

BUS 400
Internship Report On





Report
On
Analysis work of Brand Marketing and Communication
Division and its Outcome

Submitted To
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Date of Submission: December 07, 2017

Letter of Transmittal

Md. Shamim Ahmed

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BRAC Business School,

BRAC University,

Subject: Submission of the Internship Report

Dear Sir,

It is a great pleasure for me to submit the internship report as a part of my BBA program to you that I am assigned to prepare under your direct supervision of the topic entitled “analysis the work of brand marketing and communication of lankabangla finance limited and its outcome”. I am fortunate enough that I have got an experience and efficient professional team in the organization. I have got an opportunity to work with them and learnt how they does their work as well as does branding of the organization, also communicate effectively. I tried my best to show my skill, which is achieved by 1.5 months, practical experience of this report. Finally I would like to assure that I will remain standby for any clarification and explanation when required.

Thank you in advance for your kind assistance. In enjoyed working on the report and hope you will consider all my mistakes generously.

Sincerely Yours,

.....

Susana farha naz

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BRAC University, Dhaka.

Acknowledgement

My acknowledgement begins with thanking my academic supervisor Md. Shamim Ahmed, who has provided me suggestions for making this Final Internship Report and also provided me with format for making and preparing the whole report. I like to thank sir for his generous cooperation and regular supervision that made me really confident about the desired outcome of my internship project.

I would like to show my warm hearted gratitude to the brand marketing and communication division of lankabangla finance which has provided me with great deal of information's, adequate data and finally cooperated me for the accomplishment of the report successfully. I would like to thank each staffs of the different Department with whom I have worked. I am especially grateful to Md. Raziuddin (senior officer) for his invaluable support, time and direction that lead me to the successful completion of my internship report. I have done my whole internship period under her and really grateful to her for a big time for helping me in my each and every step of work at office. After that I would like to thank Md. Toufiq Hassan (officer) for this kind assistance regarding learning work, cope up with work environment and guiding me. Without them it would not possible for me to complete this difficult task. I got all necessary guidelines, cooperation and advice from them to complete this complicated task. I am very much thankful to lankabangla finance, specially the employees of the entire division for their cordial support to prepare this difficult study with important information and data.

Executive summary

The report I am submitting here is on LankaBangla Finance Limited which is one of the leading integrated non-banking financial institution in the country. The main purpose of this report was to demonstrate the internship experience which would help me to understand the functionality, efficiency, and its effectiveness of the industry as well as the organization. But to properly do this, I have conducted analysis of brand marketing and communication divisions work. In conducting the analysis, I have been able to determine the core competencies which are: strong customer base, specialized service and quality employees. For last three months I worked in this organization and learned many things. I asked for new things and at the same time I tried to understand the overall procedure of the company.

This report also enlightens my personal development, lesson learnt from internship, difficulties faced, difference between expectation & reality and above all its influence in my career.

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Introduction

This report is an Internship Report prepared as a requirement for the completion of the BBA Program, BRAC University. The primary goal of internship is to provide the job exposure to the student and an opportunity to implement theoretical knowledge in real life situation. The purpose of the report is to demonstrate the experience of the twelve weeks internship program and analyze the activities, performances and other business affairs of LankaBangla Finance Ltd. Thus, all practical information used in this report is more or less collected through the day to day orientation.

The report will attempt to present Brand Marketing and Communication daily activities.

Apart from the internal practice and company philosophy, a brief introduction of LankaBangla Finance Ltd. The report would be focused on identifying the current working process of brand marketing division. Lastly, an attempt will be made to summarize the learning experiences that have been gathered during the internship program.

Organizational Overview

Two decades back LankaBangla Finance Limited started its journey in 1997 as a joint-venture financial institution in multinational collaboration with a license from Bangladesh Bank under Financial Institution Act-1993. Today, LankaBangla is the country's leading integrated financial services provider that include Corporate Financial Services, Personal Financial Services, SME Financial Services, Liability Management, Stockbroking, Corporate Advisory and Wealth Management Services. LankaBangla has implemented business process re-engineering to build capacity for its clients' superior service experience. The company now operates from a centralized administrative framework through cutting edge technological environment. LankaBangla is fueling a wide operational periphery covering major business hubs of the country. Under a wide umbrella of products and services, LankaBangla is the only financial institution to operate credit card (Master and VISA) and also provide third party card processing services to different banks in Bangladesh. LankaBangla is the market leader in the capital market services and has been giving an all-out effort to develop an efficient, vibrant and transparent capital market in Bangladesh. Its subsidiary, LankaBangla Securities Limited is providing top-notch brokerage services and leading the industry with cutting edge trading, top rated research information, and customer service. The group has another subsidiary, LankaBangla Investments Limited. It is a premier investment bank in the country providing corporate advisory, issue management, and portfolio management services. LankaBangla Asset Management Company Limited is providing professional wealth management services to some of its customers. In quest of sustainable business, LankaBangla is positioning itself to provide enduring value to the people, customers, shareholders and the communities. There are other key divisions involved in setting up strategic priorities and upholding the living standard of our community. These divisions are involved among many others in prudent balance sheet management operation and maintenance of a strong IT infrastructure and recruiting as well as

