



Inspiring Excellence

Internship Report
On
Performance of Event Management Operation of Ingenious Group

Prepared For:

Dr. Sumon Paul Chowdhury

Internship Supervisor

Assistant Professor

BRAC Business School (BRAC University), Dhaka

Prepared By:

Md. Towhidul Islam

ID No.: 13264005

Program : MBA

BRAC Business School (BRAC University) , Dhaka

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Declaration

I, Md. Towhidul Islam, hereby declare that the presented internship report on the title “ Event Management Operation of Ingenious Group” is uniquely prepared by me after completion of three months work in Ingenious Group.

I also confirm that, this report is only prepared for my academic requirement, not for any other purpose. It has not been previously submitted to any other purpose or any other university or organization for an academic qualification.

Signature

.....

Md. Towhidul Islam

ID: 13264005

MBA program

Department of Marketing

BRAC Business School (BRAC University), Dhaka.

Certificate of supervisor

This is to certify that Md. Towhidul Islam is a student of MBA, ID: 13264005 successfully completed Internship program entitled “ Event Management Operation of Ingenious Group ” a study on Ingenious Group under my supervision the partial fulfillment for the award of MBA degree.

He has done his job according to my supervision and guidance. He has tried to his best to do this successfully. I think this program will help his in the future to build up his finer career.

I wish his success and prosperity.

.....

Dr. Sumon Paul Chowdhury

Internship Supervisor

Assistant Professor

BRAC Business School (BRAC University), Dhaka

Letter of Transmittal

24 Sept, 2016

Dr. Sumon Paul Chowdhury

Internship Supervisor

Assistant Professor

BRAC Business School (BRAC University), Dhaka

Sub: Submission of Internship Report

Dear Sir,

This is my great pleasure to submit the Internship report of my 3 months long Internship program in the Ingenious Group. The title of the report is “Event Management operation Of Ingenious Group”. This report has been prepared to fulfill the requirement of my internship program at my assigned organization in the Ingenious Group.

I have put my best effort to make this report a successful one. It has been joyful & enlightening experience for me to work in the organization & prepare this report. However this has been obviously a great source of learning for me to conduct similar types of studies in the future.

I would like to express my sincere gratitude to you for your kind guidance & suggestions in preparing the report. It would my immense pleasure if you find this report useful & informative to have an apparent perspective on the issue. I shall be happy to provide any further explanation regarding this report if required & please do not hesitate to call me if you have any query on this report or any other relevant matters.

Sincerely Yours,

Md. Towhidul Islam

ID No: 13264005

Acknowledgement

A perfect completion of any type of report requires help from a number of a number of persons. I have taken help from different people for to do this Report. At the very outset, with all the impulse of our heart i wish to express all my devotion and reverence to the Almighty Allah, most merciful beneficent creator who has enable us to complete the Report on “ Event Management operation Of Ingenious Group ” for the fulfillment of the requirement for the report.

At the very first I wish to tender my sincere gratitude and deep indebtedness to my honorable internship supervisor Mr. Suntu Kumar Ghosh , Assistant Professor , Department of Marketing of BRAC Business School (BRACU) for his valuable advice and guidance. Without his support it would have been very difficult for me to complete this report.

I would like to say a big thank you to all the staff of Ingenious Group, Lalmatia Branch, they made my experience there very pleasant. Especially **Md. Hasan Ekram Ahmed**, Chief Executive Officer (CEO) for his kind co- operation and successfully completing my Internship programme in stipulated time.

Finally, I would like to express my sincere appreciation to Mrs.Syeda Nazia Akhter (Accountant Officer) & All others colleague and staff of Ingenious Group , whose liberal guidance, attention, advice, suggestions and particularly firm encouragement always kept me toward a right path to complete the study clearly.

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ABBREVIATION USED

A&B: An abbreviation that many conference venues use for Accommodation & breakfast.

a la Carte: French term which means "from the menu." As each item is individually priced "a la Carte" menus are not usually used for larger conferences and events.

Advance Registration: Booking before an event takes places.

AV: Audiovisual Event production

Appetiser: Small, bite-size food served before a gala dinner, usually whilst seated, to whet and excite the palate.

Beamer: another name for an LCD projector, audio visual equipment

Back Projection: An audio visual term. Projecting from the rear of the stage set so the projector cannot be seen. Usually a technique employed for larger stage sets. Requires approximately 3 additional meters of space behind the stage set.

Caterer: A mobile supplier of food and beverage who provides their service at various venues on request. Can also be contracted to provide services exclusively to a particular venue

Catering: The provision of food and beverage.

Ceiling Height: The distance from floor to ceiling in a conference venue.

Check-In: Process for hotel guests on arrival at a hotel.

Check-In Time: Time from which hotel can register guests and provide room key.

