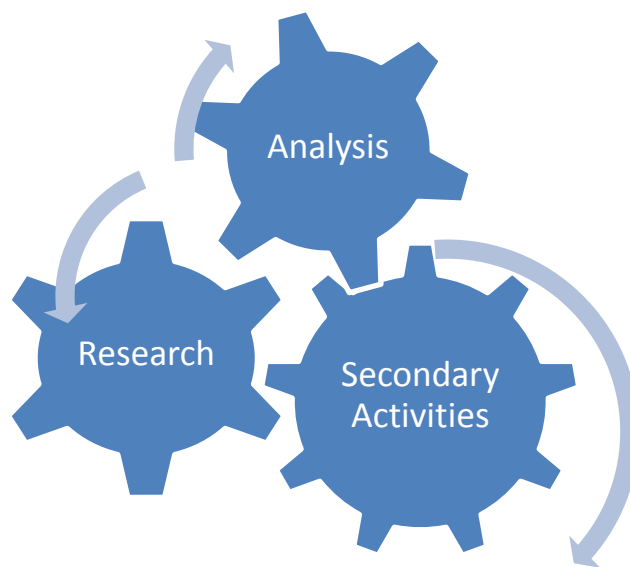
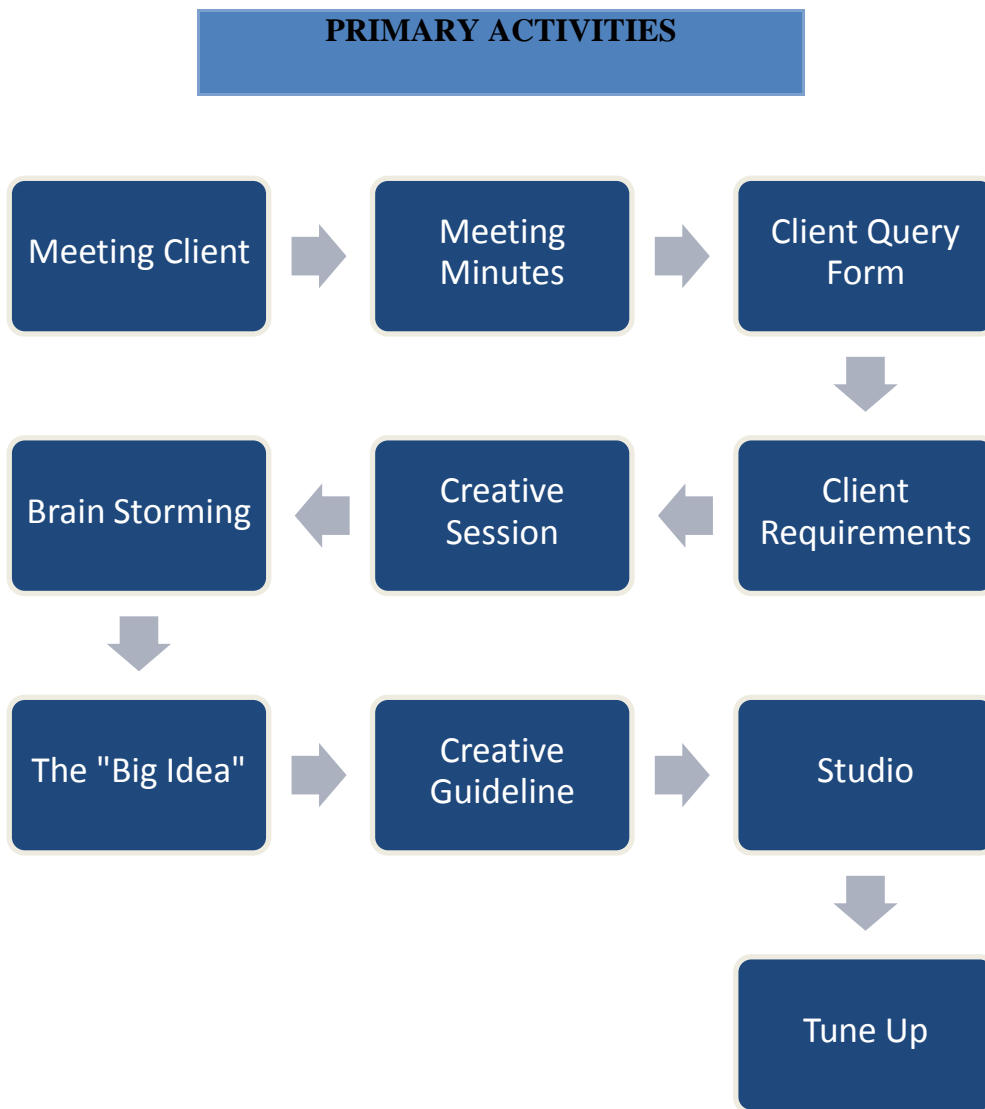


