

Internship report

on

**“A study on overall Sales performance and
procedure of Fantasy Kingdom”**





Submitted To:

Ms. Tania Akter

Lecturer

BRAC Business School

BRAC University

Submitted By:

S.M Rakib Rayhan

ID: 12304071

Major: Marketing

Minor: E-Commerce

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Ms. Tania Akter

Lecturer

BRAC Business School

BRAC University

Subject: **Submission of Internship report.**

Dear Madam,

This letter is regarding the submission of my internship report, entitled “A study on overall Sales performance and procedure of Fantasy Kingdom”. The purpose of this report is to learn about the sales process and performance of Fantasy Kingdom. Working on this report was a great learning experience for me as I got to learn the differences between practical and theoretical work. I hope you will find the report to be objective, systematic and reliable.

I would like to take this opportunity to thank you for all the support and guidelines that you have provided, which I hope to continue getting in the future. Please feel free to contact me if you have any inquiries. I would be very happy to provide you with any clarification regarding the project.

Yours Sincerely,

S.M Rakib Rayhan

ID: 12304071

BRAC Business School

BRAC University

Contact no.: +8801735-363408

Email: piash13@gmail.com

Acknowledgement

At the beginning of preparing this report, I would like to convey gratitude to the Almighty Allah for his blessing in completing this report. This internship report is an accrual of many people's effort. For this, I am obliged to a number of people who helped me to organize this report and for their kind opinion, suggestions, instructions and support and appropriate guidelines for this.

I have received endless support and guidance in preparation of this report from numerous sources. I would like to take this opportunity to thank them all.

First of all, I would like to thank my honorable internship supervisor, Ms. Tania Akter Lecturer, BRAC Business School, BRAC University for her continuous guidance and assistance in preparation of this report. Her invaluable advice has helped me a lot in writing this report. I am immensely thankful to her for the supports she has provided during my internship period.

Next, I would like to express heartfelt gratitude to my organizational supervisor at Concord Entertainment Company Limited, Mr. Arif Nowshad, Senior Manager, Concord Entertainment Company 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 Mr.Md. Nuruzzaman, Assistant Manager, Sales & Marketing, Concord Entertainment Company Limited, who always supported me in all ups and downs throughout the internship period.

Executive Summary

The purpose of the introduction of theme park around the world is to provide mental refreshment or recreation or for entertainment to the people with a business purpose. Basically, a theme park is basically an amusement park which is built for the sole purpose of giving people some refreshment both mental and physical. So, with a view to providing entertainment to the people Concord Entertainment Co. Limited established the first world class theme park named Fantasy Kingdom in Bangladesh. Concord Entertainment Co. Ltd is a part of Concord Group of Companies which is founded by the chairman S. M. Kamaluddin in 2002. The successful business venture of Concord Entertainment Co. Limited are like Fantasy Kingdom, Water Kingdom, Heritage Park, Resort Atlantis, Foy's Lake Concord, Sea World and Foy's Lake Resort. However, Fantasy Kingdom Complex has different segments like-Fantasy kingdom, water kingdom, Heritage Park, Xtreme Racing go-karting & the Resort Atlantis. This report basically focuses more on the overall sales process, business operation, services and as well as entire marketing strategies and activities of Fantasy Kingdom. For business operation Concord Entertainment Co. Limited basically monitor three departments. They are Marketing, Operations and Account department. In addition, Fantasy Kingdom follows both direct and indirect sales procedure to sell their services to the customers. Moreover, as a part of Integrated Marketing Communication (IMC) strategy they follow advertisement, direct marketing, indirect Marketing, special occasions promotion, sales promotions and various campaigns. However, the overall sales performance of Fantasy Kingdom is satisfactory as they maintain certain procedure to maintain proper sales performance. On the contrary the key competitors of Fantasy Kingdom are Nondon and Sishu Mela. They are competing a lot to grab the market share of Fantasy Kingdom. As I worked as an intern in Marketing department thus I did several task like visited various corporate clients and sold package to them. Furthermore, I also conducted a research on the employees of sales team to determine their perception regarding sales process and procedure. The aim of this research is to determine the effectiveness of the marketing campaign. The result of the research is more positive. However there are certain field to improve the services of Fantasy Kingdom. In future there is a strong possibility to arrive new theme park to compete into this industry but proper planning and implementation can help Fantasy Kingdom to overcome any obstacles.

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PART A – The Organization

1.0 Introduction

People all over the world want to spend some time for mental refreshment or recreation or for entertainment and for that purpose investors all over the world try to introduce theme parks to them with a business purpose. Now, what is basically a theme park? A theme park is basically an amusement park which is built for the sole purpose of giving people some refreshment both mental and physical and in the meantime it is also a source of profit generation. Moreover, in a theme park there will be rides for people to enjoy their time and there will also be other facilities. Theme parks are mainly a newly developed business form in the industry of tourism. According to (HolidayWorld, 2017) Santa Claus Land is the first theme park, which was opened on August 3, 1946 and it includes a toy shop, toy displays, a restaurant, children's rides and many more. Then there are Disneyland, Holiday World, SeaWorld Orlando, Dreamworld, Thorpe Park and other theme parks made all over the world. Now a day, theme park business is not only considered as a profitable business but it is also a source of giving people the scope or place to have proper refreshment.

In Bangladesh the first world class theme park is Fantasy Kingdom which is already so much popular to the people of our country. It is a project of Concord Entertainment Company Limited and already it is a successful project for profit generation. Fantasy Kingdom has world class rides which are manufactured from U.S, Germany, France and Italy. Now, it is considered as the number one theme park of our country.

Now, the sole purpose of this report is to give focus on overall sales performance and procedure of Fantasy Kingdom. This report will give more emphasis on various functions of the sales team like their performance and procedure of sales and marketing of Fantasy Kingdom.

1.1 Objective

- To give an idea about sales performance of Fantasy Kingdom.
- To find out the marketing procedure of sales of Fantasy Kingdom.
- To have an idea about Fantasy kingdom's position in the industry.
- To find out what difficulties they are facing and giving solutions accordingly.

1.2 Scope

This report is mainly a study on “Overall sales performance and procedure of Fantasy Kingdom” and Fantasy Kingdom is basically a project of Concord Entertainment Company Limited. The information for the report is gathered through three months of internship period experience and some other primary and secondary sources of information. I was able to collect information from company database, different reports on Concord Entertainment Company Limited and also doing direct conversation with the employees. There are mainly two major parts in the report and those are the organizational part and project part. Working on this area helped me to understand about the problems and find solutions for those problems accordingly.

1.3 Methodology

I have prepared this report from the personal experience which I have gathered during three months internship period. As, I had to work with the sales team I was able to collect the data I needed for my report both from the employees and from my experience.

Basically, the data for my report were collected from two very important sources. One of them is primary source and another one is secondary source.

Primary sources used for data collection are:

- Direct work experience with the sales team.
- From the conversation with the employees of the organization especially with the sales team employees of Concord Entertainment Company Limited.
- Access to the important information with the help of the employees.

Secondary sources used for data collection are:

- From the website of the company which is www.concordgroup.net
- Information which is available in the internet about the company.
- Previously done reports on Concord Entertainment Company Limited.
- Using survey and others.

1.4 Limitations

There are some problems I faced while preparing this report and those are given in below-

- In the time of collecting data I felt that some employees have personal biasness which can change the outcome of the report.
- There are some important information which I cannot get due to the confidentiality of the information and company restriction.
- Lack of information for the report work.
- As the internship program is only for three months it is quite hard to gather all the information and knowledge about the company for completing the report work.
- I have to focus more on field work while working in the company as a result it was quite hard for me preparing this report within time.

2.0 Background of the Organization

Concord Group of Companies started the journey from (concordgroup) 1972 as an Engineering and Construction firm and now it is one of the largest Construction and Entertainment Company in Bangladesh. Concord Group was established by S.M. Kamaluddin a Bangladeshi entrepreneur with an aim to improve the quality of life of the people of our country. Moreover, their quality work and dedication in the sector helped them to won some of the most challenging projects in Bangladesh. Concord is one of the leading construction companies in our country and it has done more than 500 well known projects which are basically commercial, residential and government projects. In total Concord has worked more than 1000 construction projects in Bangladesh and abroad.