Check-Out: Process for hotel guest on final departure from a hotel.

Check-Out Time: Time by which bedroom must be vacated and accommodation bill settled.

Centrepiece: Decorative item for the centre of a banquet table.

Central Console: Desk usually positioned in the centre of the conference floor space, facing the stage, from which a production crew operated various AV equipment.

Delegate Management System (DMS)

DB&B: Dinner, Bed and Breakfast.

Food & Beverage (F&B)

Front Projection: FP

Function Board: Notice board or video screen listing the day's events, times and locations within a venue.

Get-in: the specified time for crew and staff to access a venue for set-up.

Gala Dinner: Primary social function of an event, usually in the evening and often on the last day of the event. Typically includes entertainment or speeches following a formal meal.

Housekeeping: Department within a venue responsible for cleaning a venue. These departments often offer other services such as guest laundry.

Handout: Material that can be informative or educational given to the audience before, during or after a speaker's presentation.

Laser Pointer: A small visible light laser used for pointing out features on a projected visual display. It's worth remembering when event planning.

LCD: Liquid Crystal Display. A monitor used for displaying film and data during presentations and events

LCD Projector: A self-contained unit with a LCD (liquid crystal display) panel, used for projecting images from a pc. Many conference venues have them available.

Lead Time: The time between when arrangements are made and when an event actually happens at a conference venue.

Neck Microphone: Small, light and easily moveable microphone that is worn around the neck.

Online Forum: online community where visitors may read and post topics.

On-Site Office: Room or an area set aside for the event organizers to use as a temporary office.

Overhead Projector (OHP): Presentation equipment found commonly in classrooms and conference rooms, largely now replaced with more hi-tech LCD projectors.

podium: Raised platform where a speaker stands when delivering his or her remarks.

Webcast: An event that broadcasts the audio and/or video portion of a keynote presentation or other educational sessions over the Web in real-time.

Web Conferencing: Web browser-based video-conferencing.

EXECUTIVE SUMMARY

Event management, the very topic looks challenging. A concept which gained importance in Bangladesh only after the late 90's. Commitment, leadership and mental & physical devotion are the core factors needed to manage any type of event. Irrespective of the type or the scale of the event, the mental and physical hard work that is to be put in, differs by only a negligible degree of difference. This terminology is comparatively very new to Bangladesh, though Bangladeshis have been arranging for wedding ceremonies, naming & threading ceremonies even much before independence. But due to the lack of proper forecasting, proper material handling they used to end up in problems like wastage of the food due to less people coming in or fire in the pandal or food poisoning .These problems many a times used to put the families into financial trouble after the wedding. It is very easy for the audiences to make the event a hit or a flop. It takes just the 5 minutes for the audiences to judge the event resulting in the efforts of nearly 3-4 months and the hard work 70-80 people either turning productive or waste. Thus the efforts they have put in always remains at stake till the date of the event. There are innumerable activities that have to be carried out. First of all forming committees, then allotting different jobs to each committee is the very first step. Here all the theoretical concepts learnt up till now in subjects like public relations, human resource planning, logistics, human skills, controlling, accounts, organizing, and others come into actual use. As an event manager one must have a lot of flexibility in terms of working pattern. Be free to do all sorts of jobs irrespective of your position.

PART:1

INTRODUCTION OF REPORT



1. INTRODUCTION

1.0. Introduction of Event Management

Every time when you saw a program like 'Filmfare' awards or those pop concerts and beauty pageants you would have wondered how people managed to set up such brilliant shows. Every tiny detail from your entering the venue to your going out is a result of rigorous planning. Well...that's event management for you. One of the fastest and the most glamorous upcoming professions today, it means rubbing shoulders with who's who of the crème-de-la crème layer of the city. Event management, the most profound form of advertising and marketing, is a glamorous and thrilling profession. It provides an opportunity for unleashing one's creative potential to a very high degree. It demands a lot of hard work and effort but at the same time offers enormous scope. Event management is a process of organizing a professional and focused event, for a particular target audience. It involves visualizing concepts, planning, budgeting, organizing and executing events such as fashion shows, musical concerts, corporate seminars, exhibitions, wedding celebrations, theme parties, product launching etc. Event Management is a multi-million dollar industry, growing rapidly, with mega shows and events hosted regularly. Surprisingly, there is no formalized research conducted to assess the growth of this industry. The industry includes fields such as the MICE (Meetings, Incentives and Events), exhibitions, conferences and seminars as well as live music and sporting events. On the profession side, event management is a glamorous and exciting profession that demands a lot of hard work and dynamism. The logistics side of the industry is paid less than the sales/sponsorship side, though some may say that these are two different industries.