Figure 3.2: Business Development Process of Headoffice Communication

3.6.5 PRIMARY ACTIVITIES

Meeting Client

At first at the process, prospective clients contact business development officer. Business development officer gets to know from the clients what exactly the client is looking for. For having detailed idea, business development officer might sit for a meeting with the client. Here client will notify that what is the project that needs to be done. Furthermore, what are the preferences for the projects. Business Development officer will inform the client a bit about Headoffice Communication and its services.

Meeting Minutes


After successfully attending the meeting with client, business development officer sends meeting minutes to client. This entails the basic summery of what have been discussed between the client and business development officer. In the meeting minutes, all the specifics of projects are usually mentioned. Preferences for the project from the clients are mentioned in the meeting minute. Meeting minute also contains what are task that need to be done for both the client and Headoffice Communication.

Client query form

After sending the meeting minutes, now the client gets a client query form from Headoffice Communication. This form entails few questions which help to understand the philosophy as well as mentality of client. The quality of work and how better the output could be that very much depends on the mind of client. Headoffice Communication believes it is very important to understand the clients before starting any projects. This query form contains specific questions regarding client's preferences toward various subjects. Clients are asked very simple question about what they generally like and dislike. Clients are required to tell about their favorite brands, products, food, game, color etc. These help to give a brief overview of client's mentality. Clients are also asked about how much they want to spend for projects and what is their expectation from Headoffice Communication regarding specific projects. Sometimes projects fail instead of having great quality. One of the major reasons behind this is that client's mentality could not be identified properly. If Headoffice Communication fails to understand clients then there miscommunication happens between two parties. So there

might be a work done with best quality but client cannot understand it. In some cases clients inform that they expected the outcome to be different.

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Client Query Sheet

In order to better understand you and your preferences to better communicate with your target market, we request you to please answer the following questions as specifically as possible as the answers will be needed to define the modality of the tasks that we would perform to satisfy your needs.

1. **How did you know about us? (e.g. website, reference, etc..)**
2. **In which industry / sector does your company operate? (e.g. telecommunication, textile, etc..)**
3. **What is the core activity of your company? (e.g. building construction, HRM services, etc..)**
4. **What is the market positioning of your company? (e.g. simple solutions to IT problems, contribution to RMG sector, etc..)**
5. **Who are your target markets? (e.g. Bangladeshi elite class, foreigners, etc..)**
6. **What are the utilities of our services? (e.g. market promotion, employee motivation, etc..)**
7. **What is your language preference of the message / copy for communications? (e.g. contemporary Bangla, British English, etc..)**
8. **What is your favorite brand? (e.g. Coca-Cola, Yellow, etc..)**
9. **What is your desired theme / color scheme for communications? (e.g. modernist design, reddish tone, etc..)**
10. **How much do you want to spend for our services?**

Table 3.1: Client Query Form of Headoffice Communication

Client Requirements

In this stage client submits projects in a detailed format in written document. Client takes out all the requirements that need to be followed for successfully finishing projects. Clients specify what are the possible circumstances for the projects and the preferable time frame for the project. It basically entails what kind of features the project would be equipped with.

Creative Session

Once client submits all the requirements for the projects, business development officer goes to the strategic planner and sits for creative session. Here in this process, business development officer, strategic planner and creative director sit together for discussion of project. What is tried to do here is to come with the creative root for the project. This is a session done before starting project. The purpose here is to think about the project in deep. Setting up basic plans for the project. Moreover, here specific models are followed for setting up core plans. Based on the model, all the current information is disseminated and regrouped again according to the communication model.