Basically, there are some other companies under Concord Group of Companies Ltd and those are:

- Concord Engineers & Construction Ltd.
- Concord Real Estate & Building Products Ltd.
- Concord Real Estate & Development Ltd.
- Concord Condominium Ltd.
- Concord City Development Ltd.
- Concord Consortium Ltd.
- Concord Lands Ltd.
- Concord Ready-mix and Concrete Products Ltd.
- Concord Architects and Engineers Ltd.
- Concord Architects and Interior Decor Ltd.
- Concord Pre stressed Concrete and Block Plant Ltd.
- Concord Entertainment Co. Ltd.
- Concord Fashion Export Ltd.
- Concord Communication Co. Ltd.
- Jeacon Garments Ltd.

Concord Entertainment Co. Ltd (Point) is a part of Concord Group of Companies which is founded by the chairman S. M. Kamaluddin in 2002. The main idea of creating this was to make a theme park for the recreation of people of our country. They have successfully worked on some project like Fantasy Kingdom, Water Kingdom, Heritage Park, Resort Atlantis, Foy's Lake Concord, Sea World and Foy's Lake Resort. These theme parks are really attracting the people of our country because of recreation and entertainment purpose. Moreover, within a very few time these theme parks got popularity among the people of our country. Basically these theme parks are popular because of entertaining rides and other facilities. Furthermore, in these places they can also arrange big picnic packages and conference for corporate people and for these facilities it is getting much more customers now a day. They have two world class resorts for the clients and people really like to enjoy their time in these resorts because of different facilities. Concord Entertainment Co. Ltd also arranges different programs in special occasions and CSR activities for giving people a chance for better recreation.

2.1 Vision

The vision of Concord Group of Companies is the improvement of the quality of life of the people of our country. However, the vision Concord Entertainment Co. Ltd is to be the best entertainment parks of our country and maintaining its position in future.

2.2 Mission

Basically the mission of Concord Group of Companies is to become the best company in the development and entertainment industry of our country. They want to fulfill the need of their customers by developing better product, service and entertainment, thus they work always thinking about their mission. Moreover, the mission of Concord Entertainment Co. Ltd is to provide recreation and entertainment facilities to the people of our country by their product and service.

2.3 Services of the Concord Entertainment Co. Ltd

Services provided by Concord Entertainment Co. Ltd is basically for the purpose for recreation and entertainment of people of our country and for that purpose they have created a number of facilities like -

Services given by Concord Entertainment Co. Ltd:

- Fantasy Kingdom (19th February, 2002)
- Heritage Park (13th January, 2005)
- Water Kingdom (17th June, 2005)
- Foy's Lake Concord (12th November 2004)
- Sea World Concord (31st August, 2007)
- Resort Atlantis (7th July, 2007)
- Foy's Lake Resort (17th January, 2009)

However, the main two products of the company are the largest entertainment parks and those are –

1. Fantasy Kingdom Complex
2. Foy's Lake Concord

These two parks got different kind of recreation facilities for the recreation of the people of our country and these are also the only world class theme park in Bangladesh. They also got two

luxury resorts in Dhaka and Chittagong which are basically inside Fantasy Kingdom and Foy's Lake.

The details about their service are given in below:

2.3.1 Fantasy Kingdom Complex

It is the first world class theme park in Bangladesh and it was built in 2002 in Ashulia. Fantasy Kingdom Complex has different segments like- Fantasy kingdom, water kingdom, Heritage Park, Xtreme Racing go-karting & the Resort Atlantis. There are different services and facilities in each of these parks and those are really popular to the people.

The services of Fantasy Kingdom Complex (Fantasy, 2017) are given in below:

Sl. No	Name of the park	Services	
		Rides	Restaurant
01	Fantasy Kingdom	Giant ferries wheel Zuzu train Bumper car Vortex tunnel Magic carpet Roller coaster Santa Maria 3D cinema Giant splash Bumper boat	Ashulia Castle Water Café Lia Restaurant
02	Water Kingdom	Wave pool Slide world Family pool Tube slide Multi slide Lazy river	Aqua Restaurant
03	Heritage park	Coffee cup Family roller coaster Pirate ship Family train Dry slide Paddle boat Battery car Igloo house	Lalbagh Restaurant
04	Xtreme Racing	Sodi Kart-10 nos J&J Kart-8 Nos Billiard	Food Corner
05	Resort Atlantis	Economy Deluxe Exclusive Deluxe	Aqua Restaurant

		Super Deluxe Suite Exclusive Suite	
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Table 1: Services of Fantasy Kingdom Complex

2.3.2 Foy’s Lake Concord:

It is one of the most beautiful theme parks made by Concord and it is in Chittagong. This theme park has many rides and facilities for the recreation of people. However, the most attraction of this park is the beautiful lake and hills. Moreover, Sea World Water Park and Foy’s Lake Resort are also a part of this theme park.

The services of Foy’s Lake Concord are given in below:

Sl. No	Name of the park	Services	
		Rides	Restaurants
01	Foy’s Lake Theme Park	Ferris wheel Durbin Family roller coaster Bumper boat Yellow dry slide Red dry slide Speed boat Big boat Paddle Boat Battery Boat Racing Boat Sampan Pirate ship	Lake view restaurant
02	Sea World Water Park	Wave pool Slide pool Family pool Multi slide Waterfall Doom slide Dancing zone	Resort Restaurant
03	Foy’s Lake Resort	Superior (10) Deluxe (10) Super Deluxe (12) Suite (4) Honeymoon Chalet (3) Gold (4) Platinum (4)	Resort restaurant

Table 2 : Services of Foy’s Lake

2.4 Organizational Structure of Concord Entertainment Co. Ltd

There are basically three functional departments in Concord Entertainment Co. Ltd and with the help of these three departments Concord Entertainment Co. Ltd runs its activity.

These three departments are briefly discussed in below-

2.4.1 Marketing Department

This is the main control source of Concord Entertainment Co. Ltd as this department directly runs most of the major activity. Under marketing department two team works and those are sales team and marketing team. Moreover, all the programs are organized and most of the major activity takes place in this department.

2.4.2 Operation Department

It is one of the very important departments of Concord Entertainment Co. Ltd and this department is located in each park in order to maintain the park properly. This department ensures that the entire park activity is done in a right way and report directly to the marketing department. Moreover, this department also ensures that the rides are functioning without any problem thus assuring safety to its customers.

2.4.3 Account Department

This department is basically located in the head office and their main task is to record all the earnings and expenditure of the entertainment company. Moreover, this department is also liable to give the salary of all the staffs of Concord Entertainment Co. Ltd.

PART B - Project Part

3.0 Sales procedure of Fantasy Kingdom Complex (CEnCL)

There are procedures which the sales team of Concord Entertainment Company Limited always follow in order to increase the sales and also to fulfill the target. Basically they follow two types of sales procedure and those are-

1. Direct sales procedure
2. Indirect sales procedure

3.0.1 Direct Sales Procedure

In direct sales the sales team tries to conduct the sales activity by directly convincing the clients for different packages and programs of Fantasy Kingdom Complex. In order to conduct direct sales the employees have to follow some procedures and those are discussed in below-

- **Select the clients:**

At first, the employees of the sales team have to decide which type of organization to choose for the sales purpose. There are basically two types of clients and those are corporate clients and clients from educational sector. Then, they have to find out their targeted clients address and other important information.

- **Preparing offer letter for target clients:**

This is the next step of direct sales. Mainly there are different offers for corporate and education sector clients. So, for the sales visit the employees have to prepare offer letter for the clients they want to visit.

- **Conduct sales visit:**

Then, the employees have to conduct sales visit and set meeting with the clients. Here the employees have to convince the clients to arrange the program. The employees have to let the clients know about different packages and facilities of Fantasy Kingdom Complex.

- **Convince the clients to arrange the program:**

Basically, the employees have to convince their clients in order to arrange the program and for that employees share different offer to their clients. If the clients are interested the employees share other important information to arrange the program with them. If both parties agree the contact is half done.

- **Create function sheet:**

Next, employees have to create a function sheet where all the important information about the program is included. However, after taking sign from other seniors, like- Executive Director and Head of Sales the function sheet is done. After completing the function sheet properly it is updated into the server and also send it to the park for ensuring program arrangement into the due date.

- **Take advance payment:**

Before arranging the program the employees collect a percentage of total payment from the clients to ensure the safety of the program.

- **Arrange the program and complete sales:**

After arranging the program the sales is totally complete and the employees collect the rest of the payment from the clients later or in the program date depending on different circumstances.