1.1. Introduction of the Study

For Masters of Business Administration (MBA) student only theoretical knowledge is not enough for handling the real life business situation. It is a great opportunity for the student to know about the real business operations through the internship program. Internship program is the perfect blend of the theoretical and the practical life experience. As per requirement for completion of the internship I prepared this report on “ Event Management operation Of Ingenious Group”, which includes the study of various international & domestic Event management and settlement process and business analysis of the Ingenious Group.

1.2. Background of the Report

Masters of Business Administration (MBA) is a professional postgraduate course. The course is designed with an excellent combination of practical and theoretical aspects. After completion taught courses of MBA, a certain time is kept for internship . As a student of MBA, internship is an academic requirement. For internship every student is required to work in a selected institution to enhance ones practical knowledge and experiences. After completing the internship prepared a report on the knowledge of internship. From that perspective this report is prepared on “ *Performance of Event Management Operations of Ingenious Group* ”.

1.3. Significance of the Report

This internship report is an important partial requirement of two and half years MBA program. This is because knowledge and learning become perfect when it is associated with theory and practice. That is, student can train and prepare themselves for the job market. A poor country like Bangladesh has an overwhelming number of unemployed educated . As they have no practical experience been able to gain normal professional knowledge to establish networking, which is important in getting a job. Therefore, it is obvious that the significance of internship is clearly justified as the crucial requirement of two and half years of MBA program.

1.4. Scope of the study

The report covers the details of Ingenious Group practices about all activities. This report consists of the writer's observation and on the job experience during the internship period in the Lalmatia Branch. The report emphasizes on the sequential activities involved and used by Ingenious group for all transactions. It also focuses on the impact of Event Management activities upon clients. Finally, it incorporates an evaluation of the different aspect of the clients, other Event management organization as well as different local and foreign organization those who perform their operation nationally or internationally.

1.5. Objectives of the Report

The objectives of this report is to analyze the performance of Event Management operation of Ingenious Group.

1.6. Methodology

Methods followed to perform a job or conducting activities to complete a task is called methodology. In conducting this study the following methodology was adopted in collecting data and information, preparation of reports etc. The methodology of report is given below-

1.6.1. Research Type: This is a Descriptive Research, which briefly reveals the overall Event Management performance of Ingenious Group.

1.6.2. Sources of Data

To prepare this report all the necessary information collected from ...

- ✓ Primary sources
- ✓ Secondary sources

1.6.3. Primary sources

- Face to face conversation as well as interview with the companies Chief Executive Officer (CEO) and other colleague those who are serving the organization from being long time, Various office file and data etc.

1.6.4. Secondary sources of data

- Companies profile, Companies website & other published documents of the Ingenious Group's Website.

1.7. Data Analysis and Reporting:

This report has prepared after completing three months internship in Ingenious Group. So it was a great chance to observe the Event Management operations of Ingenious Group very closely. Required primary data has collected from various office file and data. It is not possible to publish that primary data for the organizations secrecy. Different types of computer software's are used to analyze collected data such as- Microsoft Word, Microsoft Excel, Microsoft PowerPoint etc.

1.8. Limitations

This report might be limited with some constraints. Details of many aspects of the services of Ingenious group have been skipped in this report due to various constraints, including time and space. Moreover, one of the main barriers in writing this report was the confidentiality of data. Besides, for the preparation of this report I found that there are some limitation exists though I have given my greatest effort. Such as:

- The employees are very busy with their job which lead me little time to consult with.
- Category wise annual turnover, strategic group map, amount originated from the international trade is missing in the report for their restriction.
- In many cases, up to date information was not published.
- All the sister concerns of Ingenious group were not directly conducted any kinds of tasks.
- Non-availability of reference books is another limitation.
- Due to time limitation many of the aspects could not be discussed in the present report. Learning all the functions within just 60 days is really tough.

However, omitting the limitations, the report will help to understand the Event Management Performance of the Ingenious Group.

PART:2

OVERVIEW OF INGENIOUS GROUP



2. INGENIOUS GROUP : AN OVERVIEW

2.0. Ingenious Group at a glance

| | |
|------------------------------|---|
| Name | : Ingenious Group |
| Incorporation | : September , 2009 |
| Commercial Operation | : October , 2009 |
| Slogan of Company | : “Innovate for you” |
| Type of Company | : Private Group of company |
| Main Business | : Event Management, Interior design & Printing, Supplying of various equipment and parts to various power plant organization. |
| No. of Employees | : 10 employee |
| No. of Sister Concern | : 6 |
| Ownership | : Private Limited Company |
| Years in Business | : 7 years |

2.1. Background

“Passion is the Genesis of Genius” – as quoted by Anthony Robbins, or “If passion drives you, let reason hold the reins” - as quoted by Benjamin Franklin, whichever famous quotation we consider, the fact remains that it is utterly sheer passion that drives us, it is passion that makes us strive and heaves us to go forward.