nurturing top-notch human resources. LankaBangla Finance is the recipient of National Award for Best Published Accounts and Reports for the past few years announced by the Institute of Chartered Accountants of Bangladesh (ICAB). It also received “Category Winner - Financial Service Sector” for the “Best Presented Annual Report” for consecutive two years (2014 & 2015) from South Asian Federation of Accountants (SAFA) (an Apex body of SAARC). This is undoubtedly an igniting accomplishment and it is a reflection of ethical practices, right compliance and a great team work. LankaBangla practices participatory management and adheres to industry's best practices in all its endeavors. Increasing stakeholders’ value is a natural driving force for the people at LankaBangla. Our long-standing sustainability efforts are creating environmental and social value while we move forward.

By embracing high ethical standards, governance, and transparency, LankaBangla dreams to go further and grow bigger. Its ethos is simple. The company envisions its success lies in becoming the growth partner of its enterprising clients. LankaBangla is committed to empowering lives and inspire changes in community.

Code of Conduct Guiding Principal

LankaBangla is a value driven organization with strict adherence to principles even if the situation sometimes provides temporary benefit to the company. The guiding principles are set with the objective of upholding the company's reputation and dignity and treating them as absolutely priceless. The company's affairs get the utmost priority of all the employees. Our reputation not only affects whether or not someone will be our customer, it also determines whether we are proud to be associated with this organization. The Code of Conduct is designed to guide the employees of the company to observe, comply with the prudential norms of conduct, manner and behavior. It is in alignment with the Company's Vision and Values to achieve the Mission and Objectives, and aims at enhancing the ethical and transparent process in managing the affairs of the Company. It also applies to every employee of LankaBangla and may be furnished to others for discharging the responsibilities. In addition to the ethical guidelines included in the code, there are many laws and regulations that affect each of the business that we do. Complying with law is mandatory for everyone and is not subject to business priorities or individual decision.

Personal Responsibilities

- Be an ethical role model by maintaining integrity and devotion to work.
- Protect and enhance company's interest, dignity and Reputation.
- Act in accordance with the highest standards, professionalism and excellence in quality output.
- Adherence to the company's policies, rules and regulations that obviously apply to the job.
- Always act and behave like an ambassador of the company.

Workplace Responsibilities

- Treat colleagues with respect and dignity.
- Support the company's commitment to diversity and equal employment opportunity.
- Provide a positive work environment free from intimidation and harassment.
- Do not hold any outside positions with, or accept business opportunities from anyone who does business or competes with the company.
- Ensure that financial records are accurate and complete and also ensuring cost efficiency.
- Maintain an effective system of internal control and compliance over finance reporting and operational activities.
- Protect company's assets and properties

Marketplace Responsibilities

- Act responsibly in all sorts of communications with customers, suppliers, vendors, partners and regulatory authorities.
- Safeguard the privacy, confidentiality and security of customer data.
- Make only factual and truthful statements about company's products and services.
- Gather business intelligence properly and ethically.
- Prevent the use of company's services against money laundering purposes.

Corporate Citizenship

- Support all communities and optimize contributions to the society
- Protect general safety of the environment
- Respond to public and cooperate with the government

Vision, Mission & Core Values

Vision

To be the most preferred financial service provider in creating, nurturing and maximizing value to the stakeholders, thereby, GROWING TOGETHER.

Mission

- Be a growth partner for our customers, ensuring financing and superior experience.
- Maintain a culture of meritocracy in the DNA of the company.
- Be sustainable and ensure quality returns to our valued shareholders.
- Uphold efforts to develop our community.