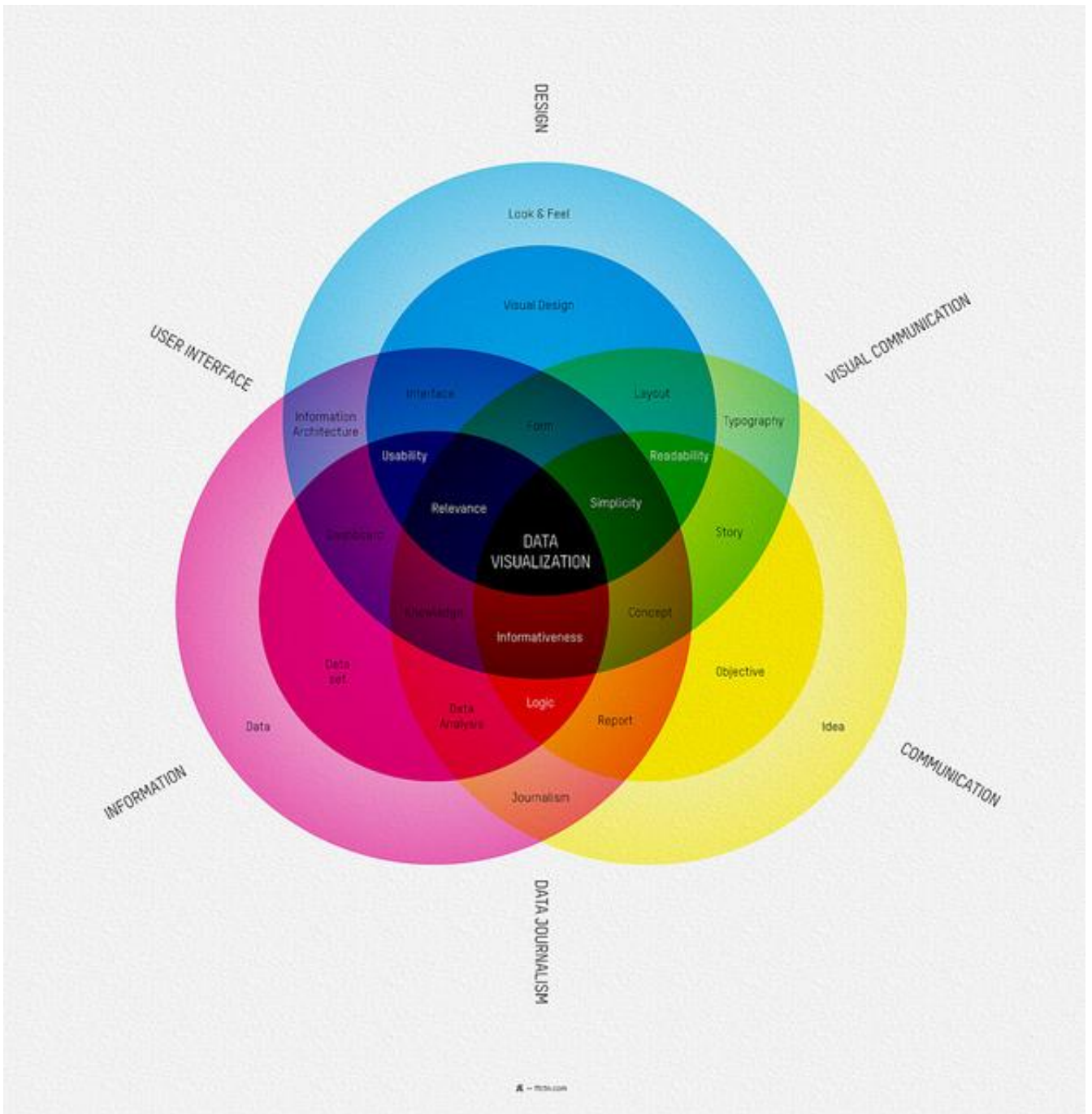


Figure 3.3: Communication Model

Brain Storming

Likewise the creative session here business development officer along with strategic planner sit for a brain storming session. The main propose here is to set up the core philosophy and creative roots for the project. What happens here is Headoffice Communication follows a

certain chart for brain storming. This chart encloses a wide range of words from which whichever word suits the project best, that gets picked. In this process couples of words are chosen. Within these words, different roots are created. Headoffice Communication has its own brain storming chart.