Ingenious Group is one of the reputed organization in Bangladesh and its conglomerate with different other organization. Ingenious Group was established in September 2009 by Md. Hasan Ekram Ahmed as a Chief Executive Officer. Under this conglomerate include – Ingenious communication, Ingenious enterprise, Event City, Ingenious interior design, Shopnoghuri, Studio Scansion etc. Ingenious also provides services in Advertisement making, innovative idea for (graphic design, event designing, photography etc), Printing & publication, Signboard - Billboard setup, Gift item branding, Interior design, Event management, Wedding & Celebration house, Studio scansion (Architecture, Interior design) etc.

Ingenious Group is a band of blue-sky thinkers, artists and planners, writers and strategists, thrilled to be creating experiences that changes the world and bring brands to life.

This single-minded devoting is what pushes us to imagine, design, build, and manage innovative, successful, and award-winning experiential marketing programs.

Ingenious Group is associated with highly experienced team members and employees in Marketing, Management, Planning, Designing & Communication sector those who are highly skilled and expertise in that particular sector. Headed by Md. Hasan Ekram Ahmed (CEO) delivers more than 100 events, exhibits and activations. Ingenious Group specializes in creating innovative, successful, results-driven, experience marketing programs that innovate marketing, motivate audiences and activate brands.

2.2. Vision, Mission, Core values & Objectives of Ingenious Group

2.2.1 Vision

Our vision is to emerge as a dynamic, techno-savvy, customer centric, progressive, reliable and good management company with its presence within the entire country, working in an environment of professionalism, trust and transparency, observing highest standards of services and corporate social responsibility, meeting the expectations of all its stakeholders as well as aspirations of its employees. Our aim is to bring simplicity to every project through experience and management, thus reducing the downtime and consequently, the cost. Essentially, pursuit of Elegance and Excellence is the core philosophy of the company.

2.2.2 Mission

The Ingenious Group will be the most preferred organization in Bangladesh. It will be the automatic first choice service provider for the Event management, Wedding & Celebration House, Interior design, Studio Scansion etc and set standards, which our competing companies will seek to match.

Ingenious Group will achieve this pre-eminent position by offering a high quality of service and reliable , unique and efficient operations.

Ingenious Group will achieve this objectives whilst simultaneously ensuring consistent profitability, achieving healthy, long-term returns for the investors and providing its employees with an environment for excellence and growth.

2.2.3. Core Values of Ingenious Group

- ❖ **Our shareholder:** By ensuring fair return on their investment through generating stable profit.
- ❖ **Our customer:** To become most caring Event Management organization by providing the most courteous and efficient service in every area of our business.
- ❖ **Our employee:** By promoting the well being of the members of the staff.
- ❖ **Community:** Assuring our socially responsible corporate entity in a tangible manner through close adherence to national policies and objective.

2.3. Objectives of the Group

The Motto of the Ingenious Group is to explore a new horizon of innovative modern Event management creating an automated and computerized environment providing nonstop service and prepare itself to face the new challenges of globalization and 21st century. The main objectives of Ingenious Group are:

- To provide high quality products and service to attract its potential market.
- To caters to the need of its corporate clients and provides a comprehensive range of services to national and multinational companies.
- To contribute to gross domestic product.
- To help to grow entrepreneurship.
- Increase domestic and global operation as well as geographical coverage.
- To help to solve unemployment problem.
- To help to boost economic development.
- To earn profit.
- Became the market leader and one of the best leading Event Management organization in the country.

2.4. Organization Offerings / Activities of Ingenious Group

Ingenious Communication:

We provide -

A. Innovative Idea for

- New Concept
- Graphics Design
- Event Designing
- Photography
- Stage Design
- Stall/ Pavillion Design
- Promo Material Design

B. Advertisement Making

- Video Documentary
- PR and Advertising
- Ad or TV & Newspaper
- Coordination with media

C. Printing & Publication

- Printing
- Packaging & Publication

D. Signboard – Billboard Setup

- Billboard
- Signboard
- Mega Sign
- Neon Sign
- Plastic sign
- Poly Sign
- Wall Sign and banner
- Print Making & Supply
- Digital Banner Printing

E. Gift item Branding

- Gift ideas and Development for Corporate and Mass people

F. SMS Marketing

- Corporate Marketing
- Personal Marketing

Event City:

Event Management

- Fair/ exhibition Management
- Training, Seminar & Workshop
- Cultural Show
- Stall / Pavillion
- Participation Registration, Tourism Package Management
- Fund Raising by Marketing, Promotion of Work
- Mass Communication, Conceptualization and Planning Management
- Venue Management
- Roadside branding
- Booth Management
- Press communication Management
- Arrangement of Local Culinary Delights
- Publication Management