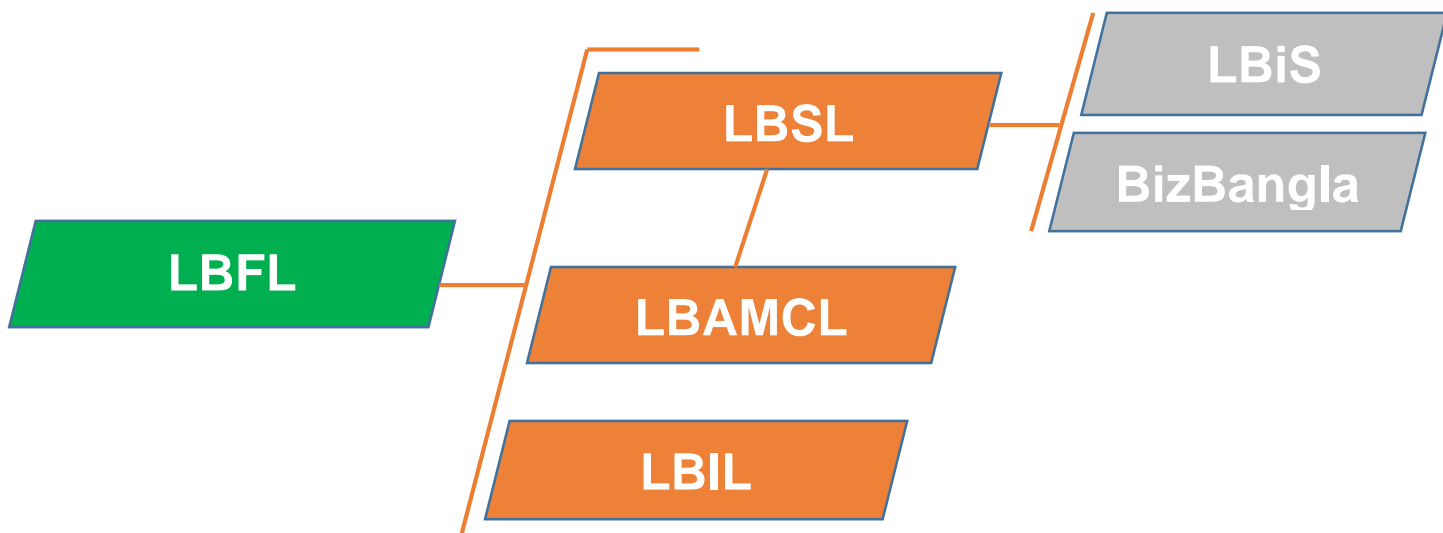
Core values

We have strong values that are well embedded in our culture. Our values create the following goals to help us deliver our strategy:

- Cherish a sense of ownership.
- Be customer centric.
- Grow as a team.
- Act with integrity and professionalism.
- Deal with respect.

Group Structure

The Group consists of a total of six companies including the Parent LankaBangla Finance Limited (LBFL). LBFL has direct holding on three companies LankaBangla Securities Limited (LBSL), LankaBangla Investment Limited (LBIL) and LankaBangla Asset Management Company Limited (LBAMCL). LBFL has indirect holding on two companies LankaBangla Information System Limited (LBiS) and BizBangla Media Limited.



Subsidiaries of LankaBangla Finance Limited

LankaBangla Securities Limited

LankaBangla Securities Limited (LBSL) is committed to providing top notch brokerage services and leading the industry with cutting edge trading, top rated research and customer service. LankaBangla Securities began as Vanik Bangladesh Securities Ltd in 1997 with their activities confined only within the Chittagong Stock Exchange (CSE) Ltd. A year later, they made a step ahead and introduced themselves to the Dhaka Stock Exchange (DSE). It rebranded to LankaBangla Securities Ltd. in 2005 following a restructuring of the company. The company is 90.91% owned subsidiary of LankaBangla Finance Limited (LBFL) which is one of the leading listed non-banking financial institutions in Bangladesh engaged in Leasing, Credit Card Services, Corporate Financing, and Financial Consultancy. LBFL is owned, by a group of highly successful local business entrepreneurs of Bangladesh- Sampath Bank Limited of Sri Lanka, One Bank Limited of Bangladesh, and the general public. With all these on the back, our house LBSL is undoubtedly a global one which knows clients' preferences, acts on their choice, and guarantees the most comfortable investment environment while investing in Bangladesh. LankaBangla Securities Ltd. is the leader in customer transactions. The ability to meet the demands considering every client's time horizon, goals, and risk tolerance have made the company settle relations with thousands of retail and institutional clients all over the globe. This is reflected in the fact that the brokerage house is crowned as the largest in terms of transaction value for the 9th consecutive time in DSE and 10th in CSE in 2014. At LBSL, people specialize in developing the country's most efficient stock brokerage workforce with unmatched skills and consummate perfectionism. Also, in whichever corner of the country the customers are, LBSL gets them covered with their 10 branches spread in the leading cities and towns. Quality, convenience, and reliability are some things that LBSL provides the customers at the highest level and which the

