Internship Research Report

On

"Overall Customer Service Strategies and Internal Business Process of Stencil Bangladesh Limited."

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Submitted To:

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Letter of Transmittal

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BRAC Business School

BRAC University

Subject: **Submission of Internship report.**

Dear Sir,

This letter is regarding the submission of my internship report, entitled "A study onOverall Customer Service Strategies and Internal Business Process of Stencil Bangladesh Limited**."** ofStencil Bangladesh Limited". Stencil Bangladesh Limited being the organization I was attached with during the period of my internship. The purpose of this report is to learn about the Customer Service Strategies and Internal Business Process of StencilBangladesh Limited.

I have effectively finishedmy internship program at Stencil Bangladesh Limited and I worked there as an intern for three months. Dealing with this report was an extraordinary learning experience for me as I got the opportunity to find out the contrasts amongst practical and theoretical work. I believe you will find the report to be objective, methodical and reliable.

I would like to take this opportunity to thank you for all the support and guidelines that you have given, which I want to keep getting later on. If it's not too much trouble don't hesitate to get in touch with me on the off chance that you have any queries. I would be very happy to give you any elucidation with respect to this project.

Yours Sincerely,

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Acknowledgement

Toward the start of setting up this report, I might want to pass on appreciation to the Almighty Allah for his blessings in finishing this report. This internship report is an accrual of many people's effort. For this, I am obliged to various individuals who helped me to sort out this report and for their kind assessment, proposals, directions and support and proper guidelines for this.

I have gotten unending backing and direction in arrangement of this report from various sources. I would like to take this opportunity to express my gratitude toward them all.

As a matter of first importance, I would like to thank my honorable internship supervisor Mr. NomanHossainChowdhury, Senior Lecturer, BRAC University for his consistent direction and help with planning of this report. His priceless guidance has helped me a great deal in composing this report. I am immensely appreciative to him for the backings he has given during my Internship period.

Next, I would like to express heartfelt gratitude to my organizational supervisor at Stencil Bangladesh Limited, Mr. Zaidul Khan, Head of Business, Stencil Bangladesh Limited. He directed me towards the right information and regularly reviewed my progress in preparation of this report. I would also express heartfelt gratitude to AfiaSiddique, Executive of Human Resources,Stencil Bangladesh Limited, who always supported me in all ups and downs throughout the internship period.

I would also like to extend my gratefulness to the following persons:Tamalika Ahmed, Mr. Rashed Bin Abdullah, Mr. Joy Mirza, Mr. RashedMonzur, Mr. SazzadHossen, Mr. HabiburRahmanand Mr. Anthony Nayan Gomes for guiding me in understanding the procedure of Customer service team. Their valuable contribution has facilitated the successful completion of this report to a great extent.

Executive Summary

As I have finished my Bachelors in Business Administration, it's about time that I watched themultifaceted nature of today's business administration. It is vital to assemble hypothetical learning but I understood that a practical experience can convey me more accomplishment to reach in mygoal. So after the completion of my 4 years of BBA program, I am now headed to finish my internship program. I have done my internship at Stencil Bangladesh Limited,where I have concentrated on Customer Services and Marketing Strategies which were also my significant subject to concern.

My research topic is all about Customer Service process and business management of Stencil Bangladesh Limited. In my report I tried to identify the Customer Service practices of Stencil Bangladesh Limited.

In my research report I briefly describe about my Job Description as Intern at Customer Service Department of Stencil Bangladesh Limited. I also include some of our client information and their job details which are very much relevant to this research paper.

With a view to concluding my report summary I would like to mention that there was a shortage of periods to prepare my report and there were not proper and weighted data available to make it better fitted due to confidentiality terms of this company. But still I tried my best to make the report useful to represent the customer service phenomenon of Stencil Bangladesh Limited which might be able to evaluate this company’s customer service process in greater extent.

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PART A – The Organization

1.0 Introduction:

Stencil Bangladesh Limited (Stencil) is a graphic design outsourcing company which is equipped with state of the art studio facilities supported by proper infrastructural support. It is a member of Asiatic 3Sixty which is the largest marketing communication group of companies in Bangladesh. Stencil Bangladesh Limited is the oldest and largest image editing and graphic designing outsourcing agency in Bangladesh which providesallkinds of Image Post Processing Services to its clients. The company is constantly building upon its portfolio and has worked with the leading international brands all over the world. The studio features an excellent mix of experienced and new talent in the area of graphic designing. The studio is committed to deliver international standard graphic design services at a competitive price within agreed deadlines. The Stencil studio has a passion for excellence as far as design is concerned and they are 24/7 supported by a strong management and online marketing team. I am working as an intern of Customer Services which is a part of Marketing team.(Khan, 2016)

1.1 Objectives

- To learn about the current operation and business process of Stencil Bangladesh Limited
- To learn about the internal process and organizational structure of Stencil Bangladesh Limited
- To study the overall Graphics outsourcing industry of Bangladesh
- To find out the problems they currently facing and possible solutions
- Tohave an insight about customer relationship management of Stencil Bangladesh Limited
- To study the market prospects of Stencil Bangladesh Limited and evaluate in terms of its competitors
- To recommend necessary solutions for overcoming problems

1.2 Scope

This report is entitled "Overall Customer Service Strategies and Internal Business Process ofStencil Bangladesh Limited". In this report I tried to gather information from my own internship experience that I gathered on last three months, Primary and secondary source of information. I gathered data from journals, internship reports, essays, news reports, company database, and records of Stencil website. For primary information source interviews of the associated will be considered.

1.3 Methodology

This report has been prepared on the basis of the experience gathered during the period of internship. As I have worked in a particular department so I have collected data from different sources.

Sources of data: Sources of data were collected through two segments.

Primary Data: Primary sources of data were:

- Practical Desk Work
- Conversation with the employees of various department
- Interview with Team Leader of Production management
- Personal work experience in Customer Service

Secondary Sources of Data:

- Website of www.stencilbangladesh.com
- Publications from different libraries and Internet
- Different internship report on Stencil Bangladesh Limited
- Gathered information from Different websites

1.4 Limitations

While preparing this report I faced some limitations. The main challenge was to collecting information since Client and Production related information's are highly confidential. Disclosing the information is risky for the company. So, during preparing the report I faced some problems and those problems were:

- Short duration of internship program. Three months is not enough to know everything of overall organizational business process.
- Some information regarding company is very confidential so, I cannot disclose those issues for their company policy.

2.0 Background:

Stencil Bangladesh Limited (Stencil) is a graphic design outsourcing company with its studio located in Dhaka, Bangladesh. Stencil is a member of Asiatic 3Sixty which is the largest marketing communication group of companies in Bangladesh. Asiatic Marketing Communication Limited (Asiatic MCL) is the mother company of Asiatic 3Sixty and doing business in Bangladesh since 1966. Asiatic MCL is affiliated with JWT, the third largest network agency in the world, since 1996.

2.1 Corporate Information:

- ✓ Year of Establishment:
  2011
- ✓ Country of Incorporation:
  Bangladesh
- ✓ Status:
  Private Limited Company
- ✓ Business Line:
  Image Post Processing Main
- ✓ Country of operation:
  Bangladesh
- ✓ Registered Office:
  House 74, Road 7, Block H Banani, Dhaka - 1213, Bangladesh Tel +880 2 9872364

- ✓ Trade mark:

2.2 Products and Services:

Stencil is an excellent blend of design excellence and professionalism. Stencil Bangladesh Ltd provides Clipping path, Image Masking, Shadow and Reflection, Image Editing, Raster to Vector and wide range of similar services as an image editing.

Here is a list of Products of Stencil Bangladesh Ltd:

- Clipping Path: It is a form of masking or stenciling where we can draw an outline around the image where you want it to be visible, whereas the remaining areas become transparent.
- Multi Path: Multiple clipping paths are an extension to the use of clipping path. Multiple clipping paths are mainly applied for different colors of an image and where the color theme is changed for a new fresh look of an image.
- Image Masking: Photoshop Image Masking Service is mostly used for creating product catalogs.
- Reflection Shadow: Adding a reflection shadow or mirror effect creates the illusion that the product featured in your image is not simply a disembodied picture,
- Image Manipulation
- Neck Joint: Neck joint is done to get a more accurate view of the shirt as a whole.
- Image Retouching: Retouching an image is the perfect solution for guarantee an incredible search for media to attract. However, getting the ideal picture is not generally that simple.
- Color Correction: Color Correction services, which is complex retouching area like recreation of photo areas, faces, skins, objects, products etc. along with color/perspective correction etc.
- Others: Natural Shadow, Raster to Vector, Drop Shadow

2.3 Mission

Stencil mission is to constantly create ability in the territory of planning and related administrations in Bangladesh and set up long haul manageable business association with global customers by giving top notch proficient administration.(Stencil Bangladesh Limited)

2.4 Vision:

Want to be the leading service provider of clipping path industry in Bangladesh.