Moreover, in direct sales procedure I also have to include that some packages are also done directly from Fantasy Kingdom depending on the customers. Some customers come directly to Fantasy Kingdom Complex. So, there also sales activity takes place.

3.0.2 Indirect Sales Procedure

In indirect sales procedure employees try to conduct sales indirectly by using telephone, e-mail or any other medium. Here employees let the customers know about the offer and thus convince them to arrange the program. Indirect sales procedures are discussed in below-

- **Telephone communication:**

Sometimes the clients call into the head office after seeing different marketing activity of Fantasy kingdom and arrange program. These kinds of sales activity are done using telephone. Moreover, sometimes employees follow up existing clients via telephone and arrange program.

- **E-mail communication:**

In case of e-mail communication employees e-mail new package program offers to existing clients and get feedback. If the clients get interested seeing the offers the other details are send to them or can also contact with them via telephone and arrange the program thus complete sales.

Mainly, in indirect sales procedure using this two medium sales activities are conducted by the sales team employees of Concord Entertainment Company Limited.

3.1 Integrated Marketing Communication of Fantasy Kingdom Complex (CEnCL)

To let people know more about the theme park Fantasy Kingdom Complex and also to increase the overall sales of the park it is really an important task for Concord Entertainment Company Limited to conduct proper marketing communication. Concord Entertainment Company Limited follows few things for the integrated marketing communication and those are discussed in below-

3.1.1 Advertisement

CEnCL try to conduct regular advertisement to let people know about their offers and packages of Fantasy Kingdom Complex. Moreover, for advertisement they use four major medium which are Print advertisement, TVCs, Billboard advertisement and Radio advertisement. CEnCL uses print advertisement at a regular basis but the TVCs are not shown into the TV channels regularly. Furthermore, CEnCL gives billboard advertisement a lot and update the billboard regularly to let people know about their offers and packages. Recently they started giving advertisement into FM Radio as it is a good way to let people know about them.



Figure 1: Print Advertisement of Fantasy Kingdom

Source: Facebook Page of Fantasy Kingdom Complex (2017)

3.1.2 Direct Marketing

CEnCL try to do a lot of direct marketing activity to let people know about them more and also to increase sales. Most of the times the sales team visit different organization with the package offer letter and let them know about the packages and programs. Moreover, from doing direct marketing they also get more clients with big package offers thus a huge revenue come from conducting this activity.



Figure 2 : Corporate Package of Fantasy Kingdom

Source: Facebook Page of Fantasy Kingdom Complex (2017)

3.1.3 Indirect Marketing

Sometimes they also conduct indirect marketing activity by using telephone and other medium. By using indirect marketing they let the clients know more about their offers and thus increase the total revenue.

3.1.4 Special occasions promotion

In different special occasions CEnCL gives different gifts to different organizations and also let them know about the offers and events in special occasions which work as a special promotion for them.



Figure 3 : Special Promotion on Bijoy Dibosh

Source: Facebook Page of Fantasy Kingdom Complex (2016)



Figure 4 : Eid Special Promotion

Source: Facebook Page of Fantasy Kingdom Complex (2016)

3.1.5 Sales promotion

CEnCL gives different sales promotions like- discount, free tickets and many more in order to boost the sales and let people know more about them. They give more sales promotion mostly in the off season. It is really helpful for them to boost sales.



Figure 5 : Sales Promotion

Source: Facebook Page of Fantasy Kingdom Complex (2017)

3.1.6 Various Campaign

CEnCL arranges different campaigns in order to increase the sales and let people know more about them. Basically, these campaigns are done in a specific time of the year to increase the interest of people to go to Fantasy Kingdom Complex. For example, school campaign this year which includes giving tickets of Fantasy Kingdom Complex with discount offers to students of different schools.

These are the main marketing communication process which CEnCL follows in order to increase the sales and also the popularity of Fantasy Kingdom Complex.

3.2 Sales Performance of Fantasy Kingdom Complex

In every business success lies in the performance of the sales team and in the same way Concord Entertainment Company Limited depends on the performance of their sales team. CEnCL has a very strong sales team with a lot of experience employees in it thus Fantasy Kingdom Complex is able to be the number one theme park of our country. However, to maintain sales performance properly CEnCL follows a lot of procedures. A few of them are discussed in below-

3.2.1 Steps to maintain proper sales performance by FKC (CEnCL)

- **Monthly Sales target for Sales team:**

In each month the sales team has to fulfill a sales target which is given by CEnCL. Basically, each employee of the sales team is assigned with a target of sales depending on their position. Moreover, employees have to fulfill their assigned target sales in each month and they are again assigned with another sales target in the next upcoming month. By following this process in a continuous manner CEnCL is able to fulfill the sales target properly every year.

- **Regular Sales Meeting:**

In each month they arrange regular sales meeting to do proper planning for fulfilling the sales target. Moreover, in sales meeting they also discuss about various problems and try to find out solutions of it. They also takes record that employees are able to fulfill their targets or not from the meeting.

- **Proper sales forecasting:**

CEnCL tries to conduct proper sales forecasting and for that highly experienced employees are there. They try to estimate future sales demand and to achieve it they take proper marketing policies.

- **Reviewing previous sales record to estimate sales target:**

They review previous sales record to estimate new sales target as a result they always make a sales target which is achievable by the employees. Moreover, reviewing previous sales target and making new one helps them to exceed the previous target.

- **Ensure Customer satisfaction and retaining old customers:**

The sales team of FKC always ensures customer satisfaction thus they try to keep those customers in hand as a result sales increases more. Moreover, they always try to retain their old customers which help them to make loyal customers.

- **Introduce different offers to increase sales:**

They also try to introduce different types of offers to increase sales which are really effective. Most of the time, sales increases because of these promotional offers and other facilities given by FKC.

These things are really effective for FKC to increase its sales activity and create better sales performance.

3.2.2 Analysis of sales performance of Fantasy Kingdom Complex

Here, I will show the sales of FKC last few years and try to explain a little bit about their performance.

Yearly Sales Information	
Year	Sales of FKC (TAKA)
2010	32,12,37,000
2011	35,96,31,000
2012	38,90,70,000
2013	32,09,75,000
2014	39,87,03,000
2015	34,64,56,000
2016	44,46,21,000

Table 3 : Yearly Sales information

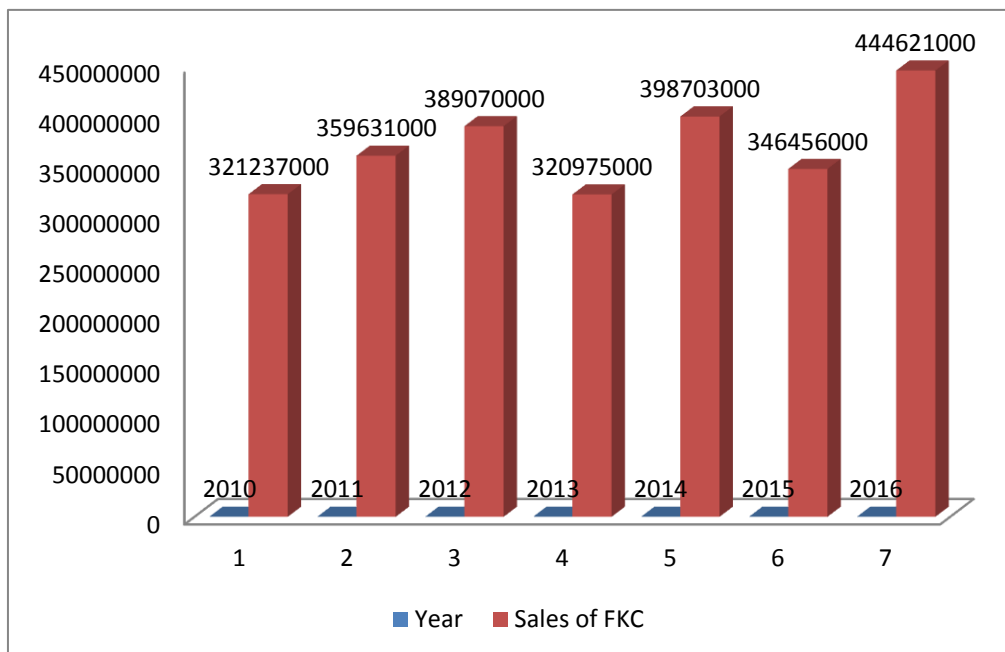


Figure 6 : Sales Volume of Fantasy Kingdom

Here, we can see that sales were the lowest in 2010. In 2011 sales increased and in 2012 sales also increased a lot. However, in 2013 sales decreased a little bit and again in 2014 it increased. In 2015 again sales decreased and in 2016 sales increased a lot. So, from this figure we can have idea that sales of FKC only decreased in two years out of seven years from 2010 to 2016. Moreover, in case of decreasing the sales it was not a huge fall and they were able to come back again with a better performance. Furthermore, we can say that their sales increased in five years and in 2016 it increased the most. So, from here we can have an idea that their sales performance is quite good and as a result they were able to maintain these sales in a continuous process. So, we can come to an opinion that they have a better sales performance and for that they are still the number one in the entertainment and theme park industry.