customers can expect from their brokers. This is the key as LBSL has a strong network of key clients all over the world. Furthermore, the local and international recognitions from financial institutions, custodian banks, corporations, international fund managers, and other fellow brokers for its professionalism has laid the foundation of strength and further success. Apart from NITA trading, LankaBangla Securities Ltd. (LBSL) is offering trading facilities to foreign institutional clients comprising of different funds, international brokers, banks, etc. who are interested in trading Bangladeshi securities. Throughout the world, any client of an international broker can trade in the Bangladesh Capital Market through LBSL. To make it better, LBSL foreign trade execution team has a Bloomberg terminal on its dedicated foreign trade desk which connects the team with every fund manager around the globe assuring 100% compliant trading for the foreign clients. Possessing a strong equity base, LBSL focuses on the diversification strategy following which LBSL has made an equity participation in BizBangla Media Limited is publishing the country's first Bengali business daily 'The Daily Bonik Barta'. Besides, LankaBangla Securities Limited is one of the directors of MIDAS Financing Limited, a renowned financial institution. LBSL has already initiated establishing an independent IT subsidiary LankaBangla Information Systems Limited

[LankaBangla Investments Limited \(LBIL\)](#)

LankaBangla Investments Limited is a premier investment bank in the country providing corporate advisory, issue management and portfolio management services. It is a fully owned subsidiary of LankaBangla Finance Limited, one of the leading Non-Banking Financial Institutions in Bangladesh. LBIL was incorporated in Bangladesh with the Registrar of Joint Stock Companies and Firms (RJSCF), vide registration no. C 83568/10 dated 29 March 2010 as a Private Limited Company under the Companies Act, 1994. LBIL inherited its merchant banking operation from its parent company, LankaBangla Finance Limited,

which was the first merchant bank to offer discretionary portfolio management services back in 1997. The Company obtained Merchant Banking license (registration certificate no. MB-57/2010) from the Securities and Exchange Commission on 2 January 2011 and spun off its merchant banking operation as a separate company. Later on the company converted itself into a public limited company with effect from 12 June 2013. LBIL has positioned itself prominently in investment banking arena of Bangladesh through its wide range of services including Primary Market Services and Portfolio Management Services. LBIL has competent human resources with a combination of experience, diversified knowledge, and knowledge on regulations, which makes LBIL a major force in investment banking business of Bangladesh. Our human resources are well capable of providing optimum financial solutions for our clients. LBIL values on long term sustainable business operation and relationship with clients. We provide tailored financial solution for client with in-depth analysis.

LankaBangla Asset Management Company Limited

(LBAMCL)

Established in 2007, LankaBangla Asset Management Company Limited is a 99.99% owned subsidiary of LankaBangla Finance Limited, one of the leading NBFIs in Bangladesh. It received its license from Bangladesh Securities and Exchange Commission (BSEC) on June 24, 2012 to operate as a full-fledged asset management company. LBAMCL is the official asset management wing of LankaBangla group, and is deeply committed to providing client driven solution and superior risk adjusted performance to its valued clients. Backed by the group's strong operating history and strong footprint in the financial sector LBAMCL makes continual investments in the asset management and client service platform, resulting in a client-focused, solutions-driven orientation. LBAMCL values original thinking,

due diligence, first hand research and investment discipline. By keeping the target investors in focus, it opts to become one of the leading asset management companies in Bangladesh very soon. The mission of LBAMCL is to provide a diverse array of investment choices and the best possible investment management service to investors and institutions. LBAMCL is focused to meet the professional investment management demand of a wide range of Investors. It will undertake management of funds of institutional investors like banks, insurance companies, other financial institutions, and other corporate bodies as well as funds of the high net worth individuals. With LBAMCL, a client can stay focused on what matters to long term success. Smart decisions are ensured by providing the information and perspectives to the clients, thereby increasing the chances of success. LBAMCL has utmost dedication towards superior service, outstanding performance, low costs, and commitment to integrity, loyalty, and respect for the investors. It ensures that the investment principles and the strict investment processes that are followed are in the best interest of the clients. The investment approach of LBAMCL is founded on the belief that both fundamental and technical analyses are related to returns. Special attention is given to minimize downside volatility while evaluating the risk embedded in portfolio construction. LBAMCL takes benefits of the tactical asset allocation in the short or midterm but maintains the strategic asset allocation in the long term.

[LankaBangla Information System Limited \(LBiS\)](#)

LankaBangla Information System is a leading information technology service provider in the country. LBiS started its journey on May, 2013. LBiS's strong base of expertise and technical know-how is built on the firm belief that "Technology Serves the Business". This belief enables us to deliver IT services that match and grow with client's requirements as they evolve. LankaBangla Information System is an IT Management Services outsourcing and

consulting company providing IT solutions, project management and comprehensive infrastructure support and monitoring. With well understanding of the communications industry, access to current and emerging technologies, mature development processes, global resources and a proven track record, LBIS creates complete solutions to help clients succeed. In today's world, organizations will have to quickly reengineer themselves and be more responsive to changing customer demands. LBIS is well positioned to be a partner and co-innovator to businesses in their transformation journey, identify new growth opportunities and facilitate their venture into new sectors. The value is in the unification of proven experiences, skilled expertise and defined thought leadership.

