

Internship Report On

“Retention depends on the balance of  
Creative Idea with Practical Implementation”



Submitted to:  
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Date of Submission: 27 June, 2013



## Letter of Transmittal

June 27, 2013

Md. Fazley Elahi Chowdhury

Assistant Professor

BRAC Business School,

BRAC University,

66 Mohakhali, Dhaka

Subject: Submission of Internship Report on Rectangle Communications Ltd.

Dear Sir,

This is my pleasure to present my internship report on

of Rectangle Communications Ltd. I have completed my internship program from Rectangle Communications Ltd. at Planners Tower 13/A Sonargaon Road, Dhaka.

The report contains a comprehensive study on “Retention Depends on the Balanced Act of Creative Concept and Practical Implementation” of Rectangle Communications Ltd. It was a great delight for me to have the opportunity to work on the above-mentioned subject.

I believe that the knowledge and experience I gathered during the internship period will be helpful in my future professional life. I will be grateful to you if you accept the report.

Sincerely yours,

---

M. M. Bahalul Arefin

08104078

## Acknowledgement

First of all would like to thanks beyond measure grace and deep kindness of the almighty Allah. To end to a meaningful work it depends on so many aspects and support that helps to rise against. It was really a meaningful support of my supervisor, RCL officials and friend that helps me to come to an end of this report.

With due respect, I am grateful to all the faculties of BBS Department, who have significant contribution in my academic carrier along with the “Internship Program” in BBA curriculum. I am greatly indebted to Mr. Md. Fazley Elahi Chowdhury who has supervised instructed & directed me to complete “Internship Training”.

I am also grateful to Rasheduzzaman Rasel Maanging Director & CEO of Rectangle Communications Ltd. Morshedul Bari Bappi Chairman of of Rectangle Communications Ltd. and all the employee and staff of of Rectangle Communications Ltd. for helping me

by providing me various documents and information about the topic of my Internship Report. I am also grateful to them. Apart from all I humbly thanks to all of my senior officers and colleagues who support me for completing my Internship Report and it was an admirable privilege for me and truly honored to worked with them throughout my Internship Program.

## Executive Summary

Ad industry plays smart identity in the field of business market. It ultimately plays the role that enrich the business of a country and employment too. In a sense it is such industry that builds business and plays an important role in the field of finance as well.

With deep interest I had started “Internship Program” is just a part of BBA under the Dept. of BRAC Business School, BRAC University of Bangladesh. But I had gathered practical knowledge about the communications activities and tried to maintain all their compliances like overall operation process, client meeting, without that in house meeting like PPM, APM, POM, RSPCW, BACG, EID, AFD, weekly meeting, P&E meeting etc. internal and external environment, policies, terms and conditions, rules regulation etc.

The whole project replaces the term of overview of Rectangle and the activities that I’ve to undergo. Without that the findings of the report that I found in terms of mine own realization that a company investing huge amount of money and if they get a poor retention than nothing can be worst than that.

# Chapter: 1

## Introduction of the Report

Topics that include in this chapter are:

1.1	Background of the Study
1.2	Origin of the Report
1.3	Objective Of the Study
1.4	Scope of the Report
1.5	Methodology

### 1.1 Background of the Report

The Ad Industry of Bangladesh is changing through one of the most disorienting tenure in its record. But expectantly the speed is on the positive direction. This is because due to the enormous change in traditional market with empowered new generation consumers; growing diversification of media, digitalization of notably virtual market that enhancing real life, notable growth in consumer right i.e. quality product. Consumers have become better informed ever before; with the continuation of changing traditional market that's simply no longer working. With the help of that the companies are arranging more consumer related activities that directly influencing ad industry.

This project deals with balance of conceptual liquidity and practical implication of a singular project that enhances customer satisfaction and the organization gets it actual retentions. Rectangle Communication Ltd. practicing a newer strategy that is transcend to planning to deliver the often polar disciplines of 'conceptual' (creative agency) and 'practical' (media agency).

## 1.2 Origin of the Report

This report is a mandatory work that require internship grade of BBA Program. Actually the origination of this report is based on the real time experience that I gathered in the workstation. I've tried my level best to make this report as a special one. In the main time I'm blessed that I got the chance to work in multi departments of Rectangle Communications Ltd. The tenure was three month. Basically I have been serving this company in Operation & Client Service Department. So, I got the opportunity to learn the whole process. That how Ad Firms make successful project by client's satisfaction illustration to creative and practical balance.

## 1.3 Objective of the Report

### 1.3.1 General Objective

The report is all about the overall activities that I have to undergo within the organization in relation with real life what I've assembled in my University life.