PART C - Job responsibilities and duties as an Intern

I started my internship from Concord Group of Companies and they assigned me as an intern into Concord Entertainment Company Limited which is a sister concern of Concord Group of Companies. Now, in my internship period I had to work with the sales team and have to do a lot of work with the team. I was working under my supervisor and according to his instruction I had to go to sales visit into different corporate offices and also into different educational institutes. Basically, my main job was to convince the clients to arrange picnic packages and also to let them know about our special offers for picnic packages. Then, I had to make daily visit report and upload it into the private server used by the company known as net user. Moreover, sometimes I had to fix meetings with the clients to convince them to arrange the picnic and let them know about the price and other things. I also had to do official job sometimes, like- entry information about clients and make reports for my supervisor and other important task. Furthermore, I had to visit Fantasy Kingdom when there was any arrangement for big picnic packages and monitor the program with others in order to make it a successful program.

Now, I will briefly discuss about the job responsibilities and duties as an intern in below:

4.0 Sales Visit into different institutes

One of the main job responsibility as an intern was to do sales visit into different corporate and educational institutes. According to my supervisors instruction I had to visit different institutes with his offer letter which contains different discount packages to encourage the clients to arrange big picnic packages. Moreover, I had to convince the people of different organizations to arrange picnic programs and also had to fix meetings with them with my supervisor.

4.1 Meet with HR/Admin or other people for arranging the program

Most of the time, I had to talk with the HR or Admin of the organization to encourage them to arrange yearly picnic into Fantasy Kingdom. I directly discussed with them about different offers of Fantasy Kingdom and sometimes set meetings with my supervisor with them to arrange the program.

4.2 Arrange sales meeting with clients

After sales visit I had to contact with the clients and if they show any interest for arranging any programs I had to fix a meeting with them. In that meeting I discuss about the price, food and many other issues. Then, my supervisor sends them a program budget according to the client's preference and if they like the budget the picnic is arranged.

4.3 Create visit report

I had to create daily visit report at a regular basis and submit it to my supervisor. In the daily visit report I had to mention the name, designation and feedback from the institutes I visited. Then, I also had to upload a daily visit report file into the server.

4.4 Create Client Database

One of the most important parts was to create a client database. It is basically the details about all the organization I have visited and the information of the concern person with whom I talked about the offer. After creating client database I had to update it at a regular basis and also had to upload it into the server.

4.5 Visit Fantasy Kingdom Complex

If there is any big program arranged into fantasy kingdom complex I had to go there in order to monitor the program with others to make it successful one without any problem. Most of the time, my supervisor instructed me before going to Fantasy Kingdom Complex. Our main job there was to look after the clients and solve any problems if occurs.

Basically, these are the major tasks I had to do into Concord Entertainment Company Ltd under the instruction of my company supervisor.

PART D - Findings and Analysis

5.0 Competitors of Concord Entertainment Co. Ltd:

Concord Entertainment Co. Ltd is now considered as the market leader of amusement park after building Fantasy Kingdom Complex and Foy's Lake Concord. It generated the highest number of revenue from this segment comparing with their competitors.

The main competitors of Concord Entertainment Co. Ltd are (TourToBangladesh) –

- Nandan Park
- Wonder Land
- Shyamoli Shishu Mela

5.1 Nandan Park

It is one of the main competitors of Fantasy Kingdom as it has a huge area and a lot o rides for getting proper recreation of mind. The price of Nandan Park is little bit cheap from Fantasy Kingdom and as a result people sometimes get more attracted in it. Moreover, its huge area and beauty makes it the greatest rival of Fantasy Kingdom. However, the lack of new rides and not having a facility to stay at night into Nandan Park gives Fantasy Kingdom the upper hand.

Prices of Nandan Park:

- Entry price Nandan park: 170 Taka
- Entry Nandan park + water world : 400 Taka
- Entry Nandan Park + 13 ride and water world: 450 Taka.
- Locker charge : 50 Taka
- Newly installed 5D: 100 Taka per person
- Bumper car price: 60 Taka

5.2 Wonderland

People like wonderland as it is easy for the transportation and has different facilities. However, the lack of new rides makes it less popular than Fantasy Kingdom. People can go to Wonderland with different package offers and also can be used for shooting purpose.

Prices of Wonderland:

- Entry price: 100 Taka inclusive of two rides
- Whole Park includes 20 rides: 30 Taka each.
- Bumper car price is: 60 Taka.

5.3 Shyamoli Shishu Mela

It is situated in one of the most convenient place in Dhaka city and for that reason transportation facilities are much better than others for this park. However, it is not so much preferred by customers because of not having standard rides and facilities.

Prices of Shyamoli Shishu Mela:

- Entry price: 30 Taka
- Total ride: 22, all ride prices 20 Taka each
- Bumper car: 40 Taka

Though there are many other competitors of Fantasy Kingdom but it is still holding the number one position in the entertainment segment because of its modern rides and other facilities like resorts. Now, it is enjoying the leading position in the market but in future different strong competitors may arise because of the huge profit in this segment which may create problems for them .However, proper plan and management can get it through all the problems if strategies are used properly to beat the competitors in the market.

6.0 SWOT Analysis of Concord Entertainment Co. Ltd

Basically from a SWOT analysis you can easily find out the strength, weakness, opportunities and threat of a company. In order to run a business properly it is really important to know about these four factors.

Comparing with other competitors what are Fantasy Kingdom's strength, weakness opportunities and threat is given below-

Strength:

- Currently it is the leading and best theme park of Bangladesh.
- Huge capacity for people.
- Rides are updated comparing with others in this industry.
- Providing resort facilities which others are not providing.
- Top class security for the customers.
- Unique rides which people will find nowhere like – “Xtreme Racing”.
- Huge capacity for arranging public programs like concert, dance show etc.

Weakness:

- Entry ticket price and other rides ticket price are higher than its competitors.
- Rides are not getting updated so there is a risk that new competitors may take this as a benefit.
- It is located into a far distance as a result people have to face transportation problems going there.
- Comparing with the price the food quality and quantity is sometimes not satisfactory in the restaurants.

Opportunity:

- Adding new rides can attract more customers as people are more interested in new rides.
- Young generation is more interested in theme park like Fantasy Kingdom.
- Comparing with others the price of its resorts is more affordable.
- If transportation facilities are provided it may bring more customers.
- Less powerful competitors in the market.
- Fantasy Kingdom can make strong entry barriers for its competitors as it is the leader in the market.

Threats:

- In future strong competitors may arise because of high profit in this segment.
- Providing security in public place is now a great problem for our country, it may decrease the number of customers in future.
- Choice of people can change as a result people may lose interest in artificial creation which can be a threat for Fantasy Kingdom in upcoming future.

7.0 Research on the different perception of employees working in the sales team of Concord Entertainment Co. Ltd

As I worked in sales department of Concord Entertainment Company Limited in my internship period so I have conducted a research on the sales team of Concord Entertainment Co. Ltd to know their perception regarding the services, sales and marketing procedures of Fantasy Kingdom. Because I have worked more on the sales team of Fantasy Kingdom. Moreover, the mother company of Fantasy kingdom is Concord Entertainment Company Limited.

7.1 Problem Statement

In order to investigate for a research, it is required to find a problem. So, in order to improve the sales performance and procedures of Fantasy Kingdom this research is conducted among the employees of this organization.

7.2 Research Objective

The objective of this research is to find different perception of employees from sales department to improve existing service, marketing campaigns as well as to introduce new marketing strategies campaigns and services for Fantasy Kingdom. Because the employees of this department know the better about the marketing strategies of Fantasy Kingdom compare to other departments.