2.5 Goals:

Our goals are to provide you with best quality service increase your revenue, boost your profit margin, lower your operation cost and of course save your valuable time.

PART B – The Project Part

3.0 Departments of Stencil Bangladesh Limited

- Stencil Bangladesh Limited has following departments:
- HR and Admin
- Marketing
- Accounts and Finance
- IT
- Client Service
- Support

HR and Admin

The HR team of Stencil Bangladesh Limited looks after proper execution of all the HR policy and procedure of recruitment, selection, compensation, benefits and health. The team is also working on implementation of modern HR functions. The admin department is partly supervised by HR. Logistics, transportation and other operations are responsibility of admin team.

Marketing

Since Stencil is an image editing outsourcing company its marketing style is a bit different. Telemarketing is their strategy to gather customer. Through telemarketing company can have a better idea about their client's wants and demands.

Accounts and Finance

All types of revenue and expenses are administered by this department. They also take care of the billings from and to clients.

IT

Since it is an outsourcing company IT is an important sector. A standby team of 5 members arealways ready to handle any kind of technological problem.

Client Service

To keep up a good affiliation with the clients and prospects is the essential job of client service department. Understanding the demands of the clients, maintaining company rules and policies while managing the clients and make them be aware of the company procedure. Maintain and renew stakeholders list.

Support

The designers who work in the editing studio are the support team. They arethe peoplewho maintain the company reputation through their hard work. Around 60 designers work in 3 shifts.

5.0 Payment Mechanism:

First of all, we always prefer to use PayPal to receive our payment from client. After processing any jobs, we send invoice and details of our account to the client. Our PayPal account email address is: service@stencilbangladesh.com.

We do also have an active bank account at Bank Asia.

6.0 Market Position

As of now Stencil is driving the image editing and graphic designing outsourcing industry. It is positioned number one among 10 other image editing and graphic designing organizations. Stencil accomplished yearly deals turnover of BDT 2 billion in 2013. Being one of the biggest realistic planning organizations of Bangladesh the organization is working with top shots as its customers. Mango,Wal-Mart, Amazon.com, Stylistpick.com, BooHoo.com and so on is a few customers of Stencil Bangladesh Limited.

7.0 SWOT Analysis of Stencil Bangladesh Limited

Stencil Bangladesh Limited is the leading company in graphic designing field of Bangladesh. Established in 2011, Stencil has been making an extraordinary showing with regards tographic designing that have placed them in the top.

7.1 Strengths

Size and Diversification

The size of its operation and the variety of their services has been added a strong value in their no. one position.

Research and Development

Stencil Bangladesh Limited has an unbending attitude towards the expansion of image editing and graphic designing arena in our country. Their approach is quite unusual to find the next enrichment technique. Consequently their portfolio shows a high quality variety of effective rapport with more than hundred online shops and agencies. They keep researching on finding different ways to enhance their designing and editing quality.

Efficient Employees

To take an organization in the top position the very primary condition is to have workforce with all-around feature. Stencil Bangladesh Limited has constantly overrun them in terms of preparing extraordinary staff and experienced employee. Training program, motivational seminars and many other skill enhancing workshops is a usual incident in Stencil Bangladesh Limited.

7.2 Weaknesses

i. Because of manpower deficiency they have insufficient number of division head.

ii. The groups of the company need to better exchange policy to hold the position.

7.3: Opportunities

Stencil works with only online shops and photography agencies. They can expand their business if they start working with photography studios and freelance photographers. Also trying different marketing sector is also an opportunity for Stencil. It will help them to reach more proficient clients.

7.4 Threats

This image editing and graphic designing market in Bangladesh is in growing stage. Soon Stencil will start experiencing strong competition. So they should keep improving their business policies if they do not want to fall in the trap of their competitor.

PART C – Client'sInformation and Job Details

8.00: SMADE& Co.

8.1: Company Profile:

Smade& Co.[1] is the permanent client of Stencil Bangladesh Limited. The client Smade& Co. is from Germany which is founded at 2002. Since then, it is providing traditional pre-media services and integrated all the solutions as media service providers in Germany. SMADE spread their business from Germany to Australia, Thailand and Bangladesh with 330 employees.To interact all their services, they have a website named by C*****24[2]which has the possibility to provide their customer everything under one roof.

Company Basic Information:

- ✓ *Website*: http://www.******.com/
- ✓ *LinkedIn ID*: https://www.linkedin.com/company/**********
- ✓ *Industry:* Media Production
- ✓ *Type:* Privately Held
- ✓ *Headquarters:* Winterswyker Str. 120 Vreden, NRW48691 Germany
- ✓ *Company Size:* 201-500 employees
- ✓ *Founded:* 2002

[1]Due to company policy, it is prohibited to disclose the client name
[2]Highly confidential information

8.2: What is C*****24 Do?

C*****24 is a reliable website which provides quality solution for all those who work with high volumes of professional images material. A customer can accomplish several jobs through C*****24 which are mention below

- *Job transfer*: With C*****24 client can transfer their stock of images without fuss for them to process with all of requirements at once.
- *Image Download*: As soon as a job is completed client will receive notification by email. And they can download their ready images instantly.
- *Data Management*: By this server client can merge their image, marketing and merchandize management data at central server center.
- *Data Security*: Smade& Co. is fully committed to secure all the information given by client. C*****24 is build up with XXL and they have also security team for the site management.

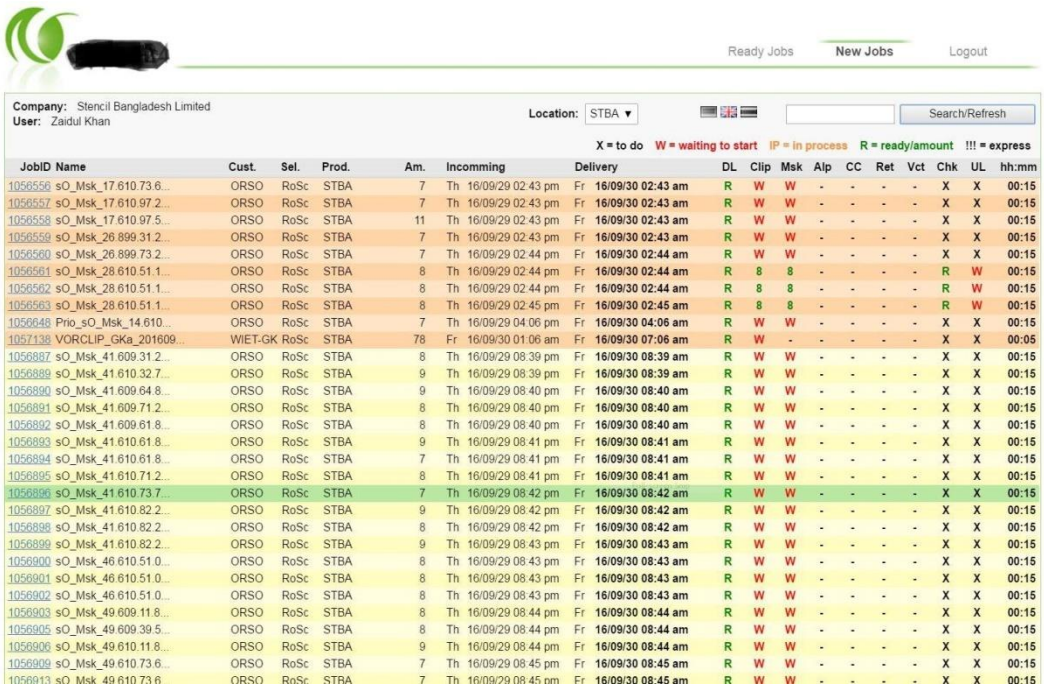


Figure 1C*****24's Website

8.3: Our Relation with Smade& Co. and Job Details:

Smade& Co. is one of the most valuable clients of *Stencil Bangladesh Limited*. We do outsource their image editing services. *Smade& Co*. is the permanent client who gives us 700 images per day to process. We do use C*****24 to download and upload their images. For Smade& Co. we provide several services which are mention bellow:

- Clipping path
- Multi path
- Shadow and reflection
- Image masking
- Drop shadow
- Natural Shadow
- Image Retouching
- Color Correction
- Special requirements: Color change, neck joint, dusts remove and so on.