### 1.3.2 Specific Objective

In specification of the objective of this report is-

- To understand Rectangle Communications Limited's Constitution/Manual that runs the organizations.
- To understand overall project management skill that I need to follow to perform in the project management process.
- How PPM, APM, POM helps a project to become successful.
- How to conduct management instruction and takeover.
- How OPU facilitates the clients.
- Transparency can be a unique selling point for an organization.
- How to make relations between consumer and the product.
- How visualization of a certain product increases its brand image.

- How TVC, RDC, PR, Corporate Gift, Events, Documentary, Media & Creative Solution & Consultations helps a brand to established and survive.
- How balanced to perform by measuring the creative and practical implication.
- Rectangle Communications Ltd. is capable of providing 360 communications activity that helps a brand to achieve its ultimate goal.
- Rectangle Communications Ltd. perform all those activity that client required to and obliged to deal with.

## 1.4 Scope of the Report

This Internship report covers the plot of Rectangle Communications Ltd. and its operation in the industry. The information consists of the observation and the job experience acquired throughout the internship era. The report also particularizes the internship research focus, which is Retention establish on the deliver the often polar balanced disciplines of 'conceptual' (creative agency) and 'practical' (media agency) both. This report has been prepared according to the findings of experience which I acquired by job responsibility.

## 1.5 Methodology

I used both primary & secondary data for this report. But I use massively of the internal source of data. The primary data was collected on face to face interview and from overall process when it was running and from the project record book.



# Chapter: 2

## Company Overview

Topics that include in this chapter are:

2.1	Rectangle Communications Ltd.
2.2	Mission
2.3	Vision
2.4	Objective
2.5	RCL Area of Concentration
2.6	Organizational Structure
2.7	RCL Functional Framework
2.8	RCL Manual
2.9	RCL Forms
2.10	RCL Unique Facilities
2.11	RCL Clients

### [2.1 About Rectangle Communications Limited](#)

Rectangle Communications is 360 degree communications firm which has tremendous capabilities in Brand Management, Event Management, PR Activities, Advertisement, Documentary, Media and Creativity. We pride ourselves in our ability to deliver quality products and services that match the best interests of our client base. Our company ethos revolves round delivering the most effective, customized and target- oriented solutions to our clients. We offer solutions to businesses that really make a difference to each activity we undertake. Whatever the event, with our support, you can remain stress free with the knowledge that your event will be delivered professionally and responsibly. We make it our business to understand your

requirements completely and to satisfy every detail, add lots of value, and ensure everything runs smoothly.

Communicating successfully in today's overcrowded world is challenging especially achieving visibility in a saturated market. With us, you will find an experienced team that knows how to break through the 'clutter' and deliver results that connect with your audience or customer.

We have a very highly experienced team of associates who perfectly complement according to our clients need. This gives our clients added value with a full range services to ensure that they get real benefits from working with us. The philosophy behind this company is a commitment to the highest level of efficiency and professionalism where we aim to provide excellent communications and services.

## 2.2 Mission

Our success comes from helping our clients to be successful.

## 2.3 Vision

There vision is to turn Rectangle into a full-fledged communications firm that will carry the entire technical and creative component. Rectangle Tower will carry all those knights to be successful.

## 2.4 Objective

Their objectives are:

- Growth in market share.
- Clearer service differentiation
- Serve the best quality
- Establish consumer right
- Lessened clients stress as much as possible

## 2.5 RCL Area of Concentration

Rectangle Communications Ltd. is 360 degree communications firm which has a unique process of completing each project. RCL area of concentration as follows-

### 2.5.1 Brand Management

Rectangle designs holistic branding strategies and programs for corporate leaders and business owners to leverage the power of their corporate brands as a strategic weapon in building successful and sustainable businesses. Following are the activities we perform under Brand Management Services:

#### ➤ Planning, Conceptualization and Execution-

- Advertising Campaign
- Brand Promotion Activities
- Billboard Advertisement
- P.R. Activities
- Events Management
- Road shows via Mobile Display Vans,
- Customer's Interactive Programs

### 2.5.2 Event Management

We have a great team that is expert in event management. We provide a wide range of services to ensure that every campaign, event, or project is a complete success.