7.4 Research Questions

I conducted the research with total 16 questions that helped me to gather important information and complete the task. Throughout these questions I have tried to find out the perception of the employees working in sales team of Fantasy Kingdom. Moreover, in my research I have used both structured and unstructured questions to gain insight. All of the questions are related to the research topic. So, I can say all the questions are ensured as reliable and valid and as a result, making the research legitimate.

7.5 Research Design

Research design is basically the prototype or in a specific way we can say a blueprint to conduct the marketing research. There are mainly three types of research design and those are Descriptive, Exploratory, and Causal research. For my research I have used the descriptive research type. I used descriptive research because it describes the characteristics of a particular organization such as services, promotions, and marketing procedure. In this case, I tried to deal with the employee's perception which can be considered as characteristics of the employees.

For conducting this descriptive research I followed cross sectional method. Cross sectional method helped me to conduct the research within a particular population within a particular time.

7.6 Study population and sample

I have conducted my research on the Fantasy Kingdom Limited. So, as per the requirement I have targeted employees of the sales team of Concord Entertainment Limited as the study population and sample. For doing the survey I physically went to the office and distribute the questionnaires to the employees of sales team. The sample size of the research is 10. All of the ten people is from sales team. I have followed convenience sampling method as a way of my sampling because of time limitations. It also made the survey process easier while doing the survey. Besides, it is efficient for my research as I have time constraints.

7.7 Variables of Research

While conducting my research on Fantasy Kingdom, I established specific objectives. By emphasizing on these objectives and interpreting all the given questions, I observe there are eight key variables those have a major influence on the research significantly.

At first, I identified these variables and then based on those prepared the questionnaire and then analyze the research data. The variables are given below:

There are two variables in research. One is dependent variable and the other one is independent variable. Our dependent variable is as follows:

- **Employee's perception:** While surveying my questionnaire, I found that different employees keep different perceptions about the overall sales performance and procedures of Fantasy Kingdom.

On the contrary, there are eight independent variables which are as follows:

- **Service of Fantasy Kingdom:** This variable basically includes whether the service of Fantasy Kingdom is excellent or worse according to the perception of employees in sales team. So, to determine that variables, I prepare some questionnaires for the respondents of the research.

- **Marketing procedure of Fantasy Kingdom:** As this report is related to the sales performance and procedure of Fantasy Kingdom so, in this variable I try to find the feedback from employees regarding the marketing procedure of Fantasy Kingdom.
- **Programs in special occasions :** This variable includes information from the employees whether Fantasy Kingdom should give more emphasis on organizing programs in special events to increase sales volume
- **Uncontrollable factors influence selling outcome:** There are many factors beyond the control of sales people that influence the selling outcome. So, this variable shows the impact of uncontrollable factors that influence the selling outcome of Fantasy kingdom.
- **Attention and attractiveness of sales promotion activities of Fantasy Kingdom:** Customers proper attention towards the sales promotion activities of Fantasy Kingdom is important to increase sales volume. Again, attractiveness of the advertisement of Fantasy Kingdom is also key factors to gain more market share. So, these two key variables are showing the impact of customer's attention and attractiveness from the eyes of the employees of sales team.
- **Sales promotion and picnic package:** Sales promotion and picnic packages always encourage the customers to pay more visits to the amusement park like Fantasy Kingdom. So, there are various questions regarding these issues to the employees to find the effectiveness of the sales promotion and picnic package of Fantasy Kingdom.
- **Reason for visit in Fantasy Kingdom:** There are particular reasons to visit any amusement park. So, this variable basically analyze the reasons that sales team observe regarding the visit in Fantasy Kingdom.

7.8 Data collection procedure

In the survey, I followed the face to face process that made my data collection process more effective. At first, I made the questionnaire and then distribute the questionnaires in the office in office time. But it took time to collect the information because the employees are busy with their desk work. Moreover, some of the employees also return back me the questionnaires after a few days because of their workload. Again, it is not possible to collect information from all the employees of sales teams as some of the employees have market visit from morning till evening.

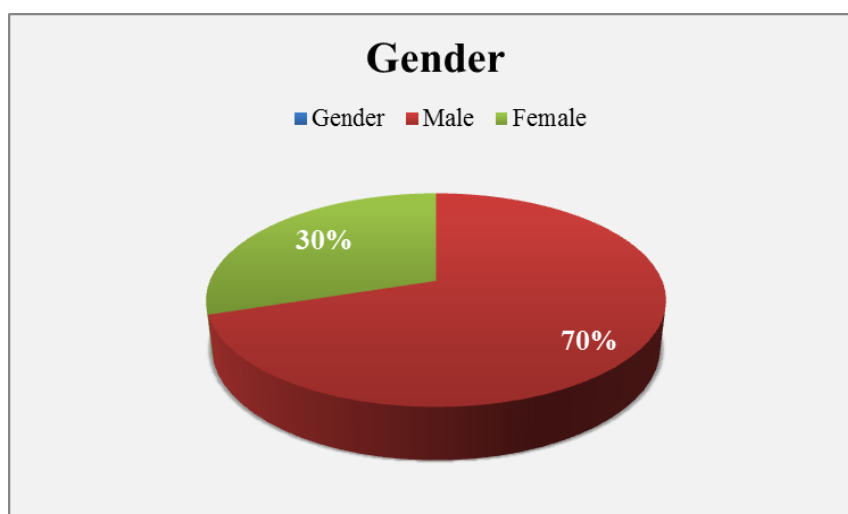
8.0 Findings

In research respondents plays a very important role. Because, the findings of the research completely depend on the respondents. Again the finding of research gives a clear idea about the situation in which I am conducting the research. In my research on Fantasy Kingdom I try to find the perception of employees regarding their service and all the marketing activities.

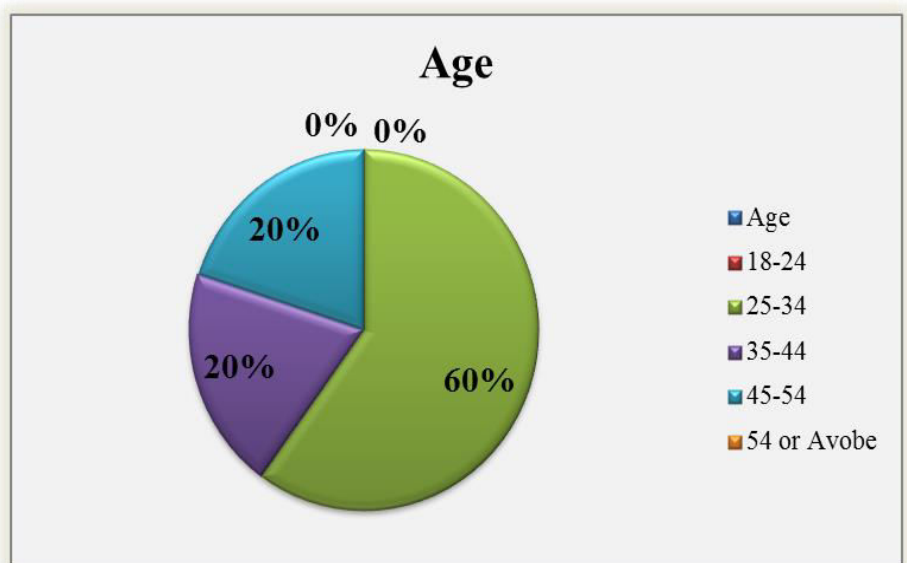
8.1 Profile of the Respondents

In this research I have selected the employees of sales team of Concord Entertainment Limited as a sample size. The designations of the respondents for the research are Sales Executive, Senior Sales Executive, Assistant Manager etc. of sales department.

Gender: In my research I collect information from 10 respondents. Among them 7 are male and 3 are female. So, among the whole respondents 70% are male and 30% are female.



Age: In this research most of the age of the respondents are between 25 - 34 .Because, the employees in sales team includes more young people. There are 6 employees who belong to this group and their percentage is 60%. The other age groups are comparatively lower than this age group. The number of employees belong to 34 – 44 age group is 20% that is 2 person among the whole group. In addition, the other age group 45-54 also contains same quantity that is 20% and 2 persons. On the other hand, there are no employees in the age group of 45-54 and 54 or above. So, those two 0% in the graph indicates that two age group of employees.



8.2 Overview of Data Collected

I collect our data based on 16 questions that's encompassed the different variables of this research. In this research I have constructed questions on the dependent and independent variable to the respondent's.