Projects Financed By LankaBangla



Power Generation Plant



Ship Building



Steel Manufacturing Plant

Green Financing by LankaBangla



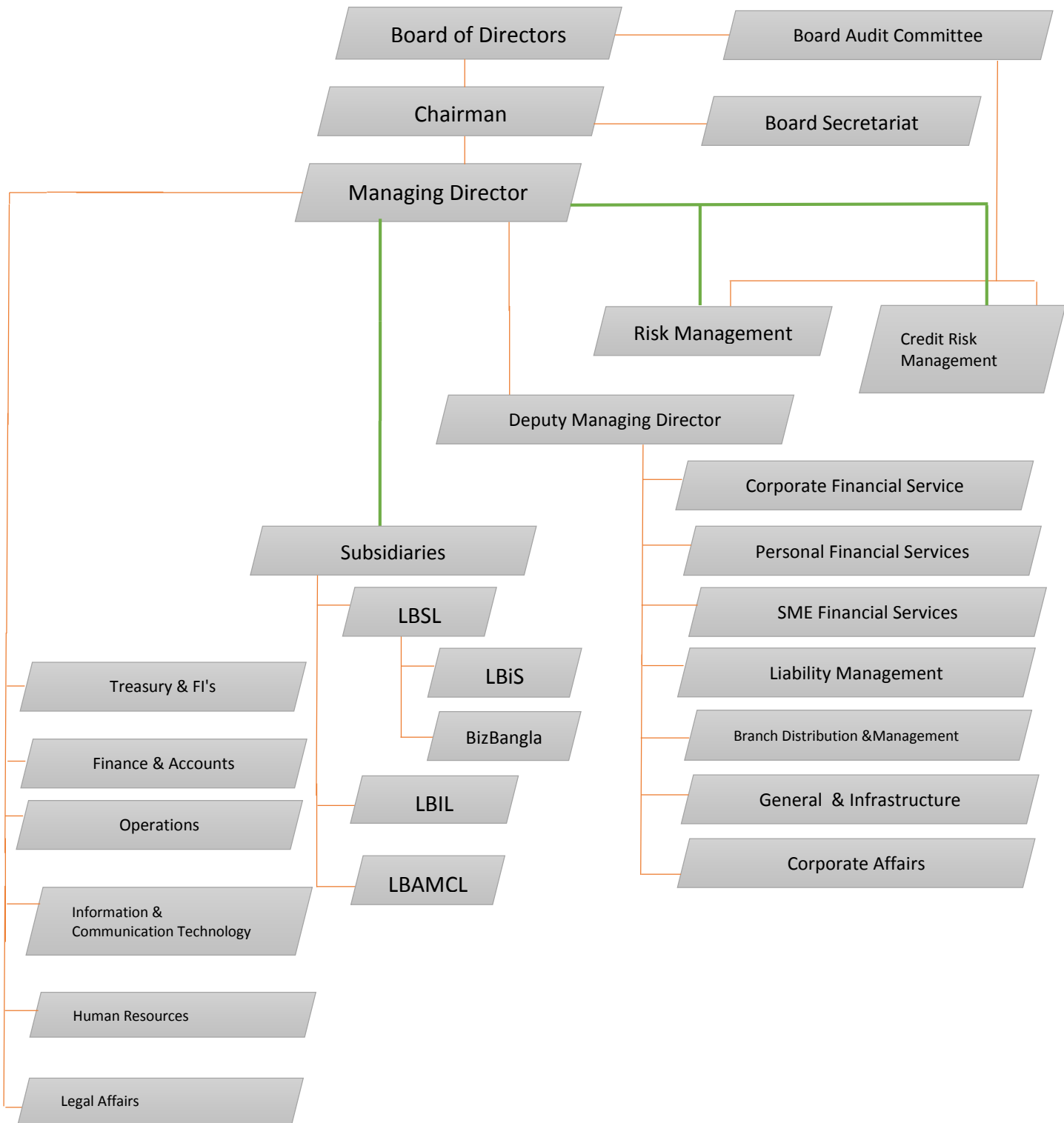
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Auto Brick

Corporate Organogram of LankaBangla Finance Limited

LankaBangla Finance Limited Corporate Organogram



Business Divisions of LankaBangla Finance Limited

Corporate Financial Services

The Corporate Financial Services Division of LankaBangla is responsible for providing the full spectrum of corporate finance advice to middle market businesses, both public and private.

Proper guidance to access various lease, loans and advances is provided to corporate and institutional clients and also providing access to the company's extensive branch network.