Here I am describing fou services in details that we outsource to *Smade& Co*.

8.3.1: Clipping Path:

Clipping path means to isolate particular objects from their surroundings within images or whole parts of images. In the form of stenciling and Masking, Stencil Bangladesh Limited creates clipping path services.

1.1 **Process:** Here we draw an outline around the subject which will be visible and the other remaining areas will be transparent. By using scissors, we masked the images with clipping paths have hard edges where there will be no feathering available. After the process, everything outside of the path will be discarded and everything inside the path will be included in the final cut.

Moreover, there are several more ways for clipping path like edit a particular option, give a special shape to an object or prepare a layout design.

1.2 **Tools:** We use several tools like

- ✓ Scissors,
- ✓ Brush tools
- ✓ Marquee tools,
- ✓ Path Selection tool
- ✓ Healing Brush tool

1.3 **Sample Image** : Here I have compared between before and after effects of the two images

Figure 2Before Edit

Figure 3After Edit

8.3.2: Image Retouching:

Often photographers leave dust on image or the image is not sharp enough. So here we do retouch those images and bring out the best of client's image. Stencil Bangladesh Limited provides specialized digital image re-touching services by removing stains and scratches, correct missing spots, contrasting and removing cracks. Retouching also include correcting brightness and dust spotting.

To be clearer, I have allocated different types of Retouching at several parts which are mention below:

- ✓ Model Retouching
- ✓ Product Retouching
- ✓ Extreme Photo retouching
- ✓ Portrait retouching
- ✓ Media photo retouching
- ✓ Blemish Retouch
- ✓ Damage photo Retouching and restoration
- ✓ Glamour Retouch
- ✓ Pageant Retouching

Tools:

We use several tools like:

- ✓ Crop tool
- ✓ Brush tools
- ✓ Eye Dropper tool
- ✓ Quick selection tool
- ✓ Background Eraser tool
- ✓ History Brush tool

- ✓ Blur tool
- ✓ Blemish tool
- ✓ Path Selection tool

Sample Image:

Here I have compared between before and after effects of the two images:

Figure 4Before Edit

Figure 5After Edit

8.3.3: Reflection Shadow:

Reflection shadow creates the illusion that produces the same feeling as like the original mirror or glass produces. Reflection shadow makes images more attractive than normal images. The Team of Stencil Bangladesh Limited is master at making accurate reflection shadow. Our team uses best hand selected Photoshop retouching tools to make a perfect reflection of any images that anyone can be proud of.

Process:

Here are the some steps to process the Reflection shadow by Adobe Photoshop:

- ✓ First copy the section that we want to reflect.
- ✓ Then Paste it as a new layer
- ✓ Now flip the layer
- ✓ Make position
- ✓ Change the layer blend mode
- ✓ At last we have to do masking.

Tools:

The main tools are listed below:

- ✓ Marque tools
- ✓ Move tool
- ✓ Layers Panel
- ✓ Mask
- ✓ Gradient tool
- ✓ Gaussian Blur

Sample Image:

Figure 6Before Edit

Figure 7After Edit

8.3.4: Image Masking:

Image masking is one of the basic image processing operations. It is used to remove the background of an image, either to cause the image to kick out on its own or to place the image over another background.

In image manipulation services, there are two types of masking which are layer masking and image masking. These two terms are closely related in concept they are completely different from each other. Note that, in photo editing industry, when people say “Photoshop masking” that means they are indicating to the layer masking. So, here we will discuss about the layer masking.

Stencil Bangladesh Limited uses Photoshop Image Masking that is utilized with Clipping Path method to knockout the foundation of complex picture to be set for commercial show in online business site or photograph control. Photoshop Masking is additionally helpful when clipping path alone is not relevant on hair, hide, or semi straightforward or translucent pictures like glasses, quills, smoke, flares, highlights, lighting, chiffon and muslin and so on.

Tools:

We utilize a few apparatuses of photo shop like

- Background eraser tool
- Quick selection tool
- Magic wand tool
- Gradient tool
- Move tool
- Path selection tool

Process:

Here I will give an idea how to make layer of an image at Photoshop

Step 1:

Open the longing picture to use for this image masking. To do this, we'd have to get to the file menu in Photoshop and tap on open; from that point pick the desire file. Now create a duplicate layer from original one.

Figure 8 Create Layer

Step 2:

When we have accessed the file in Photoshop, we need to select the “Magic Wand Tool (W)” from the tool box menu. This can easily be accessed from clicking on the “Tools” option from the windows menu.

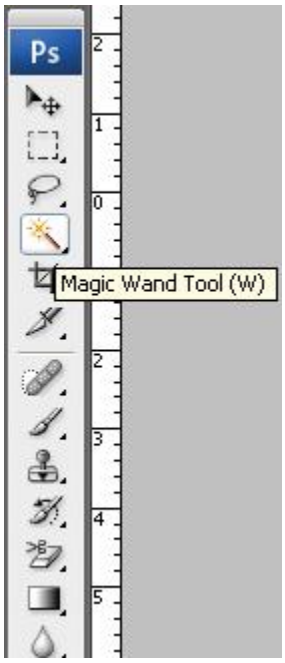


Figure 9 Magic Wand Tool

Step 3:

Select the white foundation that we need to have expelled and it will naturally choose all the white zones inside view.

Figure 10 Select white Background

Step 4:

Now, it is fitting to have a copy expense of the picture made. The substance of this is to empower us take a shot at the copy duplicate while preserving the original. Have the original covered by turning off the visibility symbol. This should be possible by tapping the delete key

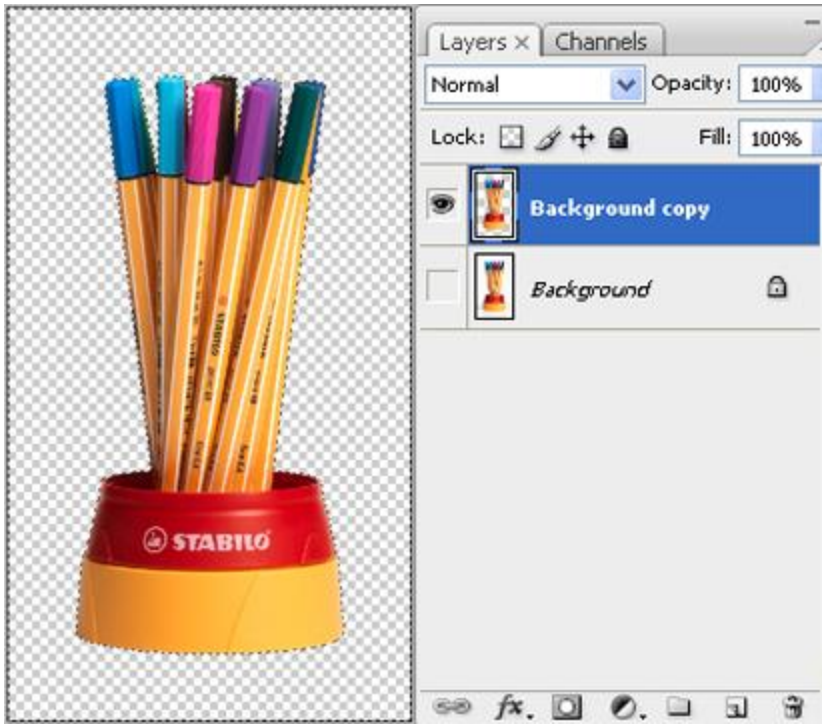


Figure 11 Create duplicate layer

Step 5:

Pick another layer by selecting the "Create new layer" choice from the bottom of the layer palette. Input the desired color utilizing color picker (Foreground Color) or make a choice from different sources by gluing from the background image.