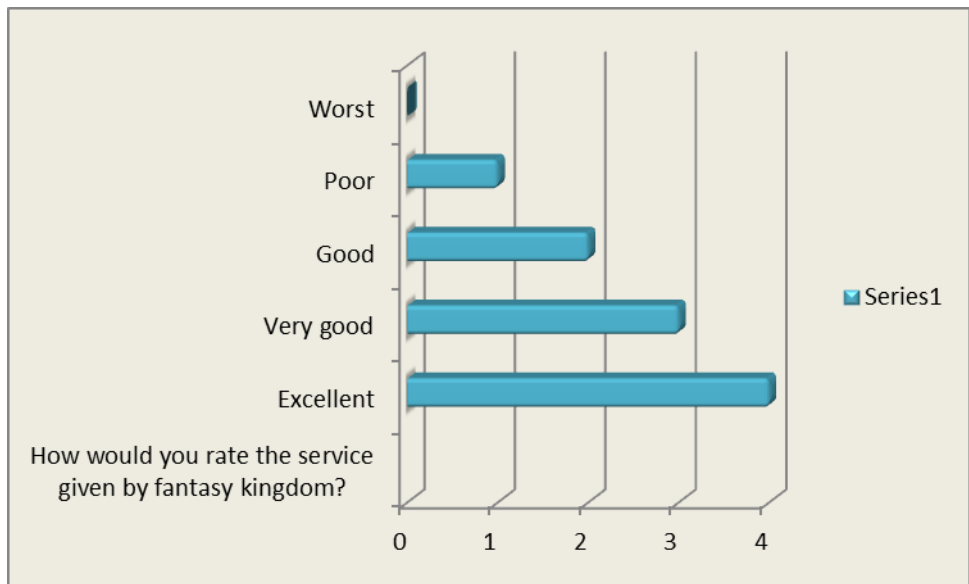


Figure 7 : Rating of Fantasy Kingdom Service

From **Figure 7** it is come to know that most of the employees think that the overall service that Fantasy Kingdom provides to the customers is satisfactory. Among 10 employees 4 of them rated it as Excellent, 3 rated it as Very good, and 2 rated it as Good. Whereas, only 1 employees among 10 rated it Poor. Thus, the service is excellent according to the sales team.

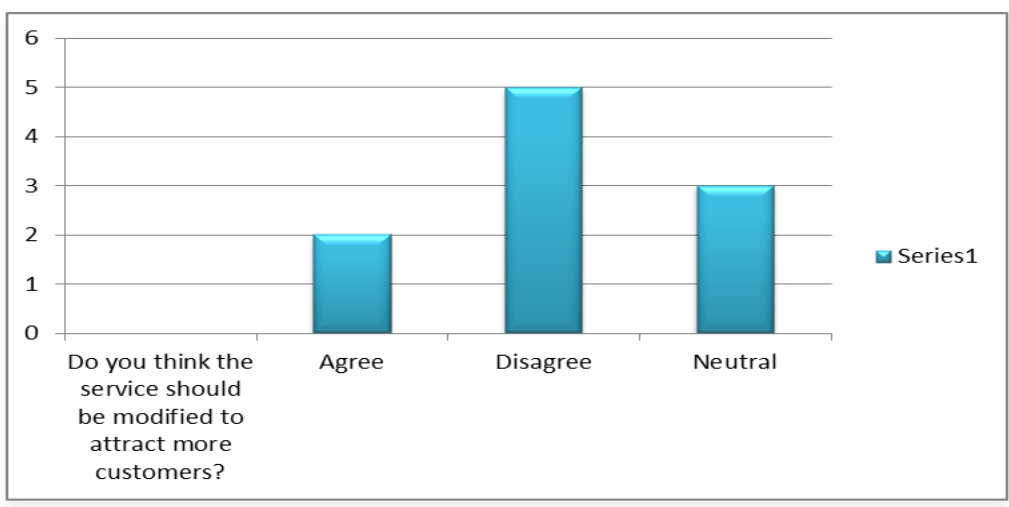


Figure 8 : Modification of Service

According to, **Figure 8** it is founded that the existing services are enough to attract customers. Almost half of the employees of the research that is 5 persons are disagree to improve or modified the services. Whereas, 3 employees are neutral in this scenario and only 2 persons are agree to improve the services.

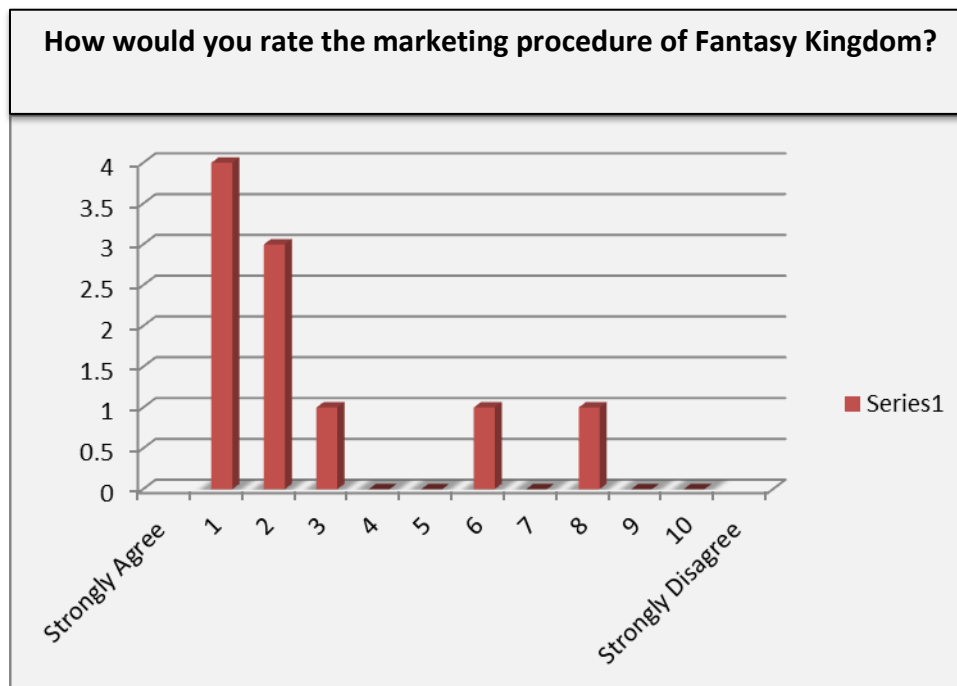


Figure 9 : Rating of Marketing Procedure of Fantasy Kingdom

In this part of the survey the researcher want to rate the overall marketing procedure of Fantasy Kingdom. So, according to **Figure 09** it is showed that most of the employees of sales team are strongly agree with the existing marketing procedure. Most of the employees that is almost 8 employees among all the employees rated the marketing procedure in 1st, 2nd, 3rd scale. Whereas, only 2 of the employees rated it as 7th and 8th.



Figure 10 : Organizing more programs in special events

In **Figure 10** it is founded that most of the employees are strongly and partially agree to increase more programs special occasions. Among all the employees 4 persons are strongly agree, 2 persons are partially agreed with the statement. Whereas, only 3 persons are disagree and partially disagree with the statement.

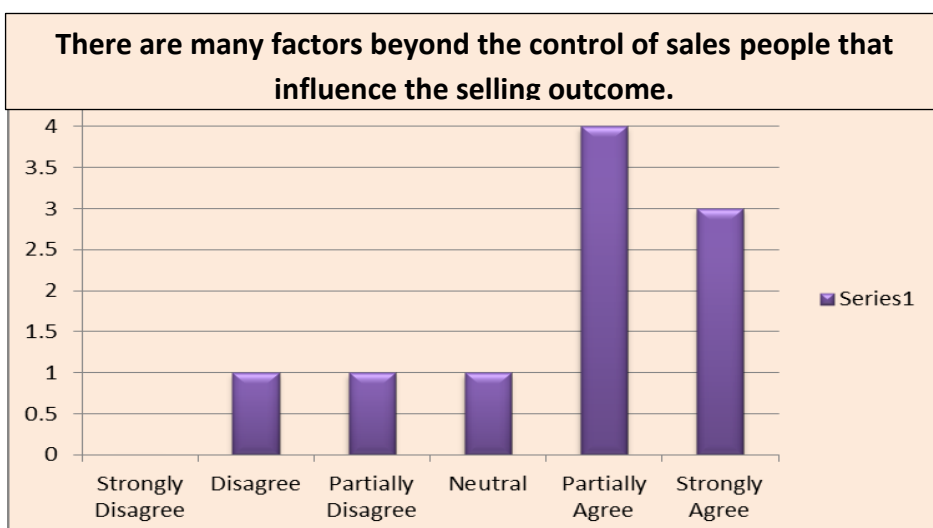


Figure 11: Influence of Uncontrollable Factors in overall sales

There are certain factors that is beyond the control of the sales people and that influence the selling outcome of an organization. So, in this research in **Figure 11** it also shows that almost 3 employees are strongly agree and 4 are partially agree with the statement.