The division delivers services through 3 (three) units, namely Corporate & Institutions Unit, Project & Structured Finance Unit and Emerging & Commercial Business Unit.

Personal Financial Services

The Personal Financial Service division offers a variety of personal financial services to fulfill the needs of individuals. By providing innovative, customized solutions and services, the Retail division of LankaBangla Finance is one of the leaders in the market of personal financial services. The division currently provides services through two different sectors namely Loan Unit and Card Center. The division delivers services through 5 (Five) units namely Auto Loan Unit, Home and Mortgage Loan Unit, Personal Loan Unit and Card Centre and alternative delivery channel (ADC).

SME Financial Services

Small and medium enterprises (SMEs) are acknowledged worldwide as lifeblood of local trade, commerce and industry. With lower energy supply, lesser infrastructure facilities and minor environmental risk, SMEs contribute notably to alleviation of poverty, creation of

employment opportunities, women empowerment and equitable distribution of income as well as diversification of industrial sector in Bangladesh. A strong, vibrant financial sector can play a significant role in the growth and development of Small and Medium Enterprises by providing credit support to potential entrepreneurs. LankaBangla Finance Ltd., with the belief of 'Growing Together', has focused in SME business and performed well so far. Through the SME Financial Service division, the company offers various SME products based on the needs of the business. The value created by this unit is demonstrated through the unique relationship model, industry expertise, and local market advantage. The SME division deals with all sorts of activities- sales, marketing, business promotions, relationship management, customer service, budgeting, target setting and allocation, and also execution, monitoring and evaluation of sales deals.

Liability Management

Liability Management division offers a wide range of deposit products which can be both beneficial and profitable as per the client's needs. The unit provides high quality services coupled with maximum security. Depositors are able to earn lucrative returns from the hard earned deposits as well as avail loan facilities against their deposits.

Other Division

There are some other division as well they are Human Resource, Treasury & FI, ICT division, Operations, Brand Marketing and Communication, GIS, Accounts and Finance.

Building a brand can be a challenge, but is essential to creating awareness for a company and its products. A brand refers to the identity of a company. It represents the products or services a company offers, highlights the quality of the products, and can help create a following for products.

Once a brand has been established, the next step is to do brand marketing, the process of marketing products and services in a way that supports the brand and helps consumers understand the mission of the company.

For instance, celebrities create a brand that represents who they are and what type of work they do, in order to draw people to them. Lady Gaga and Madonna are two iconic celebrities who have built well-known brands for being on the cutting edge of music and entertainment. They have both established themselves as innovative artists who will use shocking costumes and scenery to get attention, create demand for their music, and create a fan following. Not only celebrities but also many organization all over the world create a brand that represent them, their products and services to attract customers ,clients ,investors ,shareholders etc.in our country there are a lot of organization has created their own brand inside and outside the country. LankaBangla finance limited is one of them.

Brand marketing and communication division of LBL

The Department of Marketing and Communications of any organization works to promote the mission and identity of that organization and also to ensure that all departments of the organization are properly marketed.

Brand Marketing and Communications division at LankaBangla Finance Ltd. works to promote the mission and identity of the organization, as well as ensures that all department of the organization are properly marketed to internal and external audiences.

Brand Marketing and Communications division of LankaBangla Finance Limited works with the EON communication paper rhyme, printdot, nympha to create marketing strategies to reach specific goals that will impact the organization as well as the area we are working with. With each area, we are able to create a plan that can involve different marketing mediums such as social media, press releases, internet sites, intranet sites, e-flyer campaigns, and online and print advertisements. These mediums help us to spread awareness to internal and external audiences.

Work description

We work for business department,back office such as operations,accounts andfinance,treasury an FI's,human resource and MD'S office.design and quality is insure by us and then comes the cost,timeline and negotiation part which are handle by general infastructure and service department(GIS).The whole process is divided into and two level

Briefing part

Job description

In two ways we get job briefing either from intradepartment or from outsourcing through sponsorship request.First stage of our work is to get job requisition/request/brief from business department,back office,other departments or from outsourcing.then we communicate with that respective source to ensure purpose and

type of work it is.if it is only a creative work then working proccedure is different,only production then different and if both the proccedure is different.if work is related to creative work,we aassign creative house,if production related then assign production house and if both

then first go for creative house and then production house and collect estimates and time line. then we communicate to the respective business department, back office to know at time they want the final work. Then we finalize the estimates and provide a pre-work order for starting the ground work and give the confirmation mail to the respective business department, back office. after that we start briefing to the respective creative or production house and ask for first sample submission. then they send us their work and we give them feedbacks. after that if we find that the design they sent us is what we want we go for approval from respective party where we got job briefing. We do not take approval for all creative and production sample, we decide which work is to finalize and which not unless the work is very important and need to get approval from respective unit. for example, annual budget cover page one of them. when we do events for any departments or does any signing ceremony or attends any events related to corporate industry which is important for us we go for press release and all work from photo finalizing to communicate with different newspaper, we supervise the whole work.