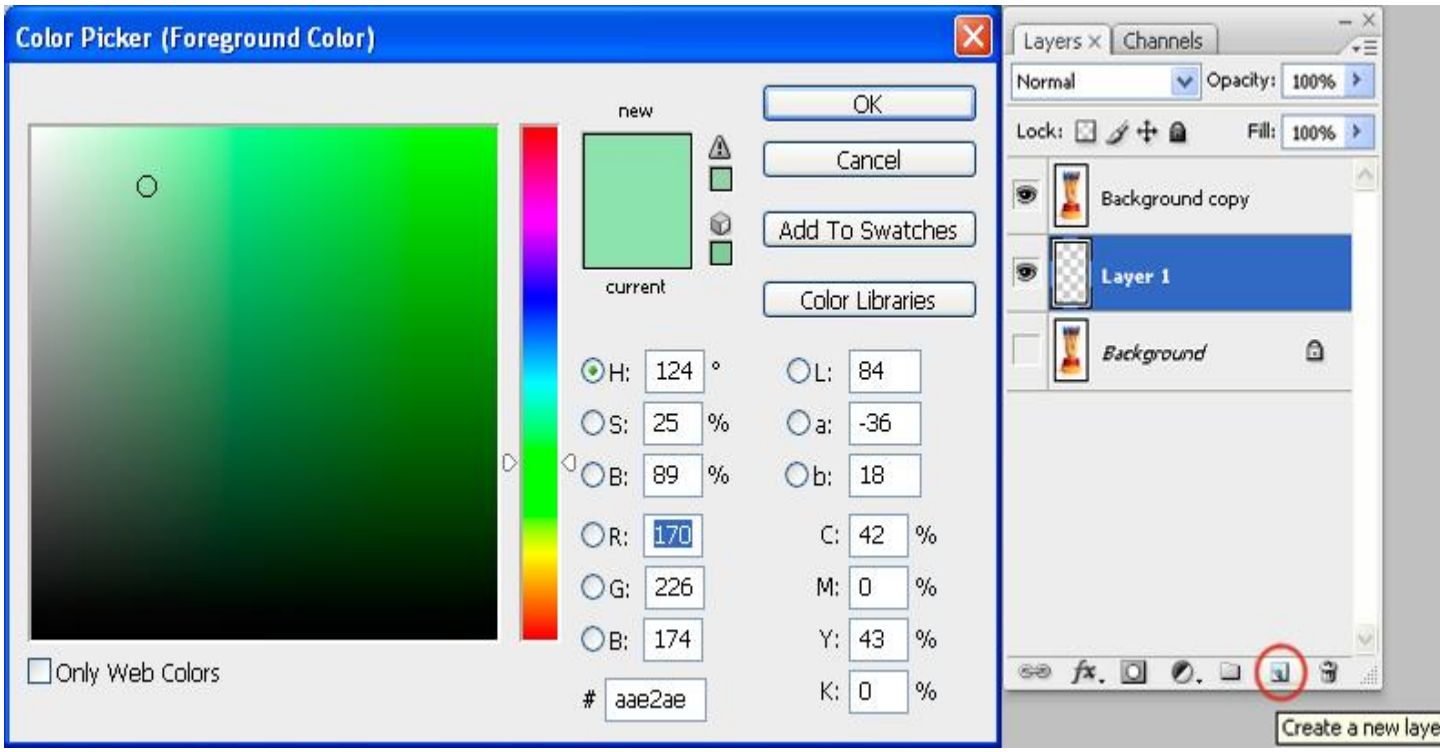


Figure 12Create new layer

Step 5:

Presently select the "Gradient Tool (G)" from tool box and apply this color in the new layer. Demonstrate the picture layer and color layer both together and see the last outcome.

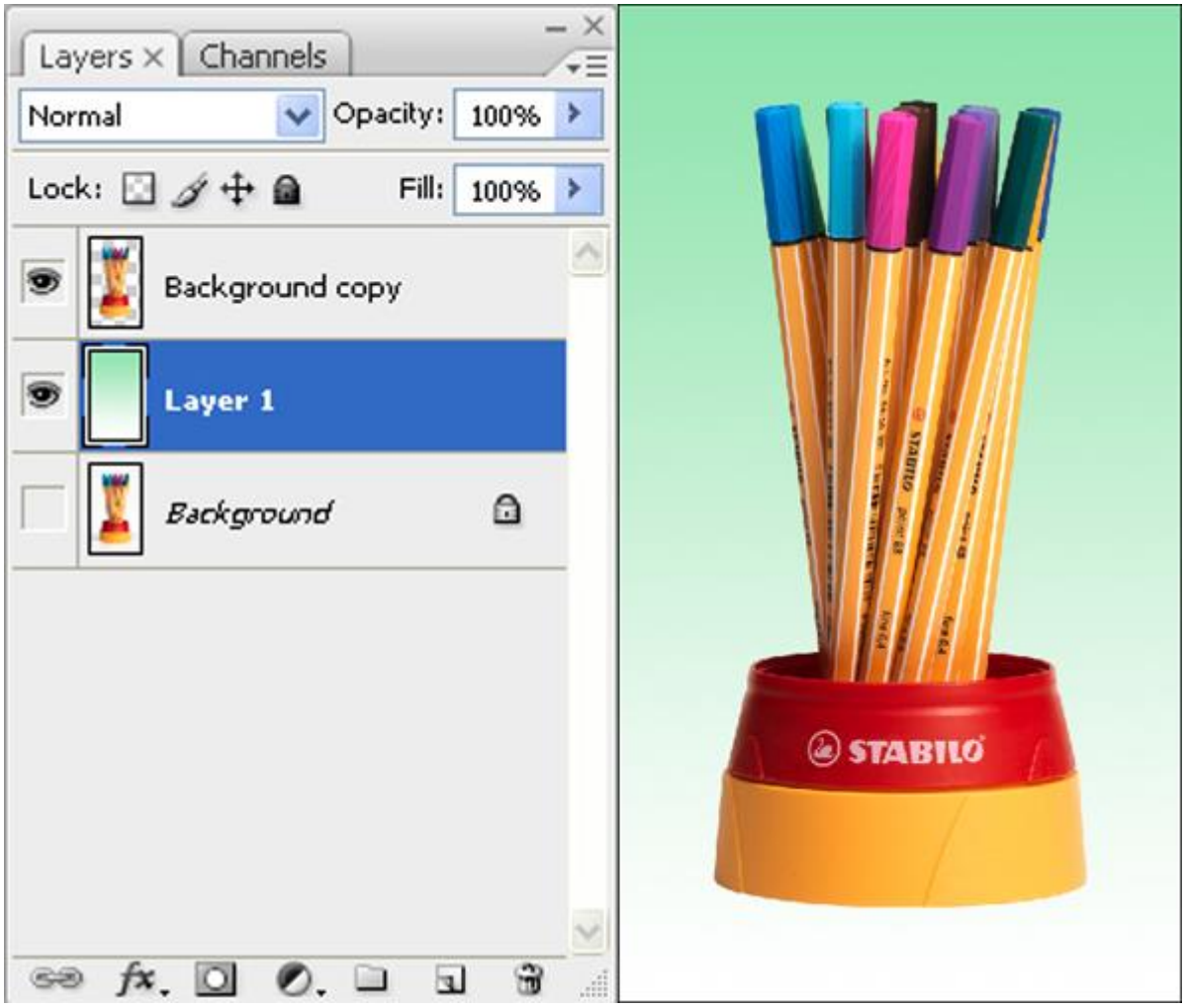


Figure 13Gradient Tool

We may likewise utilize any color, picture or any impact in this layer as our desied one and get final masking image using Photoshop

9.0: General Job

Stencil Bangladesh has so many General clients who are not frequently give us job. Say for example FF, DL, 3S, DWPVE, AKBCH, GS, DL, TCNC, RWLA and so on.

Our General clients pass their jobs via our Server like FTP and Dropbox. We also have some common server like FF (code name) by which we collaborate with our client. We also use We Transfer and We Sendit to receive and deliver jobs.

Client sends us mail when they give us any job. In the same process, we inform our client through mail, if their job is done and submitted.

Here I am describing three cases from our general clients and each section includes company profile, image processing and sample image comparing before and after effect.

9.1: 3S:

3S is a Netherland based company which is the part of e-Goes, e-commerce solutions. They are specialized at 360-degree product rotation and 3D product images. Here I point out their specialty in a nutshell:

- ✓ They mainly specialize in 360 degree product photography. Their studio is fully equipped to make 360-degree product photos, as well as their equipment and workflow.
- ✓ They have many years of experience into their products. They are constantly working to improve their procedures so they can offer the highest quality at the best price.
- ✓ They offer a total solution. They take care of their products, they also provide the photography. All knowledge is in their house and provides the best solution. .
- ✓ They store all the images, the unlikely event something goes wrong with clients' computer or website, client can always rely on them.
- ✓ They also offer free trial for client products.
- ✓ Their background is e-commerce, international marketing or branding.

9.1.1 Our Relation with 3S:

Stencil Bangladesh does not have any permanent settlement with 3S like SMADE but they give us jobs very frequently. They send their jobs via our FTP server or Dropbox server. Then inform us through mail. In the same process we deliver their ready jobs and inform them.