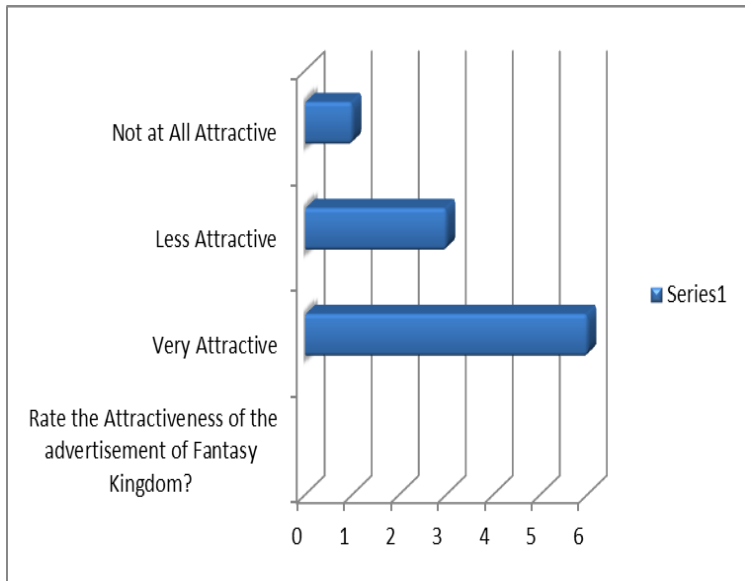


Figure 12 : Attractiveness of the Advertisement

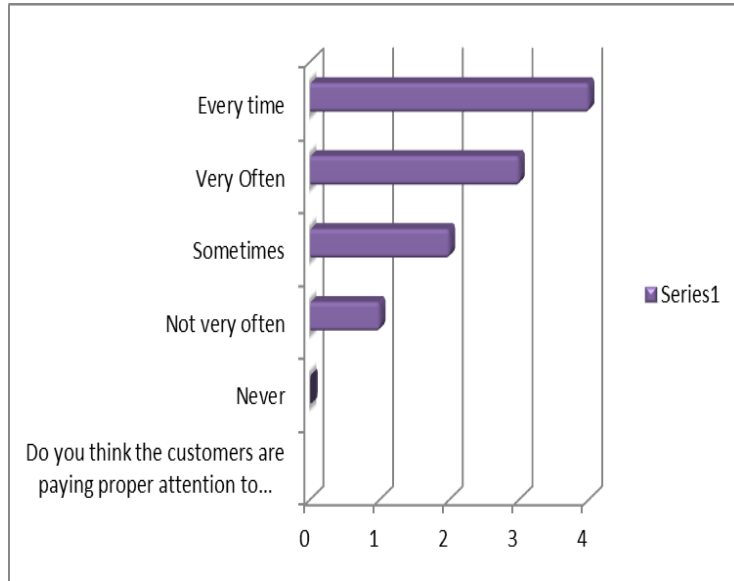


Figure 13 : Customers attention in Advertisement

In **Figure 12** the employee’s rate the attractiveness of the Advertisement of Fantasy Kingdom and it is shows that almost 6 employees consider it as very attractive and 3 employees consider it less attractive. However, one employee considers it as not at all attractive. In addition, **Figure 13** indicates customer’s attention to the Fantasy Kingdom sales promotion activities. Most of the employees think that customers pay proper attention to the sales activities of Fantasy Kingdom.

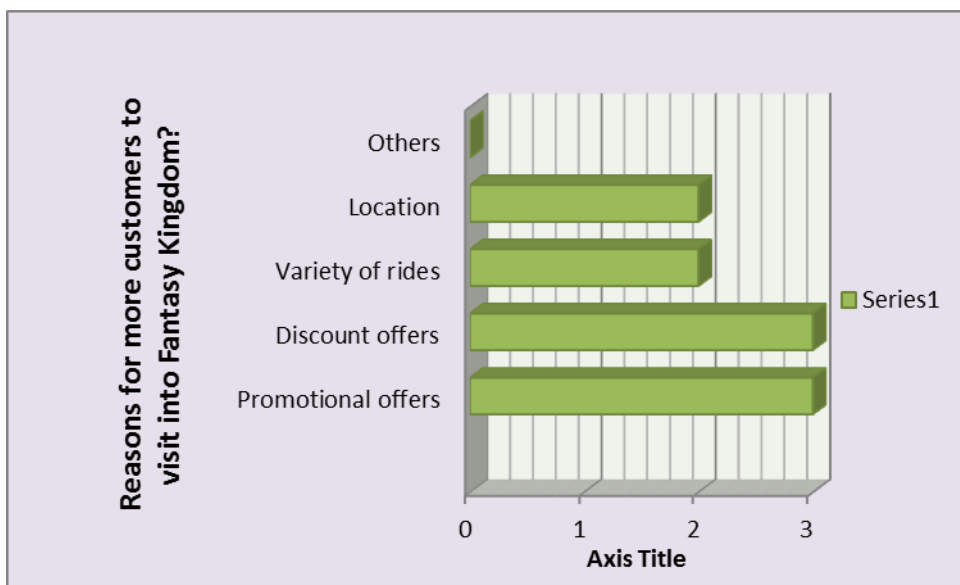


Figure 14 : Reasons to Visit Fantasy Kingdom

According to **Figure 14** most of the employees believe that promotional offers and discount offers attract customers to visit Fantasy Kingdom. Among all employees 3 employees equally think that Discount and sales promotion attract customers more to pay visit. However 2 other support the variety of rides and rest of the 2 supports that locations are the factors to pay visit to Fantasy Kingdom.

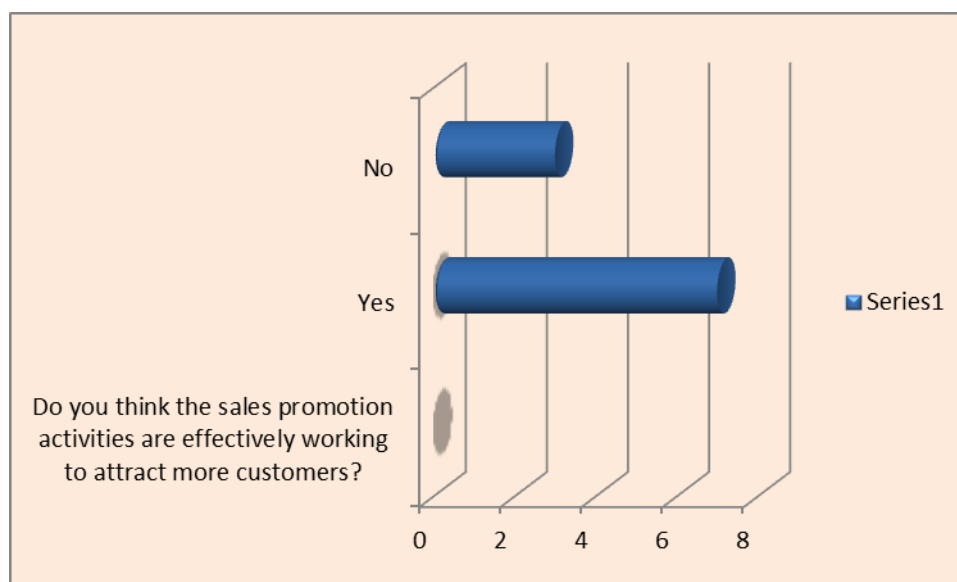


Figure 15 : Effectiveness of the sales promotion activities of Fantasy Kingdom

In addition, to determine the effectiveness of the sales promotion activities of Fantasy Kingdom the researcher asked this question to the sales team for their feedback. Most of them provide positive feedback to the sales promotion activities. In **Figure 15** it is founded that among 10 employees 7 employees think positive about the sales promotion activities. However 3 employees think negative about the sales promotion activities.