Note: the whole procedure require 2-3 working days. but after 3:00 pm brief will count as next day brief.

Production part

Job description

After getting approval from us getting several feedbacks from us the creative agency or production house send us the final material and then we go for machine proof production and for the last time we check if everything is correct or not and then go for final production. when we get the final outcome we go for feedback whether the work is good or bad to the respective party like we have given an advertisement in any newspaper, so when it is published we give our opinion to them about the publication, it actually fulfill our purpose

of doing the work. we do this is for advertisement, press release and other (dummy check, dummy key, backdrop for events, program, X banner etc). our vendors sometimes ask advance payment if needed, in that case with payment request we sent it to accounts and take money, later we settle it the bill. If they do not need advance payment it is given after the final outcome. then vendors submit bill and challan with proper documents and with our approval it is sent to GIS.

Standard operating procedures

Business unit will send job opening form to brand marketing and communication division containing information, reference number. then brand marketing and communication division will acknowledge it after receiving brief. also, they will communicate with business unit for more information and clarification. when brand marketing and communication are satisfied about their concern they will brief to creative agency/production house. When they are satisfied then they pass it to the business unit for further processing. business unit will take approval from division head and the management regarding the timeline and costing. business unit will give it to the brand marketing and communication division and they will send it to GIS for preparing the work order and advance processing. brand marketing will give "go ahead" to the creative agency/production house. after receive the work order and require advance. brand marketing and communication will arrange a deep discussion regarding the brief and reconcile and confirm the first submission date from the agency/production house. brand marketing and communication will be in touch with agency or production house to monitor job updates and status. time to time they will update the job status to the respective person. brand marketing and communication division will receive the design or materials and give their initial feedbacks. if they are satisfied with job then they will go for final machine proof copy. if not, then they will pass more feedbacks to the agency or production house. the process will continue until they receive satisfactory creative or production materials. after receiving satisfactory

material they will approved it and will go for final production.brand marketing will receive the creative or production matter in hand and distribute to the respective unit.

Process Flowchart Reference	Process Description	Reports and Documentation	Responsible Person
Business unit or back office send the brief	Business Unit will send brief to the brand marketing and communication containing require information.	e-mail	Business Unit/department Head
Brand marketing and communication send the brief	Brand marketing and communication will receive brief and acknowledge it. After go through the e-mail, Brand marketing and communication will set meeting what will be the work and sometimes communicate with business unit regarding more clarification and information. When Brand marketing and communication are satisfied about their concern then they will send a brief to the creative agency/ production house.	brief to Agency/ Production House	Brand marketing and communication
Deep Discussion about the brief with respective people	Brand marketing and communication will arrange a deep discussion session regarding the brief and reconcile and confirm the 1 st submission date from the agency/ production house. Corporate Affairs will be in touch with agency or production house to monitor the jobs update and status. Time to time they will updates the jobs status to the respective person		Brand marketing and communication
Received the designs or draft or machine proof for feedbacks and quality checks	Brand marketing and communication will receive the design or materials and give their initial feedbacks. If Brand marketing and communication are satisfied with job then they will give approval. If not then Brand marketing and communication will give feedback to the agency/ production unit. This process will continue until we receive the satisfactory creative or production materials.		Brand marketing and communication, Business Unit,
Final creative Materials and Production	After receive a satisfactory creative materials or production materials, Brand marketing and communication will send it for the machine proof copy. After final approval Brand marketing and communication will give final approval to the agency/ production house for developing/ producing the matter.		Brand marketing and communication
Creative Matter at hand	Corporate affairs receive the creative or production matter at hand and distribute it to the respective unit.		Brand marketing and communication
Bill and MEMO Copy submission for payment	Corporate Affairs will hand over the bill to accounts department for final payment.	Bill	Brand marketing and communication, finance and Accounts

Whom we work

we work with two different sources

- Internal

Internal parties are our all department,branches,subsidiaries,MD's office.

- External

External parties are our creative agencies,production house,press release agency,suppliers.

Examples

There are a lot examples of our work. Lists are given below

- I. Summit closing ceremony program.
- II. Sales night 2017
- III. Calendar of 2018
- IV. Backdrop design of different program.
- V. Lankabangla football fest 2017 jersey design, trophy production, backdrop of prize giving ceremony.

My tasks and contribution to the respective organization

As an intern I had a very limited task. I was assigned with day to day activities. On a regular basis of work I had to make entries of the sponsorship come from outsource, make entries of bill in excel spread sheet. Apart from these I had to collect information related to our organization or other banks or any financial institute weather it is press release, price sensitive information or advertisement.