9.1.2 Job Type:

The client 3S basically gives *Image manipulation* type of jobs. Image manipulation includes transforming and altering images by using different types of tools. Image manipulation is technique to edit an image in order to create illusion or deception in photographs. Our production team is expert in using various methods and techniques to achieve desired results.

9.1.3 Tools:

Our production team can use a vast amount of tools to manipulate an image. Some importance tools are listed below:

- Text tools
- Transformation tools
- Brush tools
- Texture
- Layer mask
- Spherize Filter
- Distortion

9.1.4Process:

The process of image manipulation is quite complex and tough. Here I listed some important point to process image manipulation:

- Preparation for Taking the Photos
- Taking Photos for the Background
- Taking the Photo Texture
- Preparing the Background

- Color Adjustment
- Creating the Brush
- Adding Shadows
- Adding Mist
- Applying Texture
- Final Adjustment

9.1.5: Sample Images:

Figure 14Before Edit

Figure 15After Edit

9.2: DL:

DL is group of photographers that worked with clothing and apparel photography for business catalogs, E-commerce or any needs. They have also done limited amount of special ghost mannequin editing photography. They have experience to work with in store photography, POP displays and banners. Their specialties included model photography, ghost mannequin and 360ºproductviews.

DL started their photography business in February 1997. They owned a commercial Photography studio in Los Angeles.

9.2.1: Our Relation with DL:

The main sector of DL Photography is Model photography and E-commerce catalogs. For their photographs, they require high end model retouching and ghost mannequin editing. DL sends their images to us via Dropbox server and provides necessary instructions through email. After processing their image, ghost mannequin send them via same Dropbox server.

9.2.2: Job Type:

Ghost mannequin is the upmost demand for DL. In first appearance ghost mannequin editing looks very simple but a ghost mannequin editing requires to do several complicated process. The term also known as Combo or Montage which is related to garments products. Stencil Bangladesh Limited has a separate department for top quality ghost mannequin editing.

9.2.3: Tools:

Our expertise production team is used to touch the listed tools:

- Erase tool
- Brush tool
- Crop tool
- Color correction tool
- Path selection tool
- Quick selection tool
- Move tool

- Modify Layers
- Photoshop pen tool
- Eraser tool

9.2.4: Process:

To do Ghost mannequin image editing, production member needs to go through some specific process which are listed below:

- Image clipping,
- Photo enhancement,
- Photo cropping,
- Photo resizing,
- Photo color alteration,
- Portrait improvements and retouching,
- Picture color correction
- Photo reinstatement

Here I am describing step by step the process of Ghost mannequin editing:

Step 1:

First we crop the photo down so that we have a minimum of background showing behind the garment. To the left hand side of the screen we will have crop tool from the tool bar to work with.

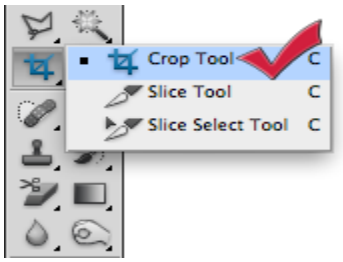


Figure 16 Crop tool

Figure 17 Crop

Step 2:

Next, we will have the front of the garment displayed on the screen. Now we will want to duplicate a layer (which is Ctrl J).

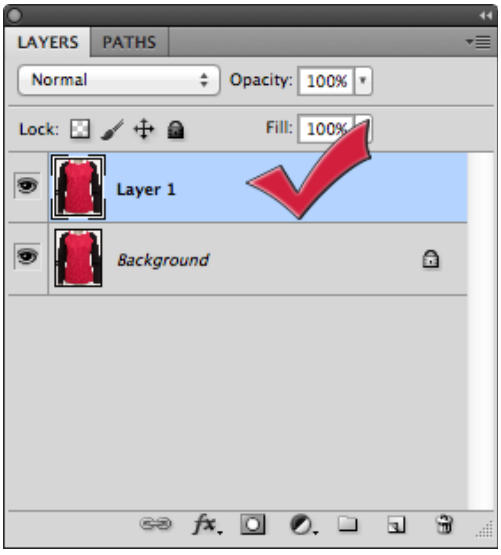


Figure 18 create duplicate a layer

Step 3:

Now we will select we Photoshop Pen tool to cut off the mannequin and the background from the garment.

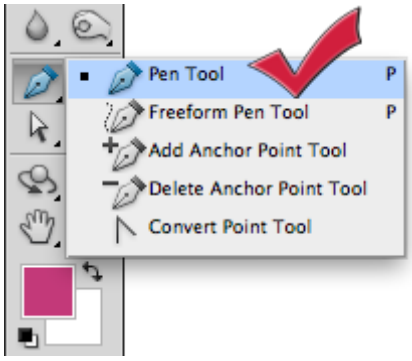


Figure 19Pen tool

Step 4:

Start at the top of the collar right next to the mannequin's neck and the topmost part of the collar and begin working our way down along line of the mannequin's neck. It doesn't have to be absolutely perfect, just be sure to take small steps as we continue to work our way along the inside of the collar.

Step 5:

When we reach the top of the collar, extend the path out to the edge of the page, then up to the top of the page, and over to other side of the page, then down and over to log hostmannequin site.

Figure 20mannequin's neck

Step 7:

Now we will repeat the process with the legs of the mannequin and complete creating path in next area and join it when we will get the “O” symbol.

Figure 21legs of the mannequin

Step 6:

Then hold the control/command and click on path palate to select the paths, now inverse the selection and delete.

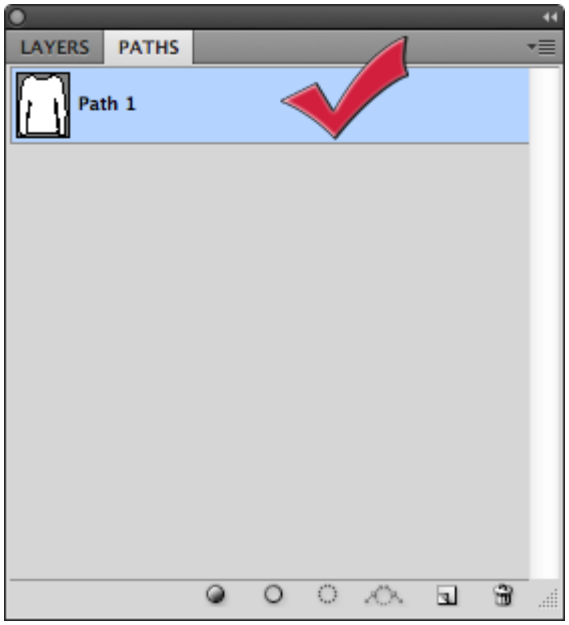


Figure 22inverse the selection path

Figure 23 before and after path

Step 9:

Next we will open the inside back of jacket and crop the label/collar area.

Figure 24crop the label

Step 10:

Now click on Ctrl A, Ctrl C and Ctrl V move the small inside we just did onto the front on the first garment.

Figure 25move the small inside

Step 11:

Then we move it underneath the first layer of the front of the garment so it shows through.

Step 12:

Now we can decide how much shirt we will need. After we are happy with the placement of the inside, ghost mannequin move on to the next step. Now select the pen tool again.

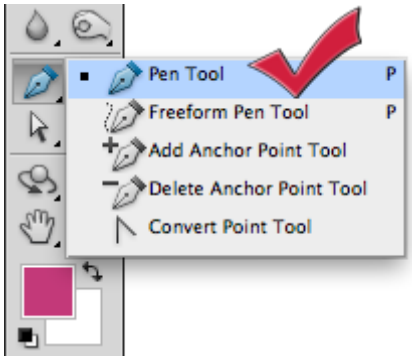


Figure 26 Pen Tool

Step 14:

Start at the top of the collar and cut across the area we just inserted, to get rid of the excess material.

Figure 27cut across the area

Step 15:

Now click on Eraser tool to smooth out the rough edges and remove all the nicks and bumps on the collar. Then we blend in the areas so there is no seam bet ghostmannequin the collar and the inserted piece. We may leave a little shadow if we like for a natural look. Touch up any other areas to give it a more polished look.

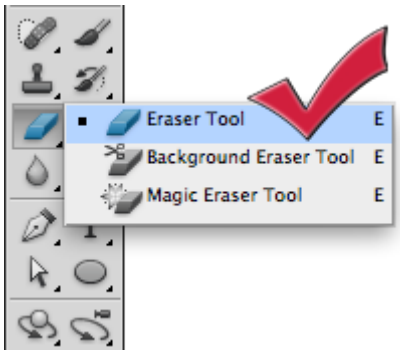


Figure 28Eraser tool

Figure 29remove all the nicks

Step 16:

We can use a brush, about a 25 size to add a little black/dark to inside the bottom of the collar on the top part of the label to add a bit of shading to give a realistic feel to it.