#### ➤ Event Services

- Venue
- Executive Support
- Signage and Furnishing
- Logistics Management

#### ➤ Creative

- Innovative Concept & Design
- Branding & Theme
- Copy Writing
- Graphic Design

#### ➤ Production

- Artist Management
- Speaker Management

- Show Producing
- Audio-Visual
- Technical / Show Production
- Technology Services
  - Web Cast
  - Content Manage
  - Event Website Portal Management

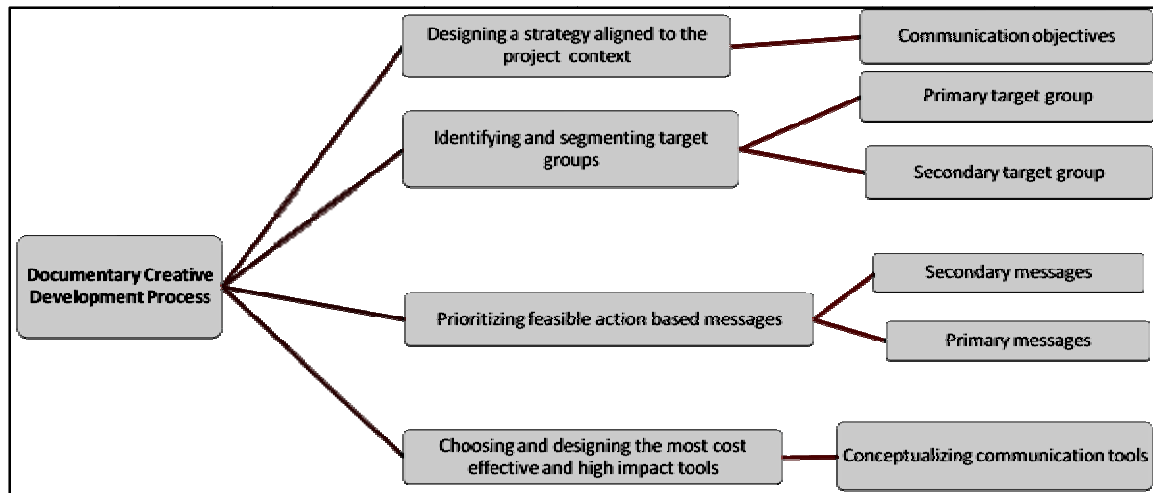
### 2.5.3 Advertisement

TV advertisement is generally considered the most effective mass-market advertising format, and this is reflected by the high prices TV networks charge for commercial airtime during popular TV events.

- Strategic Planning
  - Branding Development
  - Marketing Plans & Budgets
  - Market & Product Analysis
  - Incentive & Sales Programs
  - Consulting
- Creative Development
  - Broadcast/Electronic Advertising
  - Tradeshow / Display Design

### 2.5.4 Documentary

We have an expert team who can turn the documentary subject in to a fascinating and compelling film that is easily understandable for all. We research the documentary subject as thoroughly as possible and gather relevant knowledge on the subject matter before starting the work. We also create a structure/outline for your film before shooting which work as guidelines but we also understand that it's what we shoot that informs the final structure of the film. We have an expert time that is able to develop innovative ways to documenting film within client's project parameters. Throughout the process of research and development we keep our clients involved and incorporate their valuable feedback when making the film.



## [2.5.5 Media Production](#)

### Pre-Production

Every production is unique. We analyze your needs and determine the best way to achieve fulfillment. During the pre-production phase, our staff develops a battle plan and offers only the services client need.

### Production

All our production crews are professionals and experts in their field of work. We offer full service crews that include directors, cinematographers, production manger, costume designer, and production audio... just to name a few.

### Post- Production

We additionally offer a full range of post production services. During picture editing, we work with you so that we get your vision right. We invite our clients to give us feedback during post production and work together to see your production through.

## [2.5.6 PR Services](#)

Our team of dedicated professionals comprises industry veterans with combined experience in the field of public relations and communications over the years.