Figure 3.4: Brain Storming Chart

The “Big Idea”

From the words that has been previously collected, one big idea is generated. After collecting all the words, it is tried to come up with a big idea. It is seen that whether there can be a relation among all the collected words. In most cases, all the words create a common harmony. This helps to form the “Big Idea”.

Creative Guideline

After the “Big Idea” creative guidelines has been set up for projects. These are the standards which must be followed while designing the output. With the creative guidelines, now projects enter to the designing phase. Moreover, designer must prepare the output keeping the creative guidelines.

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Creative Guidelines

Brand Name:	
Industry / Sector:	
Design Items:	
Market Positioning:	
Target Group:	
Deadline (First Draft):	
Big Idea:	
Creative Formulation:	
Creative Root:	> >
Creative Sequence:	
Functional:	> >
Rational:	> >
Emotional:	> >

Table 3.2: Creative Guideline Format

Studio

Here at this stage, the project enters into the designing phase. Headoffice has its own studio, which is full of designers. While preparing the design for the project, it's important that the designs must be prepared according to creative guidelines. At Headoffice Communication, the design studio solely belongs to creative department. The designing studio is completely out of outside interaction from other departments. Only the creative department has the authority over the designing studio. At the same the designing studio is only responsible for its work to creative department. Creative director directly controls and supervises the designing studios. Creative director monitors all the work that takes place in the designing studio. Creative director sets relevant rules and regulations for designing studio. At the initiation of every design, a team is being assigned for the project and for every team there's a business development office and designer. Business Development explains the creative guideline to the designer. Moreover, the designers portray the creative guidelines given by the business development officer into the design. At the time of designing if the customers want to change or modify the design, it can be done through business development officer. At last the final output is ready to be delivered to the clients and this way projects are completed.

Tune Ups

Tune up the title is self-explanatory, as because the project gets tuned up by the clients. If any customer wants to tune up, it can be done by through business development officer. However Headoffice Communication allows customer to tune up the project maximum three times. After that no more tuning up is allowed. If the clients are still unhappy with the project and therefore further want to tune up the project, then a new work order and budget must be issued. After tuning up the entire project is handled to the client. In other words the project is done.

3.6.6 SECONDARY ACTIVITIES

Research and Analysis

Research is a very important part for business development process at Headoffice Communication. Business Development department spends enough time researching to find out creative solutions of projects. Before starting all the activities, business development,

strategic planning division and creative director study regarding the specific project. The purpose here is to go deep and think about the projects. To find out what could be possible attributes of the project and how the projects will add value and who are the possible beneficiaries for the project. This might be considered as a preplanning for any project. Headoffice believes that every successful brand has a philosophy beside it. According to Headoffice every renowned brand in the world has some roots working behind the brand and supporting the brand. Henceforth, Headoffice Communication sets basic philosophy for every project. It creates creative root for projects. These roots are derived from three basic categories: functional, rational, and emotional. Based on these roots, creative guidelines are set up. For example, Headoffice has built a brand namely “Jatra”. This is retail clothing. It also has local handmade accessories, handicrafts and traditional jewelry. Headoffice has set the basic philosophy for this brand which is “folk art”. So we see everything at “Jatra”, starting from its logo, interior design, furniture and mostly all the product offerings represent and relate folk-art. For every brand there has be philosophy which will be related through the nature of business. During my internship period, Headoffice set up core philosophy another food brand. It was a restaurant and relax dinning namely Orange N’ Half. As a core philosophy, Headoffice chose hip culture. The reason behind this was that the name orange represents freshness and the color Orange shows hipness. The name Orange N’ Half has some funkiness and hipness in it. It is mostly for young generations. That is why hip culture was chosen as core philosophy. As a result brands logo, design, furnishings, employee uniforms, serving to customers, everything was styled as hip culture. Every of that brand has funkiness and hipness. Therefore, Business Development vigorously research and analyze to find out core philosophy and creative roots for business.