Figure 30 mannequin done

So that is the ghost mannequin process on how we create a “Ghost” or make the mannequin “Invisible” using Photoshop tools.

PART D – Job Responsibilities and Duties as an Intern

10.0: Job Responsibilities and Duties:

I am working here at Stencil Bangladesh Limited as a collaborator between our clients and production at intern post which is a department of CS (Customer Service), a part of Marketing.

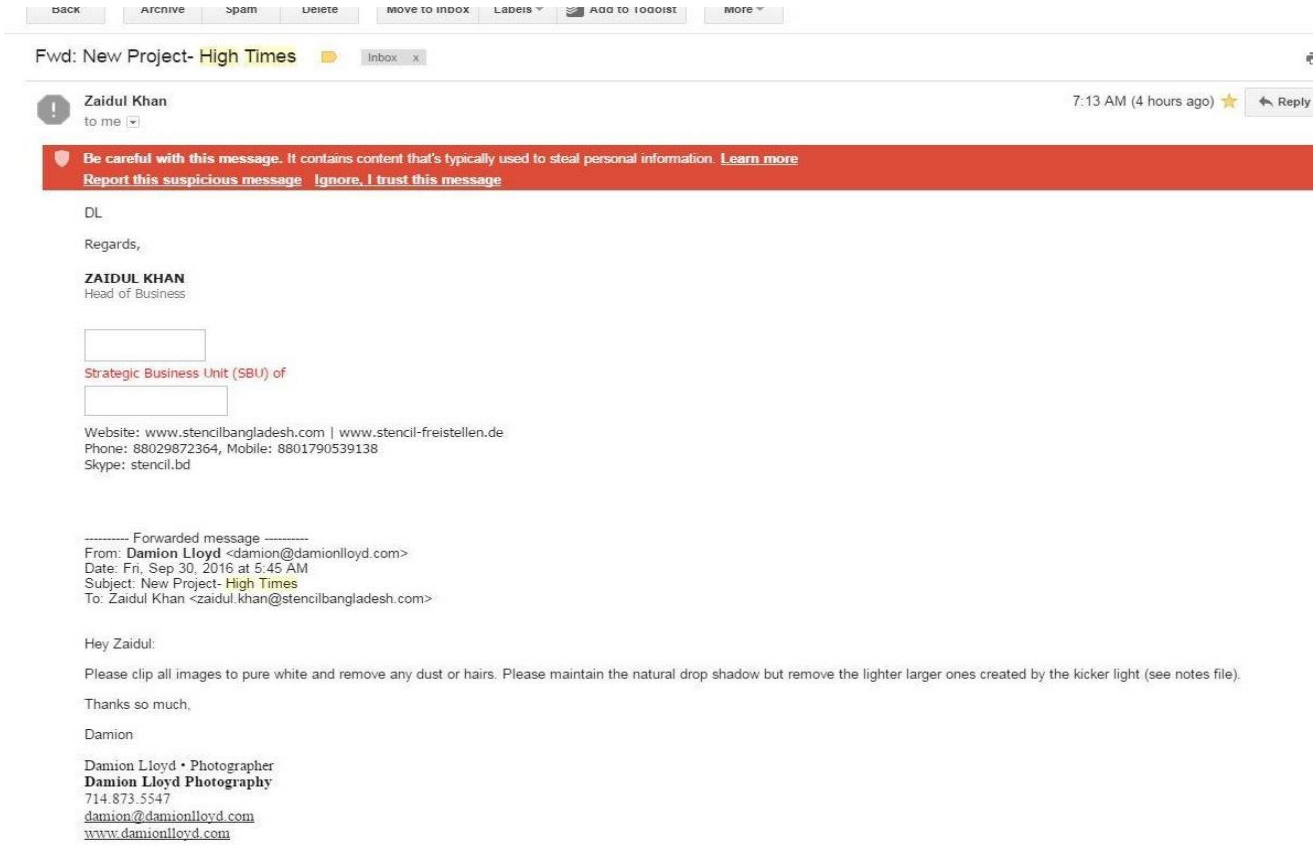
Here is the list of my daily Job Responsibility:

1. Receives order or job from client and download the Job
2. Deliver the Job to the Production team and inform our Boss (Business Head), Team leader, Manager and the marketing team via gmail.
3. Receives ready Jobs from production and deliver to the customer through their desired server like Dropbox, FTP, Clipping24, We transfer etc.
4. Maintain communication with clients through Skypee.
5. Maintain communication with TL and production through LAN messenger
6. Routine checking of previous day's Job
7. Find out Potential Customer and their information
8. Data Entry : Production Work Chart and Report Chart Update
9. Lead Mining :Agencies, Photographers, Brands, Online stores and Super Stores

10.1 Job Responsibilities and Duties in Details:

10.1.2 Receives order:

First of all, we receive an email from client forwarded by Marketing team or Business Head mentioning their Job details, requirement and instructions. Then I download the Job (images) from their server and make the proper placement according to instructions.



Back Archive Spam Delete Move to Inbox Labels Add to Todoist More

Fwd: New Project- High Times Inbox x

Zaidul Khan
to me

7:13 AM (4 hours ago) Reply

Be careful with this message. It contains content that's typically used to steal personal information. Learn more
Report this suspicious message Ignore, I trust this message

DL

Regards,

ZAIDUL KHAN
Head of Business

Strategic Business Unit (SBU) of

Website: www.stencilbangladesh.com | www.stencil-freistellen.de
Phone: 8802872364, Mobile: 8801790539138
Skype: stencil.bd

--------- Forwarded message ---------
From: **Damion Lloyd** <damion@damionlloyd.com>
Date: Fri, Sep 30, 2016 at 5:45 AM
Subject: New Project- High Times
To: Zaidul Khan <zaidul.khan@stencilbangladesh.com>

Hey Zaidul:

Please clip all images to pure white and remove any dust or hairs. Please maintain the natural drop shadow but remove the lighter larger ones created by the kicker light (see notes file).

Thanks so much,

Damion

Damion Lloyd • Photographer
Damion Lloyd Photography
714.873.5547
damion@damionlloyd.com
www.damionlloyd.com

Figure 31: Email from Client

We also need to inform our Boss (Business Head), Team leader, Team Manager, Production manager and Finance Manager via Gmail with confirming the acceptance of this particular job.

10.1.3: Deliver to Production:

After receiving the order from client, we deliver the images to the Production team. We also send instructions and the requirement that we get from the client. Officially we inform production about the job through email. This email includes Location and number of those images, folder name and necessary instructions

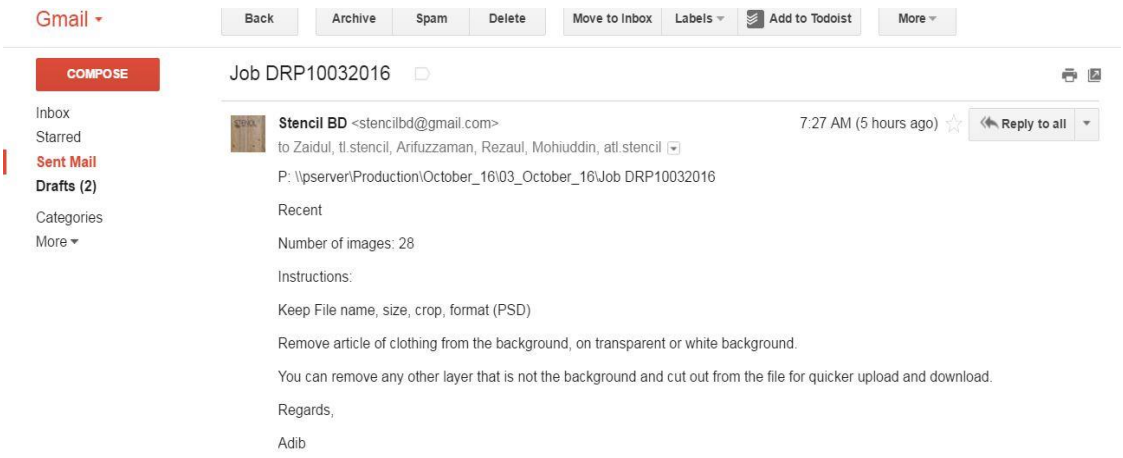


Figure 32 inform production through email

10.1.4: Receives ready Jobs and deliver to the customer:

When the editing is done and the job is ready to deliver to the client, Production manager inform me via an email addressing the location of those images.