Shopno Ghuri :

Wedding & Celebration House

- Wedding Photography
- Wedding Stage Design
- Bridal Ornaments Design
- Bride and Groom accessories
- Catering Services
- Building Lighting
- Car Decoration
- Dala Decoration
- Basor Ghar
- DJ Show, Band & Dance Show

Ingenious Interior :

Interior Design: We bring tradition to a studio of contemporary and customized furnishings concept through providing total design solutions of in:

- Office
- Bank
- Residence
- Hotel
- Super Market
- Retail Store
- Modern Café
- Restaurant
- Parlor and Fitness Centre
- Leisure Zone

Both interior and exterior habitation has stamped their distinctive image on their innovation through the offerings:

- Site Analysis
- Art Photography
- Master Planning
- Painting
- Space Planning
- Landscape Architecture
- Landscaping

Studio Scansion :

- Design and planning services for new construction
- Renovations and additions for commercial and residential projects
- Preparing Construction Documents
- Utilizing equipment, materials, and assemblies
- Natural rural environments
- Landscaping architecture
- Interior solutions
- Environmental and aesthetic framework
- Fire resistance and smoke protection designed buildings

2.5. Communication intensity Between CEO, Assistant or the Work Teams

Communication intensity between Chief Executive Officer, assistant or the work team is moderately high Or achieving any kind of organization goal, most of the frequently communicate with each other. They are bound to maintain frequent relationship with each other.

2.6. Job Responsibilities

- Make a list Of Target Clients/Companies.
- Communicating with target audiences and managing customer relationships.
- Liaising with designers and printers.
- Maintaining and updating customer databases.
- Organizing and attending events such as conferences, seminars, receptions and exhibitions.
- Sourcing and securing sponsorship.
- Contributing to, and developing, marketing plans and strategies.
- Monitoring competitor activity.
- Supporting the marketing manager and other colleagues.
- Attend Various Customer events.
- Delivering presentations to the clients.
- Writing and presenting reports to clients and senior management.
- Writing and presenting Business proposal and power point presentation slide to clients and senior management.
- Writing various E-mail and proposal letter and send it to clients and senior management.

2.7. Project Work

2.7.1 Major Competitor :

The field of Event Management is a very competitive sector and to survive in the competitive market each and every event management companies are take different types of planning, strategy and competing with each other. Now a days in the field of Bangladesh there are different event management companies exist where each and everyone are competing with one another to keep their appearance in the market. During my internship period one of my major responsibility was to monitor the activities of the competitor of Ingenious group. The list of major competitors of Ingenious group in Bangladesh are given below-

➤ **Spotlight Event Management Ltd.**

Service Range: Brand management, Corporate program, Sports Management, Social campaign, Media, Sales management, Distribution, Road show, TV show, Music activation, Merchandising, Session design (leadership, team building, motivation, presentation skill) etc.

➤ **Asiatic Events Marketing Limited.**

Service Range: Events, Activation and Retail campaign.

➤ **BD Event Management & Wedding Planners**

Service Range: Event Management, employee meetings, wedding planning, birthday party, marriage anniversary etc.

➤ **Wedding Diary**

Service Range: Event Management, Wedding Photography, Wedding Film, Cinematography, Videography, Traditional & Thematic Decoration etc.

➤ **Windmill Limited.**

Service Range: Event management, Advertising, Integrated Marketing Campaign, Trade promotion, Competitive Market Research, Consumer Attitude Research, New Market Analysis, Door to Door Promotion, Corporate Identity Develop/ Campaign, Road show,

In shop activities/ Merchandising, Outdoor Branding, Celebrity Management, Event Planning, Management and Campaign, Sales base activation, Database Collection and Maintenance, Public Relation, Rural Awareness Program, Brand Audit, Video on Wheel (VOW), Training & Workshop, Print and Production work.

➤ **Spark Eventz**

Service Range : Social/life-cycle events (Wedding, Gaye Holud Party, Reception Party, Engagement, Anniversary, Birthday party, Stage party, Graduation day etc.)

Education and career events (Education fair, job fair, workshop, seminar, debate, contest, competition etc.) and

Entertainment events (Music concerts, fairs, festivals, award functions, celebrity nights, stage shows etc.) etc.

➤ **I-Station Limited.**

Service Range : Corporate Event, Exhibition, Trade Show & Seminar/Conference, Guest/Celebrity Management etc.

➤ **Dream Maker Event Management**

Service Range : Corporate events (meetings and conferences), Wedding, Road shows and special corporate hospitality events like concerts, award ceremonies, film premieres, launches release parties, Press etc.

➤ **Other Event Management Companies**

SD Asia, 90 Degree Angel, Star Events , Waterford Event Management, Unique Event Management & Media Ltd. Rahil Adnan , KDR Event Planner, R S Multivision etc.