These regular assignments and some reconciliation have certainly made a little contribution to the organization.

I also got a chance to work on calendar 2018 in the past months. This was totally a new thing for me, new experience and I really enjoyed the work.

Lessons learnt from internship

Internship is for the fresh graduate students as a part of their graduation program for the development purpose. Under this developmental phase I came across many things. I have developed myself over last 3 months. I have become more punctual and professional. The confidence level have raised a lot and understood the self-motivation. Self-motivation matters a lot in corporate world as most of the time stressful situation occurs and people around watch to see how one can deal with these difficult time. I also learned about the office culture and professionalism which is very important for any kind of work. Maintaining professionalism is really big deal in corporate world. This internship has broaden my view that asking for help from the colleagues is not a matter of discredit but that makes a strong bonding as it creates a pen picture to others that I have the willingness to learn and work perfectly. Theoretical knowledge becomes the real one which is shown in internship program. The internship program is the entrance to the real world. I have learned a lot of lessons from my internship program at LankaBangla Finance Limited.

Personal development

I have developed the following skills by my initiative and with the support of my helpful colleagues:

- Practical Knowledge of LBFL: Till my internship, I have only learnt about marketing strategies, branding activities through few academic courses, however from such

internship I got the opportunity to experience all these academic theories practically and also which I have not learnt.

- **Communication Skills:** As an intern, I have successfully dealt with people from various backgrounds. It has enhanced my communication skill to a great extent.
- **Ability to Work under Pressure:** There was time when I had to handle multiple tasks at a time under severe pressure and strict deadlines. This has taught me how to prioritize my workload and work effectively and efficiently.
- **Corporate Culture:** This has immensely developed me as I got the opportunity to work with highly experienced and cultured people with nice corporate environment. I have learned the ins and outs of corporate culture that certainly will help me in future job field.

Difficulties faced during the duration of the internship and overcoming them

Throughout my internship journey during the last 3 months, I have encountered a lot of difficulties which I had managed to overcome as quickly as possible.

The very first difficulty I faced was to adjust with the environment and the people, but with the help of my supervisor and other colleagues it took very less time to be friendly with them. Even with a short conversation I was able to put a great impression about myself through my outstanding interaction skills and academic knowledge.

Another difficulty I used to face was the regulations and process of brand marketing and communication division, as practical and academic knowledge was totally different. Besides this, I was susceptible to silly mistakes. However, it's really insignificant and was corrected by my supervisor. Such mistakes made my focus more particular towards my work and made me efficient.

Differences between expectations for the internship and the actual experience of the internship

Difference between my expectation and experience is also very significant. Before joining LankaBangla Finance Ltd. my perception was that they will give me tons of works and I can never be able to make a good relation with employees due to their extreme professionalism. However, my perception in this phase was proven wrong to some extend but not in all. There was a trust issue since the beginning regarding handling any valuable task. Thus I had to prove myself first that I was eligible to conduct such important task as well as completing it efficiently. Through the passing days I gained their trust fully and they started to assign important tasks to me. They entirely treated me as a member of the team and at no point did they expect me to do any odd jobs or stay in the office in the later hours. Moreover, though my expectation from the organization to receive the respect of an intern was not given at the first place but I did not lose hope and got to earn it through my behavior, work and professionalism. It taught me about the reality of life where nothing can be achieved without hard work.

Recommendations

- The organization should made advertisement on newspaper and TV so that every initiatives and special facilities of the bank can go at the door of the customers.
- Should focus on e-marketing.
- Should hire more people for the division.
- As they are brand marketing and communication division they should avoid the bill processing thing.

- They should maintain a register copy of briefing.
- They should not take emergency work order.

Conclusion

LankaBangla finance limited is serving the market with almost full range of services. As the number of branches implies, the organization is expanding operation in our country, it should also be noted that within a few years from its establishment the organization has become the market leader. The organization is following a certain traditional marketing strategy and it is doing well. This marketing strategy is quite satisfying customers and it has positive impact on its profit trend. But in this digital marketing age, the organization should focus more on online marketing. If it improves that, then it can attract more customers towards LBFL and it will have more positive impact towards its profit trend... They will do better if they continue with their same policy but also they have to maintain the trend as well. LBFL offer different Liability products to reduce bank borrowing dependencies by increasing its core deposits.

Working as an intern and being a part of the family was a great honor for me, the knowledge I have acquired from such organization will always be a lesson for me. I believe that such internship training will definitely help build up my career. The affection and warmth of its people I have received, I think I would have never received from any other place. It would be great pleasure for me if I again get to become to return to the organization and be a part of the family.

Bibliography

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