Figure 33Receives ready Jobs

Now, I will find those images from the location given by Production manager and upload to any particular server from where client will get their ready images. After uploading those images we will inform the particular client via another email.

Figure 34inform the particular client via email.

10.1.5: Maintain communication with clients through Skype:

I am allocated to maintain communication with clients through email and Skype. If client has any queries, any additional requirements regarding Job, they can send messages through Skype.

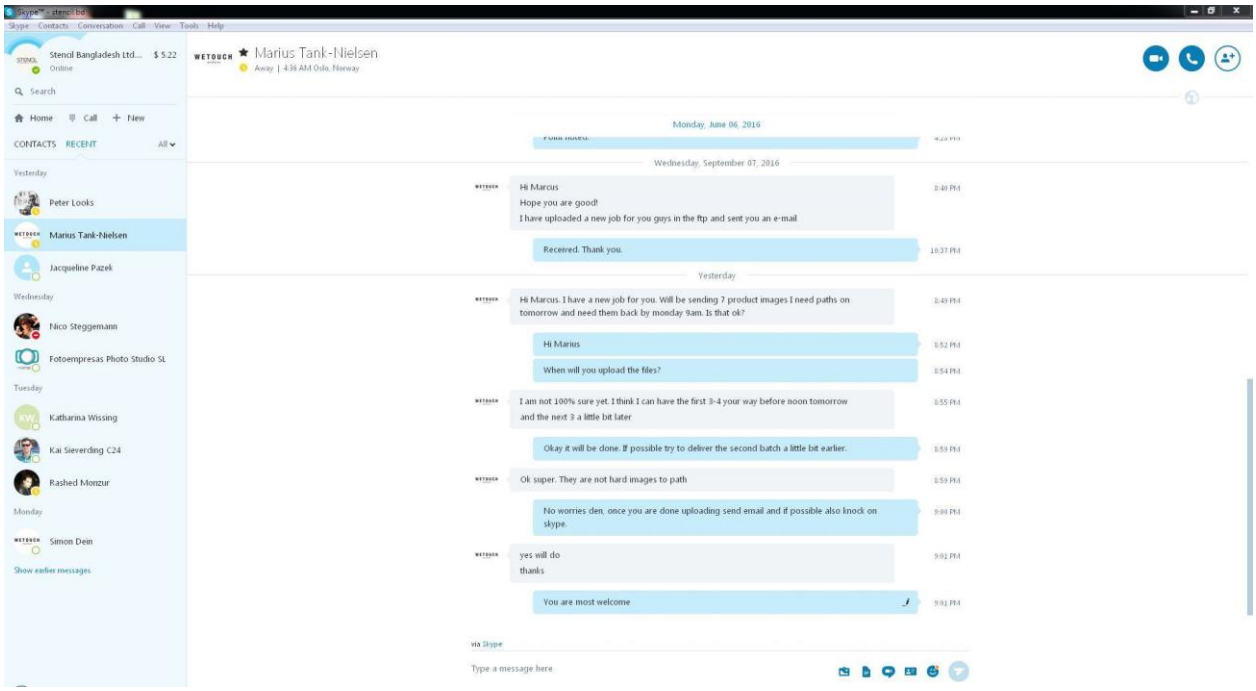


Figure 35 communicate with clients

10.1.6: Maintain communication with TL and production:

We, the CS team need to update about the production work and maintain communication with Team Leader and production team through LAN messenger. Team Leader informs us when any job is done or any correction.

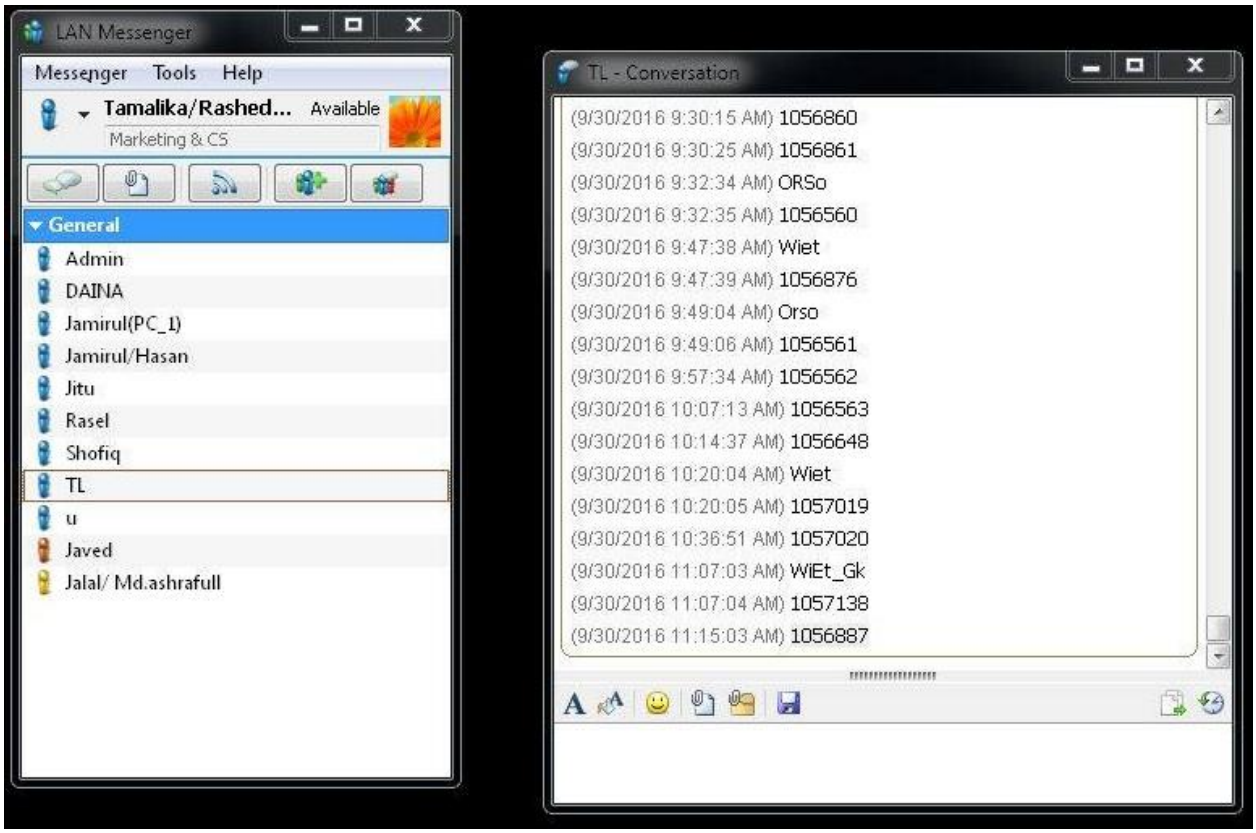


Figure 36 communicate with TL

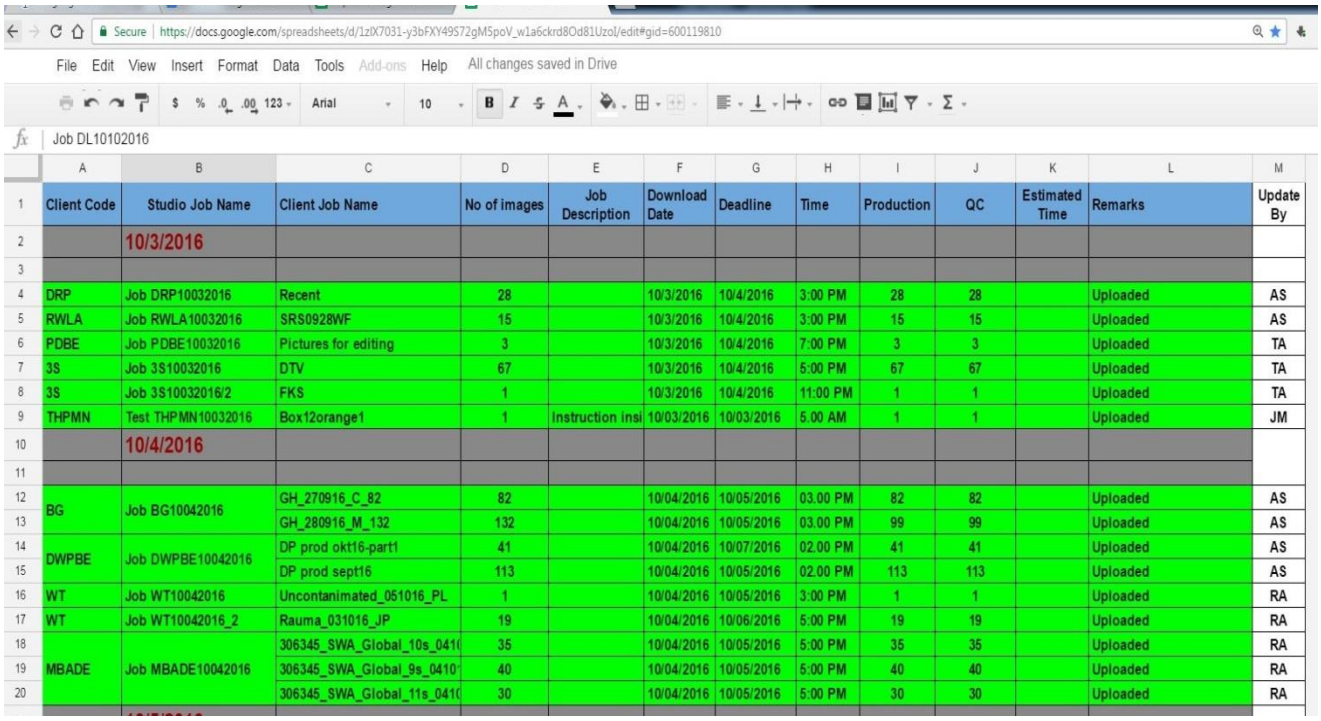
As you notice there are some numbers that TL (Team Leader) sent me through LAN messenger. This is the code number of SMADE jobs. By this process he/she informs me that those jobs are need to be uploaded and ready to deliver.