2.7.2 SWOT Analysis

In SWOT Analysis:

'S' stands for Strengths

'W' stands for Weaknesses

'O' stands for Opportunities

'T' stands for Threats

A **SWOT analysis** depicts the **internal** strengths and weaknesses of a company, plan, event, etcetera, and indicates how these can be used to grasp **external** opportunities and to resolve any external threats.

So, if you are organizing an event, big or small, you should sit down, take a coffee and free your mind for a hour to make yourself a solid SWOT for your coming event.

This small research will help you in planning and managing an effecting event campaign.



For this report I have done an small **SWOT** analysis for Ingenious Group which is given below-

Strengths of Ingenious Group:

These are the attributes of Ingenious Group which are helpful in achieving project's objectives.

1. Experienced event team
2. High motivation level
3. Excellent PR
4. Strong media and corporate contacts
5. Usage of the right event marketing tools



Weaknesses:

These are the attributes of Ingenious Group which are harmful in achieving project's objectives.

1. Small social follower base
2. Not a lot of brand recognition
3. Small budget & Market share
4. lack of funds
5. low energy level



Opportunities:

These are those external factors which are helpful in achieving the project's objectives.

1. Little competition
2. Favorable economic conditions
3. Support from the local authorities
4. Availability of the state of the art infrastructure
5. Great weather coming up.



Threats:

These are those external factors which are harmful in achieving the project's objectives for Ingenious Group.

1. High competition
2. Bad weather
3. Poor infrastructure
4. High labor rate
5. Unavailability of raw material



It is very important that you conduct SWOT analysis before developing an event plan to develop a strategy which maximizes the potential of strengths and opportunities of your project and at the same time, minimizes the impact of the weaknesses and threats.

2.7.3. Market Strategy

Every business needs to construct, maintain and continually evolve an integrated marketing communication system. Such a system is comprised of advertising, publicity or public relations and personal selling with all parts focusing on the firm's targeted customers and delivering a consistent and reinforcing message that extols the benefits of the firm's products or services. Entrepreneurs who fail to communicate with their customers run a serious risk of declining sales. Their silence may be perceived by customers as a lack of interest on the part of the business. So as new entrepreneurs, we need to identify our potential targeted customers and make a structure of marketing communication system to maintain a decent communicative relation with those customers.

Product or Services

Business means to make profit by selling products or services and satisfy the customers by fulfilling their needs. We are not selling product directly where as its more about providing service. Arranging various Events is our main service including the main outfit. Our service is not only about outfit but also about interior designing, architecture, printing & packaging, annual meeting/ Seminar/ conference/ fair/ exhibition etc arrange and decorate, arrangement of national and international concert, catering, whole decoration including the place and dalas, music system, photography, rent a car, mehendi on hand, distributing invitation cards etc. we mainly try to work with colors and try to give a colorful flavor. We hire the special teams who mainly work as our agent.

Price

In pricing strategy it varies from event to event depending on how much they want to spend for their event. The more they will spend the more it will be creative and gorgeous. From customer budget we usually fix how much will be spend on what sector. But still we have three kind of package in three different prices. Depending on the season our price even varies. Depending on the pick and off pick season the price varies from event to event. December and January is winter season and very suitable for any Event such as concert, wedding ceremony, annual general meeting etc. June, July is also consider as our pick season because lots of people come from

abroad to get married or to attend friends and relatives wedding. So the price is little higher during this time from the whole year.

We try to give discount to our client from our agents so that it becomes beneficial for our clients. At the same time its beneficial for our agent too because they are getting all of our customers. For giving this kind of facilities we have to go for contract with our agents that if we send our customers to them they will honor them by giving discount.

Promotion

Promotion is a sales presentation that is non-personal in nature and is paid by any identified sponsors. Again, it is a form of communication intended to persuade an audience to purchase or take some action upon products, ideas, or services. It includes the name of a product or service and how that product or service could benefit the consumer, to persuade a target market to purchase or to consume that particular brand. These messages are usually paid for by sponsors and viewed via various media. Advertising can also serve to communicate an idea to a large number of people but we are not available in any kinds of advertisement through Tvc. As Event planners, the first and foremost thing is to make company profile, business proposal and leaflet for advertising and promotion of our services. Actually, our targeted customers are upper class and upper middle class people, various reputed organization and their key person. So we choose these types of places for our advertisements, where most of the time they are found to shop trendy stuffs. Besides, facebook can play a vital role for the advertisement because almost every person has his or her own account in facebook. These activities for our advertisements are applicable for future or after getting little bit known by the people. But for the first time we want to target our family members and friends to promote and gradually we will expand our networks in future by leaflets and facebook.