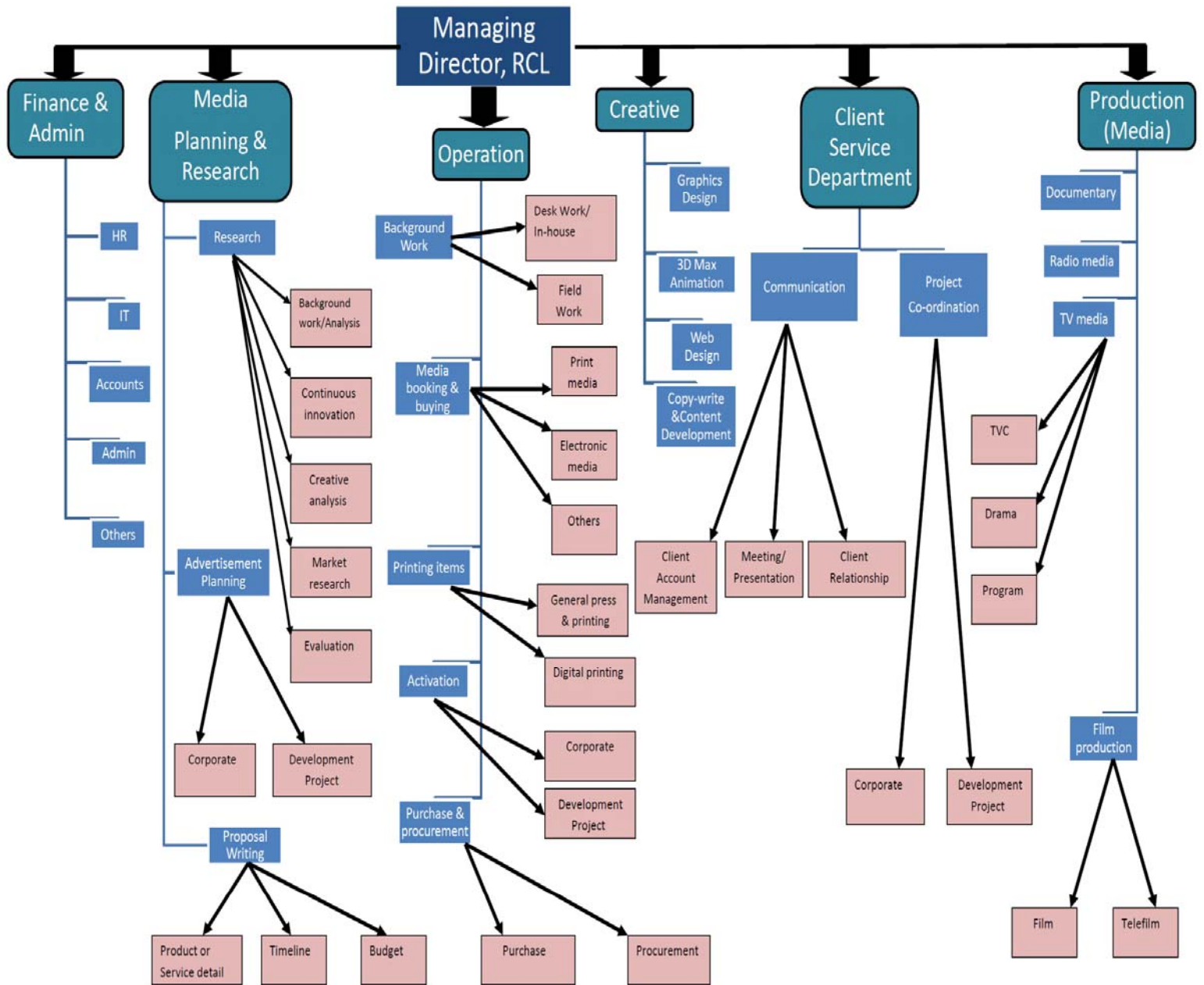
### 2.5.7 Corporate Gifts

#### Promotional Products and Customized Corporate Gifts

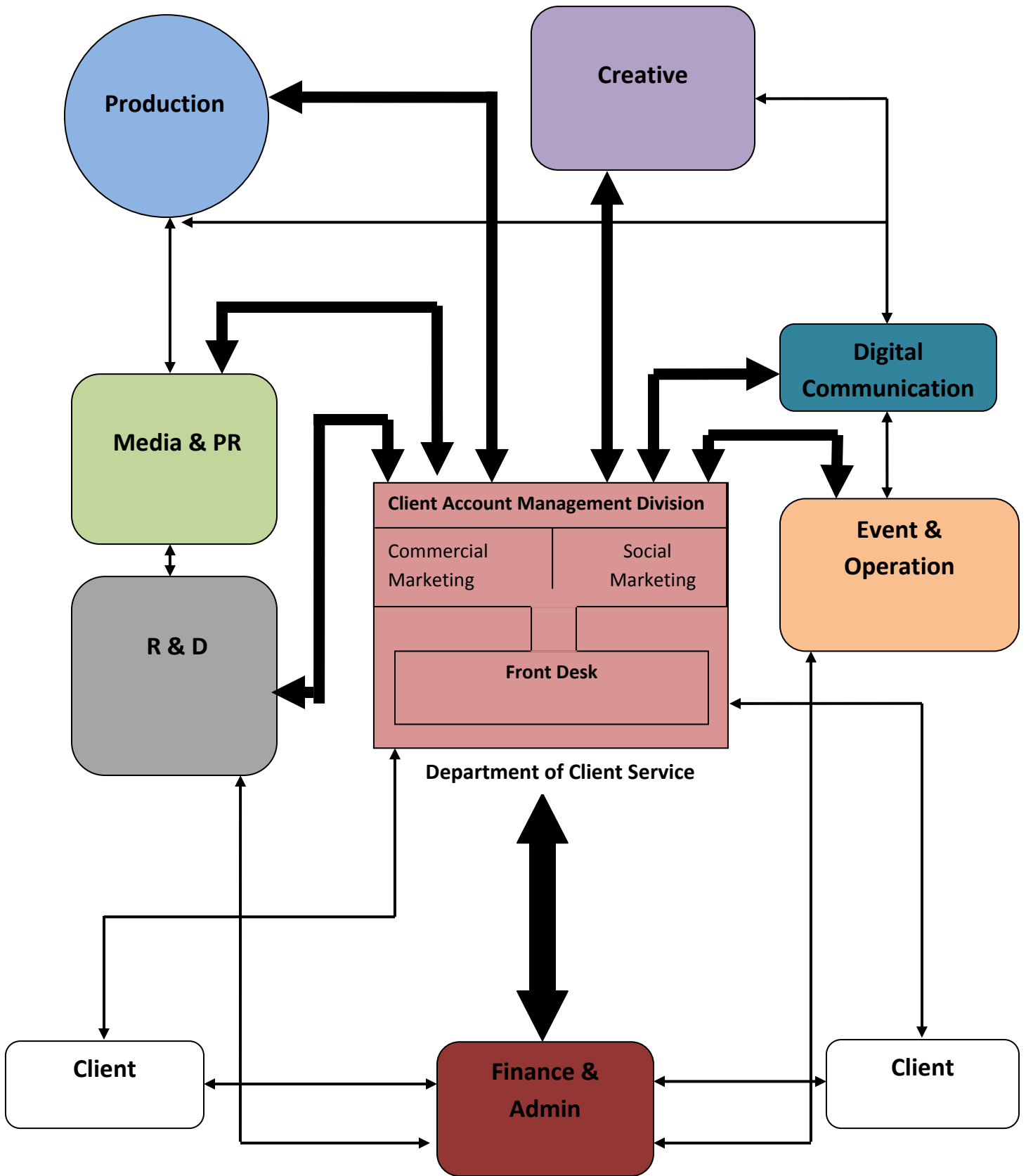
We are focused on our clients and their corporate gift or promotional requirements, aiming to exceed expectations of service, while providing cost effective and innovative promotional products and gifts within short turnaround times.

We pride ourselves in taking the hassle out of ordering promotional items, we know ordering products for your conference or exhibition is not the most important task you have to complete in a day. Give us a call, we will not bombard you with technical terminology just ask straight forward questions. From there sit back at let us take over, you will be kept up to date at each stage of the order process, given a direct telephone number so you can speak to your account manager if you have any questions, then get on with the rest of your day safe in the knowledge that everything is in hand.

### 2.6 Organizational Structure



RCL Functional Framework





## 2.8 RCL Manual

RCL Manual / Constitution for Project Management & Monitoring

This manual focuses on two major areas:

- ✓ Project management skills;
- ✓ Project management process;

### Project management skills

RCL P&E criteria

Strategic Planning

- Communication / media planning

High level of communication & supervision

- Internal Communication
- Communication: Bottom-up approach
- Supervision: Top down

Balanced Act

REDRW Skills –

Team management

- Right people at right places/job

### Project Management Process

- I. Proposal stage
- II. Project Operation / Activation
- III. Post operative

## 2.9 Different forms Used by Rectangle Communications Ltd.

1. Project Detail-Proposal Stage
2. Project (On-going) detail & update table
3. Delivery Challan
4. RCL Project Account Summary
5. Vendor Detail form

6. Agreement form
7. Enlistment form
8. RCL Cash fund record statement
9. RCL Employee's Score Card of Performance & Evaluation
10. RCL Requisition Slip for Project Expense
11. RCL Salary Sheet
12. RCL Monthly Performance & Evaluation Record Statement
13. RCL Client Feedback Form
14. RCL Monthly Accounts Summary
15. Rectangle Employees Daily Routine Work (REDRW)
16. RCL Employee Holiday Record Statement

## 2.10 RCL Unique Facility

### **Client Feedback Form:**

Client Feedback Form is designed to facilitate the clients to evaluate and rate RCL overall performance. The following questions are asked to the clients where they rate Excellent, Good, OK, and Poor about RCL's performance.