10.1.7: Data Entry:

Production Work Chart:

Production work chart is the data entry process of Jobs with their recent information. It is include client code, job name and number of images, download date and delivery date. It holds several colors that indicate particular meaning. For example, if any job is done and complete we make it Green color and if any job is on process or uploading we make it Blue color. This Production chart gives proper information about the recent jobs and old jobs and their current status.

-



	A	B	C	D	E	F	G	H	I	J	K	L	M
1	Client Code	Studio Job Name	Client Job Name	No of images	Job Description	Download Date	Deadline	Time	Production	QC	Estimated Time	Remarks	Update By
2		10/3/2016											
3													
4	DRP	Job DRP10032016	Recent	28		10/3/2016	10/4/2016	3:00 PM	28	28		Uploaded	AS
5	RWLA	Job RWLA10032016	SRS0928WF	15		10/3/2016	10/4/2016	3:00 PM	15	15		Uploaded	AS
6	PDBE	Job PDBE10032016	Pictures for editing	3		10/3/2016	10/4/2016	7:00 PM	3	3		Uploaded	TA
7	3S	Job 3S10032016	DTV	67		10/3/2016	10/4/2016	5:00 PM	67	67		Uploaded	TA
8	3S	Job 3S10032016/2	FKS	1		10/3/2016	10/4/2016	11:00 PM	1	1		Uploaded	TA
9	THPMN	Test THPMN10032016	Box12orange1	1	Instruction insi	10/03/2016	10/03/2016	5.00 AM	1	1		Uploaded	JM
10		10/4/2016											
11													
12	BG	Job BG10042016	GH_270916_C_82	82		10/04/2016	10/05/2016	03.00 PM	82	82		Uploaded	AS
13			GH_280916_M_132	132		10/04/2016	10/05/2016	03.00 PM	99	99		Uploaded	AS
14	DWPBE	Job DWPBE10042016	DP prod okt16-part1	41		10/04/2016	10/07/2016	02.00 PM	41	41		Uploaded	AS
15			DP prod sept16	113		10/04/2016	10/05/2016	02.00 PM	113	113		Uploaded	AS
16	WT	Job WT10042016	Uncontanimated_051016_PL	1		10/04/2016	10/05/2016	3:00 PM	1	1		Uploaded	RA
17	WT	Job WT10042016_2	Rauma_031016_JP	19		10/04/2016	10/06/2016	5:00 PM	19	19		Uploaded	RA
18	MBADE	Job MBADE10042016	306345_SWA_Global_10s_0410	35		10/04/2016	10/05/2016	5:00 PM	35	35		Uploaded	RA
19			306345_SWA_Global_9s_0410	40		10/04/2016	10/05/2016	5:00 PM	40	40		Uploaded	RA
20			306345_SWA_Global_11s_0410	30		10/04/2016	10/05/2016	5:00 PM	30	30		Uploaded	RA

Figure 37Production work chart

Report Chart:

Every Job has a unique folder name and current date. We prepare a report chart with the particular folder name and number of images. This report chart delivers the information about any jobs to the Accounts department. By the help of this information the Accounts department collects money from clients.

10.1.8: Lead Mining:

Lead mining is the searching process of finding out potential client through Internet. Basically, different kinds of Agencies, Photographers, Online stores, Super stores are the main focus on Lead mining process.

People or Companies that are dealing with product and fashion/beauty photography shots are our potential client. We also try to find out clients from online stores and Super stores.

How to Mine Them?

- ✓ Use search Engines tools
- ✓ Searching with key words
- ✓ Blogs
- ✓ Photography and Creative Directories
- ✓ Social Media Networks like Facebook and LinkedIn
- ✓ Company Information from Inside View or Hoover

***Key Words*:**

- ✓ Commercial Photography
- ✓ Advertising Photography Studios
- ✓ E-commerce Photography Studios
- ✓ Fashion/beauty/Product Photographers
- ✓ Online Shops

PART D – Findings and Analysis

11.0 Findings

Nowadays Stencil Bangladesh Limited needs to face a lot of competition in image editing sector of Bangladesh.Stencil Bangladesh has to fight with a lot of rivals who are conducting image editing outsourcing in Bangladesh. Trade Excel Graphics Limited, Clipping Hand, Clipping Line, Clipping Path Experts, and Orbit Clipping Path are some of the key competitors of Stencil Bangladesh Limited. So Stencil Bangladesh needs to provide best services to his all clients. Sometimes Stencil Bangladesh CS department has to face difficulties in delivering the orders because of internet disturbance.

In addition, Stencil Bangladesh has less work at a particular time of a year specially at November and December. Here I like to mention that, within a very short period of times, Stencil Bangladesh Limited successfully expand their businesses in different countries of the world.

The future corporate strategy for Stencil Bangladesh Limited is to focus on rapid expanding, market development, creating and sourcing new clients. In that case, Stencil Bangladesh does not have enough qualified employees at Production department, although Stencil Bangladesh has three expert Team leaders and a Production Manger. They are constantly checking the quality of their work and ensure that our clients are getting the best services.

11.1 Recommendations:

After spending three months at Stencil Bangladesh, I have identified some sectors where some development can happen. Stated below some recommendations for Stencil Bangladesh Limited:

1. Stencil Bangladesh Limited follows some selective marketing strategies to attract their clients which are not enough. They need to focus on vast marketing by using social network media because all of their clients are international.

2. More training and counseling hours for the graphic designers.

3. Take a new compensation plan to motivate the employees.

4. More advertising needed in the internet about their services.

5. Stencil Bangladesh Limited has a little office space. They should look forward a new big office.

6. Need to hire some more new experienced graphic designer.

7. Stencil can engage employees more with the company by discussing with them about the goals and objectives of the organization.

8. Currently they use general image editing and graphic designing tool. Modernizing these tools would assist them to keep their leading position maintained. Also they should constantly upgrade their machineries.

9.Stencil can please their clients by giving them sudden discounts on the service. It willincrease the loyalty for the company. Clients will feel more attachment toward them. In this way customer satisfaction rate will increase.

10. Stencil can also improve their business through evaluating their price often. Also they should find more ways to reduce their cost.

12.0 Conclusion:

Stencil Bangladesh Limited has built up their name in the business through imaginative administrations.They generally kept up and took after all standards and controls of Bangladesh government. Thisorganization is getting more up to date regarding its innovation, effective administration and client's fulfillment.

Stencil has the most talented, experienced and dedicated board members. The organization achieved the first spot in light of their commitment towards work. Also, without their trained workers and other staff it was not possible either. The entire organization cooperates likea family for the advancement of the organization.

In my report, I tried to focus on the Customer Services and Production management. I also attempt to draw a whole picture of overall customer service strategies and internal business process of Stencil Bangladesh Limited.Overall, from this report it is acceptable that Stencil Bangladesh Limited follows effective and efficient customer services strategies and business process for their company.

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- http://www.stencilbangladesh.com/
- http://www.SMADE.com/
- https://helpx.adobe.com/photoshop/using/masking-layers.html