3.7 Service Marketing at Headoffice Communication

The world economy nowadays is increasingly characterized as a service economy. This is primarily due to the increasing importance and share of the service sector in the economies of most developed and developing countries. In fact, the growth of the service sector has long been considered as indicative of a country’s economic progress. Economic history tells us that all developing nations have invariably experienced a shift from agriculture to industry and then to the service sector as the main stay of the economy.

Organizations use a wide array of business-to-business (B2B) services, varying to some degree according to the nature of their industry, but usually involving purchases of a much larger scale than those made by individuals or families. Nowadays, firms are outsourcing more and more tasks to external service providers in order to focus on their core business.

Headoffice is a service oriented firm. It mainly provides services to its clients. In most cases it provides business-to-business service. Usually Headoffice provides communication service to solve different communication needs. Headoffice believes that the key to successful promotion is successful communication. Unless the company communicates to its clients, no matter how good its promotion is, it creates no sense. The reason here is lack of communication. Therefore Headoffice communication always strives to build strong communication through its service offerings. For promoting its service, Headoffice follows indirect promotion. Headoffice principally focuses on words of mouth. Headoffice has got some giant companies in from different business sector as their client. Headoffice works for companies like Grameen Phone, Care Bangladesh, Concern Worldwide, and American Embassy. Moreover, these companies have given their trust to Headoffice Communication and Headoffice has been serving them for year. Therefore, clients spread the goodwill of Headoffice Communication to others. Headoffice mostly get new clients through the existing clients. Besides, Headoffice takes part in minor promotional activities for promoting its service. In some cases, Headoffice participates in bidding process. There it has to compete with other communication firms. Headoffice has its official website which Headoffice believes is a great ground for promoting its services. Headoffice provides creative presents and gifts to its clients on various traditional occasions. This also promotes services of Headoffice. Apart from this, Headoffice promotes itself through the quality of work that Headoffice does for clients.

3.8 Result and Discussion

After working for three months at Headoffice Communication I gained endless experience regarding real life job situation. Headoffice is a creative communication firm and it is way too different than the other agencies in the market. Headoffice Communication is of the few firms of Bangladesh that can successfully create story lines for business communication.

Moreover, it is one of the few firms that set up core philosophy behind brands. At Headoffice Communication, the name “Brand” has different definition. Previously I used to know that brand is an identity. However, after working at Headoffice, now I get the real picture of brands. I also know how brands get created. After my learning at Headoffice, now I believe that brand is experience. A brand without giving experience is nothing but a name and for having been able to give enough experience, brands must have core philosophies supporting behind. For example, there is an existing myth regarding the British automobile manufacturer “Rover”. Some people admit that no British are a pure British unless they ride on “Land Rover”. That is the kind of experience that Rover provides. By this way a brand becomes more than a brand. So the mantra here is that brand needs to connect. Brand must connect its audience. Therefore, now I know that successful brands connect. The job at Headoffice is to make sure that brand connects successfully through its service. Headoffice seeks to provide that service in a creative way through the medium of successful communication.

I was very fortunate that I could be a part of Headoffice. As a business development officer, I was a part of several successful communication provided by Headoffice. I observed how we can create and provide creative communication. I learned how the clients are. As I handled with several clients and they were professionally different. For example I dealt with the CEO of a security company. This person is successful marketer. At the same time, I dealt with a Kolkata based music production. My contact person at that project was singer. Moreover, I worked with BBC and a Skin Care. So I found differences between preferences of a successful marketer and a singer. As I dealt with clients, I had to understand their minds. So, now I know what can be the mentality of a client like BBC Media Action and Rahimafrooz. I know I have bigger scope of work in a holiday resort rather than a bank. These are all my learning from Headoffice Communication which surely will guide me all the way towards my future.

3.9 Findings & Recommendations:

During my internship I found out few issues as per my position as well as other departments and I think these must be dealt with proper actions. My critical observations and recommendations are given below:

1. There is less coordination between some major departments. What I found out is that there is less information sharing and transfer of data between few departments. There are major departments that are only concerned within their own span of work. Apart from their department they are not aware of the status of other departments. Here the problem is, at Headoffice Communication, work and projects are assigned under teams. Works are done here through team basis effort. For example every work goes into different departments and final becomes an output. For example, marketing department gets a client. Finance division then submits budget and afterwards the progress goes on progress through strategic planning, creative briefing and finally designing. Here, marketing department might not know what are the current other projects going. Designers might not know which one is the top priority work. This hampers the flow of the work. It also affects on delivering the output on time. Suppose business development officer is having urgency from the clients regarding finishing the work immediately. However, creative department might not understand the priority and urgency of this work. Therefore, designers do not put more pressure for completing the work. As a result proper delivery of the work gets delayed.