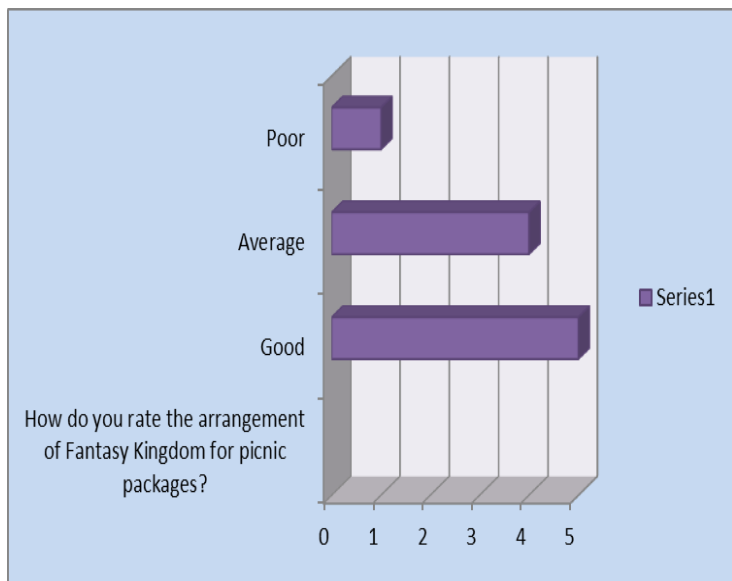


Figure 16 : Rating of Picnic Arrangement

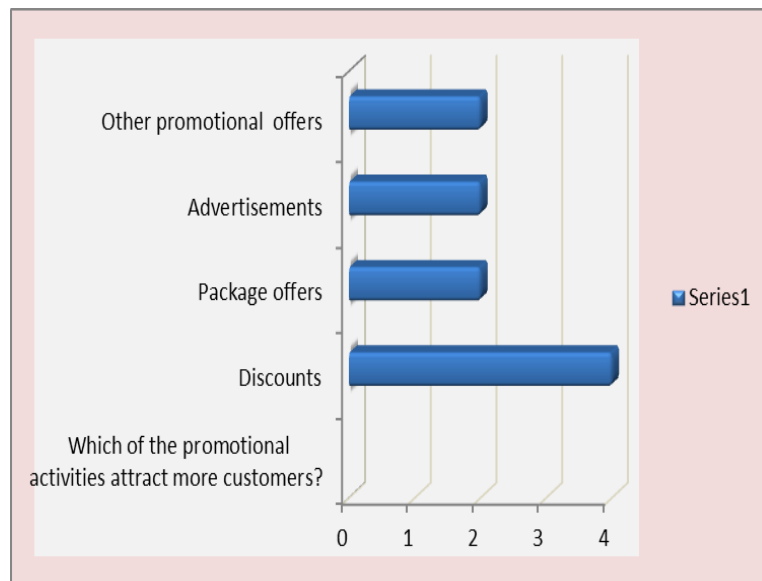


Figure 17: Attraction of Promotion activities

Figure 16 represent that the rating of picnic arrangement are satisfactory according to the employees of sales team. Most of the employees rated it as Good and Average. However, very few of the employees rated it as Poor. Again **Figure 17** represent that Discounts attract more customers rather than other promotional activities .Among 10 employees 4 of them think that Discounts attract more. However rest of the other 6 employees equally think that Package offers, Advertisements and other promotional activities also attract customers more.

8.3 Most important findings

- The existing services of Fantasy Kingdom are excellent and up to the mark according to the sales team.
- The feedback from the sales team is that they should not modify their existing service.
- The rating of overall marketing procedure of Fantasy Kingdom is higher according to the perception of the employees.
- However, the employees suggest that they should organize more programs in special occasions to increase sales.
- Customer’s attractiveness and attention towards the advertisements of Fantasy Kingdom are higher.
- The main reason to visit Fantasy Kingdom is the discounts and promotional offers compare to variety of rides and location.

- Sales promotion activities are effectively working to attract more customers.
- The rating of picnic arrangement is satisfactory according to the employees of sales team.
- Discount and promotional activities attract more customers to pay visit in Fantasy Kingdom.

PART E – Recommendation and Conclusion

9.0 Recommendation

- CEnCL should organize training programs for the sales team to make them more specialized in sales activities. I personally think that if the sales team gets more training their work activity will improve to a greater height and as a result sales will also increase.
- They should create another small team with few members of sales team and their main task should be finding out the addresses of different corporate offices. Moreover, this team should organize the sales meeting first by communicating with the clients and then sending any member of the sales team to complete the meeting. In this way both the effort and time of the employees will be more effective for the job.
- I personally think that CEnCL should lower the price of their picnic package a little bit to attract more customers in future. Some customers lose interest seeing the price and I believe if the price is lowered then more people will arrange picnic into Fantasy Kingdom Complex. Moreover, if they reduce the price a little then it would be much easier for the sales team to bring more customers. However, price should not be changed right now; it should be a strategy for upcoming future.
- The price of the food should be lowered a little bit for the picnic packages. I personally think that the food price is a little more than usual. Some customers may not arrange

picnic packages into Fantasy Kingdom Complex only for the food price. However, I think that if they lower the food price only for the picnic packages they will get more picnic package customers.

- In future they should introduce more new rides and facilities into Fantasy Kingdom Complex otherwise people may lose their interest of going to Fantasy Kingdom.
- They should organize more programs into special occasions in order to attract more customers.
- CEnCL should improve their marketing activity to attract more customers. They should regularly promote Fantasy Kingdom Complex into different public media thus awareness of people will increase more.
- CEnCL should arrange training programs for all employees of Fantasy Kingdom Complex to avoid any problems into big programs and also to improve their work activity.

10.0 Conclusion

Concord Entertainment Company Limited is the sister concern of Concord Group of Companies started its journey in 2002 with the most amazing theme park of our country which is Fantasy Kingdom Complex. Fantasy Kingdom Complex is already so much popular to the people of our country. Now, it is considered as the number one theme park of our country. It became number one not only because of its facilities and services but also for the effort of the people working into CEnCL. Moreover, with the effort of high experienced sales team Fantasy Kingdom Complex is still the number one and without their effort this achievement may not be unlocked. Maybe in future many strong competitors may arrive to compete into the industry but proper planning and implementation will help them to overcome any obstacles. In future we hope to see Fantasy Kingdom Complex the leader in the industry with much more changes and improve facilities.

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12.0 Appendix

Research questions to know about different perception of employees working in the sales team of Concord Entertainment Co. Ltd.

(This information is only gathered for the internship report purpose and it will not be disclosed for any other purpose or use)

1. Name of the Employee: _____

2. Designation: _____

3. Are you –

- Male
- Female

4. What is your age?

- 18-24
- 25-34
- 35-44
- 45-54
- 55 or over

5. How would you rate the service given by fantasy kingdom?

- Excellent
- Very good
- Good
- Poor
- Worst

6. Do you think the service should be modified to attract more customers?

- Agree
- Disagree
- Neutral

7. How would you rate the marketing procedure of Fantasy Kingdom?

Strongly Agree												Strongly Disagree
	10	9	8	7	6	5	4	3	2	1	0	

8. Do you think Fantasy Kingdom should organize more programs in special occasions in

Strongly Disagree	Disagree	Partially Disagree	Neutral	Partially Agree	Agree	Strongly Agree

order to increase sales?

9. There are many factors beyond the control of salespeople that influence the selling outcome.

Strongly Disagree	Disagree	Partially Disagree	Neutral	Partially Agree	Agree	Strongly Agree

10. Do you think the customers are paying proper attention to Fantasy Kingdom's sales promotion activities?

- Never
- Not very often
- Sometimes
- Very Often
- Every time

11. Do you think Fantasy Kingdom has done strong sales promotion?

- Extremely weak
- Very weak
- Weak
- Strong
- Very strong
- Extremely strong

12. Rate the Attractiveness of the advertisement of Fantasy Kingdom?

- Very Attractive
- Less Attractive
- Not at All Attractive

13. How do you rate the arrangement of Fantasy Kingdom for picnic packages?

- Good
- Average
- Poor

14. Do you think the sales promotion activities are effectively working to attract more customers?

- Yes
- No

15. Which of the promotional activities attract more customers?

- Discounts
- Package offers
- Advertisements
- Other promotional offers

16. Reasons for more customers to visit into Fantasy Kingdom?

- Promotional offers
- Discount offers
- Variety of rides
- Location
- Others