Place

Ingenious Group is situated at the place of Lalmatia just beside the Dhanmondi which is very busy area and most of our target customers/ organizations are situated. Moreover it is very easy for the organization to communicate with all other clients or companies located different place as a result our executive can easily move on to that particular organization for meeting purpose. So consider about location or place ingenious group is in strong position.

2.7.4. Target market

Every business should have a specific target market. Otherwise it's difficult to look forward what they want to sell and to whom their product will fit. Cause any service or product is produced base on the target customer. Our main target market is various industries or companies key persons, upper middle class and upper class. In our country still people is not that much familiar with the term of Event management. Moreover they think its money saving if it is organized by themselves then a Event planner. Whereas most of the time they forgot about the hassles that they might face during the arrangement of Event specially sourcing,securing and arranging the necessary element. But nowadays there are lots of people who really want to avoid this kind of hassles and look for Event planner. In this case they are not that much concern about the money. They have a big budget for their event to give a versatile look of their dream. Only for this reason at the very beginning our target market is fix in upper middle and upper class. But we have hope that how the days will pass people will get an idea about our work and will have a faith on us our target market will spread more.

2.7.5. Market position

Event City has already done with a lot of corporate events for both local and international clients. The innovative ideas and creativity has already got attention in the event management world and took a prestigious preferable place. The corporate events that we helped to occur with full satisfaction are, Best Aviation Ltd. (Best Air), Coca Cola, Ingenious communication work IBM SWU Dhaka Event, Nokkhottrobari resort opening Ceremony, SAS Institute (India) Pvt. Ltd, Smarter Computing Forum, etc.

Recent project of Ingenious Group

- Commoscope Meet partners at Pan Pacific Sonargaon. (2015)
- Stall for UL at Trade Expo for Building & Fire safety at BICC. (2014)
- Stall for Tyco at Trade Expo for Building & Fire Safety at BICC. (2014)
- Launching of “ Gonotantrik Shangshkriti”. (2014)

- Regent Airways Travel partner annual conference at Dhaka Regency Hotel & Resort. (2014).
- Tyco Tech Connects Bangladesh 2014 at Radisson Blue Water Garden Hotel Dhaka. (2014).
- ATM Booth Branding for HBL karwan bazaar branch. (2014)
- Wave Foundation Rally “ End War Bring World Peace”. (2014)
- Goethe Urban Youth Fest at Goethe Institute Bangladesh [German Cultural Center]. (2013)
- Goethe Summer Festival at Goethe Institute Bangladesh [German Cultural Center]. (2013)
- Azad Products Award “ Ratnagarbha Maa” at Fars Hotel & Resorts. (2013)
- FBCCI Milonmela Dream Holiday Park. (2013)
- EGPP Training Program for Field Supervisors. (2012)
- Grand opening of “ Saad Musa City Center”. (2012)
- EGPP Field Supervisors Conference at Bidyut Bhaban Segunbagicha, Dhaka. (2012)
- EGPP Training Program for Field Supervisors, Institution of Diploma Engineers. (2012)
- SAP & L&T Infotech meet partners 2015.
- International Migration Day 2015 Chittagong Division (Full Event)
- SAS Event at Bangladesh Bank Training Academy. (2012)
- Avaya Event at the Westin. (2012)
- TEDx Dhaka at Dhaka University Senate Hall. (2012)
- Smarter Computing Forum 2012 at Pan Pacific Sonargaon Hotel, Dhaka. (2012)
- Worked with British American Tobacco- Bangladesh (BATB) for their “Fire Security Project”
- Organized “IBM- Software Universe” a two day long corporate seminar on software development at Pan Pacific Sonargaon Hotel with IBM International.
- Worked with the overall marketing and Event plans in an international event “3rd Asian Archery Grand Prix 2011 & 1st Asian Youth Archery Championship 2011” as an event partner of Bangladesh Archery Federation.
- Successfully did the whole Marketing and Event arrangement for the “reunion” of Bir Srestho Munshi Abdur Rouf Pablic College.

- Arranging a reality show of three months for Boishakhi TV.
- Has completed with the overall branding of Airbus-ATR 72-500 owned by Best Aviation Limited (Best Air)
- Working with the whole marketing and Event plans of Nokkhotrobari Limited resort and Convention Centre at Rajendropur.

2.7.6. Valued Clients of Ingenious Group





3.0. Learning as an Intern

As an intern I have done my internship from Ingenious Group only for three months with lots of limitation and three months is not sufficient time to learn and cover the whole things of any kinds of organizations activities or operations. Some kinds of activities which are highly restricted & confidential for the intern. Never the less as an intern I have tried my level best to cover and learn most of the major/ essential activities in my first hand experience which require for any kinds of marketing as well as event management operation. Whatever I have learn from the internship these are given below-

- I have conducted the task - by searching the internet I have to find out the newly or currently launched companies in the market of Bangladesh and have to make a list of them with details of that particular companies and also have to make a list of our valued as well as potential clients and entered those data in a database system for further contract.