I recommend here to build up enough coordination between departments. Every department has its weekly action plan. Here, one weekly meeting can be held where all the departments will sit together and make a joint action plan. This will help all the departments to build better coordination and all departments will be aware of what to do for each division. So all departments will get better understanding of the projects and it will be successful team efforts.

2. There is also lack of cooperation between Business Development and Creative Department. As business development deals with clients and this departments mostly stays on every progress of the work, business development know more about the work. Business Development knows the time to time update and status of the work as it has to inform the clients about the work status and updates. Business development thereby knows the priority of the work. But designers of creative department are only followed by the instructions given by the Creative Director and Associate Creative Director. Designers so less understand the clients and they do not understand the needs of work.

From my observation and understanding, I here recommend that designers also need to take part in strategic planning for every projects. Designers make the final outputs. They prepare designs based on given instructions. They keep up the guidelines set up on strategic planning. If they could also participate in the brainstorming sessions and strategic planning, they can understand the instructions and idea that has been set up. They would understand what exactly the client prefers. They would also understand what philosophies are working behind the guidelines and strategies. Therefore they would understand the priority of the work.

3. From my perspective, Admin division and HR Department should be more concerned as well as focused on the other departments. It is the duty of proper Human Resource management that it creates a balanced harmony between all the departments in the office. What I found in Headoffice communication is that admin division does not dig in deep to other departments. So what happens is, admin may go by with rules and regulation without having the real picture of other departments. Sometimes clients pressure for more tune ups. There might be situations where a work is very well prepared but, clients do not get the quality of work because they lack enough understanding of design. So admin here needs to get the real picture as well as find the basic reasons that why a specific project has failed. Admin go by with different regulations and consequences to departments for the failure of project. This should be discouraged.

Conclusion

To conclude me report I would like to state that communications or business communication is used to promote a product, service, or organization; relay information within the business; or deal with legal and similar issues. It is also a means of relaying between a supply chain, for example the consumer and manufacturer. It encompasses a variety of topics, including marketing, branding, customer relations, consumer behavior, advertising, public relations, corporate communication, community engagement, research & measurement, interpersonal

communication, employee engagement, online communication, and event management. It is closely related to the fields of professional communication and technical communication. Headoffice Communication is promised to deliver all these communication services at one go through various creative ways.

Reference

1. <http://www.h-office.com/index.php>
2. <http://www.h-office.com/services.php>
3. Headoffice Communication. (January, 2012). Corporate Profile.
4. Headoffice Communication. (2010). Best Works by HOC