1. How will you categorize RCL client services?
2. How much creative and unique RCL's services been?
3. How much available RCL was during the entire operational process of the project?
4. How much stress could RCL take over?
5. How good RCL was in terms of understanding your preferences/choices?
6. How will you categorize RCL in terms of reliability?
7. How significant RCL 24/7 OPU facility is in terms of adding value to this project?

### 24/7 OPU Facility






Rectangle Communications Ltd., one of the country's fast growing marketing and communication agencies, has introduced Online Project Update (OPU) facility for its clients for the very first time in the history of advertising and business communication of the world.

The OPU facility is a nonstop 24 hours seven days in a week online service where clients can get easy access to all project related information, work progress status, project progress bar, delivery status, recorded time and date of last update and also an interactive messenger tool through its website - [www.rectanglebd.com](http://www.rectanglebd.com).



## 2.1 Our Clients

Our services are valued by our satisfied clients across multiple product lines – all of them getting a unique impact from their media spend, delivered in a cost effective way. We have developed win-win relationship with many of our clients and sponsors. To illustrate the strength and breadth of our client base, a selection of client names has been set out below.

### Client Detail

	<p>Airtel Bangladesh Ltd. is a GSM-based cellular operator in Bangladesh. Airtel is the sixth mobile phone carrier to enter the Bangladesh market. Web Address: <a href="http://www.bd.airtel.com/">www.bd.airtel.com/</a></p>
	<p>Abdul Monem Limited now has one of Bangladesh's broadest portfolios of business ventures from being bottlers of Coca Cola, having a sugar refinery, producer of Igloo ice cream, producer of milk and dairy products, makers of food items and snacks, manufacturing pharmaceuticals, maker of auto bricks, bitumen and selected construction materials, providing financial services, outsourcing of IT services, energy providers, etc. Web Address: <a href="http://www.amlbd.com/">http://www.amlbd.com/</a></p>
	<p>Regent Airways is a Bangladeshi airline owned by HG Aviation Ltd, a fully owned subsidiary of Habib Group. Regent Airways is based at Shahjalal International Airport. It was founded in 2010, also starting operations in 10 November of the same year. Web Address: <a href="http://www.flyregent.com/">www.flyregent.com/</a></p>
	<p>Mutual Trust Bank Ltd. was incorporated on September 29, 1999 under the Companies Act 1994 as a public company limited by shares for carrying out all kinds of banking activities. Web Address: <a href="http://www.mutualtrustbank.com">www.mutualtrustbank.com</a></p>
	<p>Expolanka Group was established in Colombo, Sri Lanka in 1982, and has earned an excellent reputation through its financial integrity, discipline, and reliability. Expolanka Bangladesh Ltd. started its operations in 1991 and has been providing logistics and freight management solutions for importers and exporters worldwide. Web Address: <a href="http://www.expolanka.com/">www.expolanka.com/</a></p>

	<p>NovoAir is an airline in Dhaka, Bangladesh. NovoAir is based in Shahjalal International Airport, operating two Embraer ERJ 145 aircraft, within Bangladesh. It began domestic operations in 9 January 2013. Web Address: <a href="http://www.novoair-bd.com/">www.novoair-bd.com/</a></p>
	<p>Abdul Monem Limited now has one of Bangladesh's broadest portfolios of business ventures from being bottlers of Coca Cola, having a sugar refinery, producer of Igloo ice cream, producer of milk and dairy products, makers of food items and snacks, manufacturing pharmaceuticals, maker of auto bricks, bitumen and selected construction materials, providing financial services, outsourcing of IT services, energy providers, etc. Web Address: <a href="http://www.amlbd.com/">http://www.amlbd.com/</a></p>
	<p>Tiger Airways is a group of budget carriers operating in the Asia Pacific region. The group consists of wholly-owned Tiger Airways Singapore and Tiger Airways Australia, and partially-owned Mandala Airlines and SEAir. Tiger Airways aims to expand its presence in Asia through both new strategic partnerships and organic growth. Web Address: <a href="http://www.tigerairways.com/">www.tigerairways.com/</a></p>
	<p>The Premier Bank Limited is incorporated in Bangladesh as banking company on June 10, 1999 under Companies Act.1994. Bangladesh Bank, the central bank of Bangladesh, issued banking license on June 17, 1999 under Banking Companies Act.1991. The Head Office of The Premier Bank Limited is located at Banani, one of the fast growing commercial and business areas of Dhaka city. Web Address: <a href="http://www.premierbankltd.com/">www.premierbankltd.com/</a></p>
	<p>AAF International traces its roots to Bill Reed, a skilled engineer and clever entrepreneur who recognized in 1921 that cleaning the air was critical to the growth of society, the development of technology, and the protection of human health. He developed the Reed Air Filter which represented the initial step in building an international company that globally dominates the air filtration industry – AAF International. Web Address: <a href="http://www.aafintl.com/">www.aafintl.com/</a></p>
	<p>Trane Inc. is a subsidiary of Ingersoll Rand and is the successor company to the American Standard Companies. It is a global provider of heating, ventilating and air conditioning (HVAC) systems and building management systems and controls under the Trane and American Standard brand names. Its offerings include service and parts support and financial solutions. Web Address: <a href="http://www.trane.com/">www.trane.com/</a></p>
	<p>Bangladesh University was established under the Private University Act (1992) and approved by the Government of the People's Republic of Bangladesh, Bangladesh University has been successfully carrying out its noble mission since 2001. Web Address: <a href="http://www.bu.edu.bd/">www.bu.edu.bd/</a></p>
	<p>GMS COMPOSITE KNITTING IND. LTD, an entirely integrated and independent unit, comprises of state-of-the-art composite knitting, dyeing, finishing and stitching units under one roof. Our modern facilities along with our professional and dedicate team have made us what we are today – renowned and reliable exporters of quality knitted fabrics across the globe. Web Address: <a href="http://www.gmsbd.com/">www.gmsbd.com/</a></p>