- I have to communicate with my target audience over phone according to the list or database for presenting our company activities and set meeting for detail presentation. After successfully set the meeting I have to search and studying the company profile and physically visited to the clientele place and trying to bring the work order from them. I have to follow up also time to time to our old client and maintain the good and long term relationship with them.
- I have always to keep liaising with designers and printers to fulfill the work order of our clients as well as for on time delivery.
- Maintaining and updating customer databases.
- Attending events such as conferences, seminars, receptions and exhibitions etc to get idea about how to organize and manipulate the event.
- I have to monitor the competitor activities like monitor what kinds of strategy they are taking, who their target customer, what their activities in the market and on the basis of that I have to contribute and developing our marketing plans and strategies to grab the market and keep our valued client with us.
- Supporting the marketing manager and other colleagues by providing various marketing information and share knowledge.
- Attend Various Customer events.
- Delivering presentations to the clients.
- Writing and presenting reports to clients and senior management.
- Writing and presenting Business proposal, various proposal letter, E-mail, Updating the company profile and power point presentation slide to clients and senior management.
- Receiving the work order , make notes the order, presenting and make plan with the CEO about how effectively make successful those order and deliver on time to the clients.
- Finally I have strictly follow the companies rules and regulation, terms and condition, discipline as per the companies norms.

4.0. Major Findings & Observation

- ❖ Ingenious Group is in a better position in respect of sourcing and supplying various work order because they have very good and strong liaising with the suppliers as well as contact person to deliver that required elements for event setup.
- ❖ They have very good and strong relationship with various clients and have a strong political backup.
- ❖ They have a good communication among the employee and have a good communication network domestically as well as internationally.
- ❖ Though one of their sister concern which main responsibility only for event management named as Event City are organizing the event very efficiently but other sister concerns are like Studio Scansion, Ingenious interior, Ingenious communication, Shopnoghuris are not so active as like as Event City.
- ❖ They have scarcity of experienced and well skilled architect, interior designer and printers.
- ❖ It is very difficult to survive in the market as because there are lots of old and experienced competitor available in the event management sector.
- ❖ One of the concern named as Shopnoghuri establish with the aim of coverage the wedding market but this sector is totally inactive and sinking.
- ❖ Training system is unavailable for the employee as a result its takes long time to get desirable output from the employee.

- ❖ It goes without saying that Research & Development is the guiding force for any kinds of Organization. But in Ingenious Group there are no Research & Development system.
- ❖ Total number of employees are insufficient but have strong media and corporate contacts.
- ❖ Lack of proper working environment as well as infrastructure as a result there remains huge gap of employee motivational tools.

5.0. Recommendations

- ✚ I would like to recommended to Ingenious group has to put equal concentration on each and every sector rather than one sector they covered.
- ✚ For getting the quick result and output from the employee as well as to make them experienced corporate assets they must have to provide effective training process.
- ✚ Though they have strong media and corporate contacts and usage of the right event management tools but they have to concentrate on the quality of the product or services.
- ✚ Have to hire or recruit experienced and skilled Designers, Architect as well as consultant.
- ✚ It goes without saying that Research & Development is the guiding force for any kinds of Organization. For survive in the competitive market and to win the competition there is no any other alternative way except Research and Development. Moreover there are lots of competitor exist in the field and among them most of the Event management organization have no any research and development system, so its would be very great scope and opportunities for Ingenious Group to activate R&D to grab the market and to fulfill their objectives effectively and efficiently.
- ✚ Sufficient work environment has to provide and sometimes the organization can arrange picnic or long tour for refreshment of their employees and it can work as a motivational tools for them.

- ✚ Employee turnover rate has to be minimize. Improve communication between companies and agencies (creative concept, event coordination)
- ✚ Clearly determine responsibilities Regular meetings to improve communication and avoid time pressures (between suppliers and companies, between responsible owners)

6.0. Conclusion

Event management is a glamorous and exciting profession which demands a lot of hard work and dynamism. As the name suggests, it means conceptualizing , planning, organizing and finally executing etc. This industry is just new in Bangladesh, but holds a lots of promise for expansion. It offers enormous scope for ambitious young people. Event is the planning and implementation of events, large and small that meet the marketing goals of an organization. Event management is an area that is growing rapidly, and is expected to have a better growth rate in the next decade. Typical events organized by professional event managers include product launches, parties, sponsored events, sporting events, competitions, concerts and festivals, fundraisers, trade shows, corporate open days, seminars and tours. Event management sector have greater potentiality and scope to develop and can contribute for employment as well as economical, entrepreneurial and cultural growth of Bangladesh.

7.0. References

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