Appendix

1. Quick Facts

COMPANY DETAILS AND GENERAL INFORMATION	
1. FULL LEGAL NAME OF COMPANY: M/S Headoffice Communication	
<p>2. Overview: M/S Headoffice Communication is a creative brand communications agency with a quest for creative innovation and excellence, dedicated to assisting directors of business houses to enhance enterprise value by building their brands. Initially, the company, commenced in 2001, was a sole proprietorship firm bearing the company name as 'headoffice,' operating its business ventures by this name for 10 years. The agency has come across its way, meticulously, and became trustworthy in the communications & activations market, adding market value to more than 400 companies and 100 categories of product lines. Recently, the company has transformed into a partnership organisation as M/S Headoffice Communication. It offers a wide range of services from concept development to its implementation in terms of strategic marketing. The agency offers its expertise in branding, brand repositioning, PR, event management, brand activation, advertising, etc., complimenting marketing communications.</p>	<p>3. STREET ADDRESS: 37/B, Indira Road, Ground Floor</p> <hr/> <p>POSTAL CODE: 1215 CITY: Dhaka COUNTRY: Bangladesh</p>
4. TEL NO: +88 02 9138265	6. E-MAIL ADDRESS: info@h-office.com
5. FAX NO: +880 2 9138441	7. INTERNET ADDRESS: www.h-office.com
8. CONTACT NAME AND TITLE: Shoheb H. Khan, Chief Executive Officer (Direct: + 88 01819 239100)	
9a. NATURE OF BUSINESS: Advertising Firm	
9b. TYPE OF BUSINESS: Partnership	
10. YEAR ESTABLISHED: 2010	11. NUMBER OF FULL-TIME EMPLOYEES: 30 Nos.
12. TRADE LICENCE / REGISTRATION NUMBER: 0253554	
13. VAT NUMBER : 9111117943	
14. TAX IDENTIFICATION NUMBER: 082-300-3763/sa-28, Dhaka	
FINANCIAL INFORMATION	
16. BANK NAME (with Branch): Brac Bank Limited, Panthpath Branch . ADDRESS: 57/E East Raza Bazar (Pantapath), Akankha Tower (1 st Floor), Dhaka	
17. BANK ACCOUNT NUMBER: 1531201734986001 ACCOUNT NAME: M/S Headoffice Communication	
INFORMATION ON GOODS / SERVICES OFFERED	
18. LIST OF 10 CORE GOODS / SERVICES OFFERED	
01	Integrated Marketing Communications / Internal Communications / Social Communication
02	Advertising Services
03	Product Design
04	Point of Purchase & BTL Merchandizing
05	Printing & Packaging Services
06	Event Management / Brand Activation
07	Public Relations
08	Website Development Solutions
09	Outdoor & Out-of-home Décor Services
10	Audio Visual & Multimedia Presentation

2. Client List

Sector	Client
Accessories and packaging	Shore to Shore; Swiss Tex
Agro food	BD food
Association	IAB, REHAB, BASIS
Auto Mobile	Nissan, Cherry
Babies' toiletries and moms item	World Baby
Bakery and snacks	Dhaka confectionary
Buying house	Mercury ltd Sajoma apparels Pandora sourcing ltd
Bank	HSBC, Basic Bank Prime Bank, prime finance AB Bank
CNG conversion Unit	Shohagh CNG
CNG operator	Aspro (Argentina)
Composite Garments	GMS, Masko, Hamim group Babylon, Vertex Group
Consumer product	Olympia, Rojoni
Dairy Milk & beverage	Igloo Milk
Design house	Jatra, Aarong, Probortona, DTC
Education	British Council, AAAJU Dinajpur Zila School
Event management Agency	Enroute
Fashion house for clothing	Aarong, pride, Tex mart, Occult, Ecstasy

Sector	Client
Furniture company	Otobi, Charuta living solution, Jalal furniture
Gas Mining & explorer	Chevron
Herbal product company	Kalpataru
Immigration consultancy Firm	Eduaid
Law Firm	AF Kabir & Associates
Man power Business	Transman
Magazine	Chinta, canvus , Earth
Media & broad casting	Daily Star, Transcom radio janala, Chennel one, BBC.
Make Over salon	Farzana Shakil, pretty girl
Mobile manufacturer	Nokia
Medical instrument supplier	Lifeline international
NGO	Concern Bangladesh, White ribbon alliance, Manusher jonno, GTZ, Shajida foundation Bangladesh, Shishu odhikar forum, Care Bangladesh, Relief international
Poultry industry	Kazi farms limited
Pharmaceuticals	Novo Nordics, SK+F, Aristropharma, nuvista
Production house	Half stop down, Peace production
Pre shipment inspection company	Bureau varitas
Paper company	Paper studio
Restaurant & café	Mermaid café, grassroot café, Jatra biroti, cosmo lounge.
Real estate & developer	Mutual properties, nirvana, shohagh properties, south breeze
Sea food	BD sea foods

Sector	Client
Soft wear & content provider	Dibba.com, southasian tv, SSL, visual magic Corporation
School & Universities	Scholastica school, London Metropolitan
Shipping & logistic company	Swift logistic, wings Air cargo, keari logistics
Transport	Shohagh Paribahan, Unique Paribahan.
Telecommunication	City cell, Warid, Sheba phone, Mir telecom.
Tobacco	British American Tobacco (BAT)
Trading Company	Elan Corporation; Ornate Service Limited
Toy Company	Jatra Toys
Hotel & Resorts	Pan Pacific Sonargaon Hotel