		<p>Japan Banga Group is a renowned real estate group in Bangladesh. It has become a trusted name in this sector in this region. Web Address: <a href="http://www.jb-development.com/">www.jb-development.com/</a></p>
		<p>Confidence Trade Limited (CTL) was established as a Private Limited Company in 1983 for General Trading Business. In 1985, CTL started marketing Century Brand Split Air Conditioner as distributor of Kyung Won Century Co. Ltd of Korea. Web Address: <a href="http://www.contradeltd.com/">www.contradeltd.com/</a></p>

## Chapter: 3

### Job Description

Topics that include in this chapter are:

1	Nature of the Job
2	Key Responsibility of the Job

### 3.1 Nature of the Job

In general the nature of job of mine was varied from project to project basis. The tenure of this Internship was from March 2, 2013 to May 31, 2013. On this tenure from March 2, 2013 to March 8, 2013 I was active with RCL on job training. From March 9, 2013 to April 10, 2013 I was serving with Operation & Production Team with the project of “Corporate AV of GMS Composite Knitting Industry Ltd”. And after that, from April 13, 2013 to April 20, 2013 I was serving with the Creative Team for Background analysis and ground work and content development of GMS Audio Quran (Arabic-Bengali) Gift Package. And from April 24, 2013 to May 31, 2013 was in charge of the project on behalf of Client Service Department of Audio Quran (Arabic-English) Gift Package of GMS Composite & Knitting Industries.

By working on those multi departments I earned a huge experience and moreover I gathered the knowledge how a project is run from beginning to end. When I start the internship in RCL with the appointment letter they did not mention or assign any specific post or department, it is quite difficult to describe the nature of the job. So, it insisted to say that throughout the intern program of RCL, I supposed to observe all kind of communications activities and tried to maintain all their compliances like overall operation process, client meeting, without that in house meeting like PPM, APM, POM, RSPCW, BACG, EID, AFD, weekly meeting, P&E meeting etc.

About the environment of the office, especially the working environment was fantastic. Lots of creative work by maintaining practical implication, RCL Manual, REDRW, P&E Criteria, RCL framework helps me a lot to carry on management instruction to take over management instructions. For me the nature of the job was completely required one quality that helps to bend with RCL team and that is possessiveness and common sense. This intern was design properly with guidance and perfect support from the RCL Team.

### 3.2 Key Responsibility of the Job

As I mentioned earlier in my report that my position was not fixed but I’m technically know how about whole process of an ad firm. But on the basis of that now I can make an ecological balance of creative concept with practical implementation through client satisfaction and retention for company.

## REDRW (Rectangle Employees Daily Routine Work)

- Research Work (Sharing/ Procuring Information & Ideas) at least half an hour.....∞
- Information & Database Management(R&D Softcopy &Hard Copy as per necessity): Half an hour
- Project/P.P Related Work
- Carry on Management Instruction
  - Log down instructions
  - Follow up/ Check up
- Communication/Updating MD/line managers/directors
- Enlistment related work
- 360° Preparation before approach
  - Pre-approach plan
  - Logistics management
  - background work
- Score Card/ P&E system
- Others
  - Creative Analysis
  - Administrative Work
  - REDRW check-up
  - Log in & Log out

## Chapter: 4

# Retention depends on the ecological balance of Creative Idea with Practical Implementation

Topics that include in this chapter are:

1	Introduction
2	Research Methodology
3	Data Collection Method
4	Data Analysis
5	Data Presentation Technique
6	Limitation of the Study
7	Findings
8	Recommendation
9	Conclusion

### 4.1 Introduction

Now day's worlds market is changing with blinks of eyes. But paramount achievements are categorized by the increasing number of competition both in local and elsewhere. Since satisfaction are intangible and believe worthy but some focuses are always been busy by the organizations. They always try to keep customer satisfied and ultimately they turned to loyalty and ultimate increment happens in trade of.



In terms of Ad industry the creative agency (conceptual) and media agency (practical) have to maintained in ecological balance and that will help customer to get its ultimate satisfaction it will help them to get more retention.

## 4.2 Research Methodology

### 4.2.1 Research Purpose:

There are two basic purpose of research: to learn something or to gather evidence. The main purpose of research has as its main goals the gathering of coherent, variable information and most importantly, timely reporting of that information.

### 4.2.2 Research Strategy

The design of research strategy depends on the retention whether it is maintained by ecological balance of creative idea with practical implementation. The main function of research design is to explain how we will find the answer weather ecological balance of creative idea with practical implementation or not.

### 4.2.3 Expected Findings

The expectation of is to see retention is been done with increase number of turnover by marinating ecological balance of creative idea with practical implementation.

### 4.2.4 Methodology:

I mainly adopted quantitative approach by gathering information from of Client Account Management Department on a particular client GMS.

### 4.3 Data Collection Method

Data was collected through the Client Account Management Department in terms of Turnover relation to Client feedback form. Both primary and secondary data will be used for analyzing.

#### 4.3.1 Primary Data

I have collected primary data by interviewing client account management team. Primary data were mostly derived from client account sheet.

#### 4.3.2 Secondary Data

##### Internal Source

Recent Project Summary of GMS and its increase in turnover of RCL.

### 4.4 Data Analysis and Techniques

Analysis of primary data will be done Microsoft Excel followed by descriptive analysis. Graphical presentation, frequency will be used in the report.

### 4.5 Data Presentation Technique

Presentation of data will be shown in form of various graph and table.

### 4.6 Limitation of the Study

The present study has following limitation:

1. The main constrain of inadequate access of information, which has hampered the scope of analysis required of the study.
2. As Rectangle is a private organization they maintain some secrecy that is not revealed by other. While face to face interview they did not disclose all the information for secrecy matters.

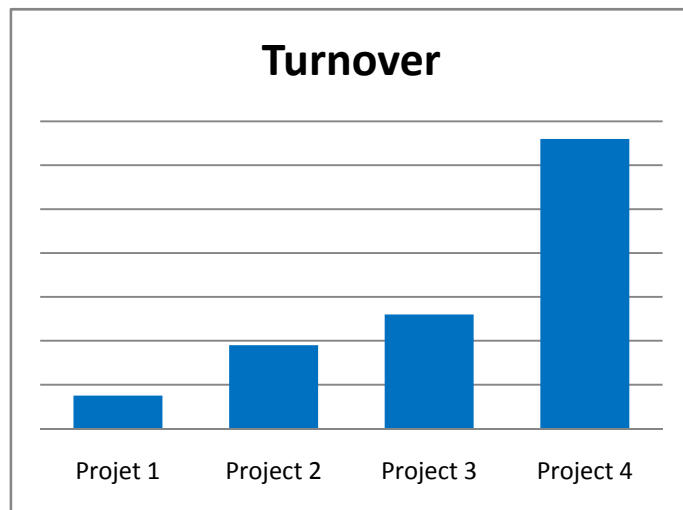
## 4.7 Finding

4.7.1. Turnover of Rectangle after applying the balanced act of creative idea with practical implementation on GMS Composite Knitting Industry Limited:

Sl. No.	Projects	Revenue
Project1	Creative Box, CD Cover, Sticker, Motion Graphics	3,75,000
Project2	Corporate AV of GMS Composite Knitting Industries	9,50,000
Project3	Complete Gift Package of Audio Quran (Arabic-Bangla)	13,00,000
Project4	Complete Gift Package of Audio Quran (Arabic-English)	33,00,000

### Interpretation of the Chart:

From the following graph it can easily be seen that the following project RCL for GMS Composite Knitting Industries Ltd. was continuously increasing. The first project with GMS was a small project that carries some creative art work, printing and procurement but in the project 2 come up with an AV and that carries a turnover of almost three times of project 1 and in Project three we provide an end to end solution of a gift package. And in project 4 we come up with some unique idea and some way



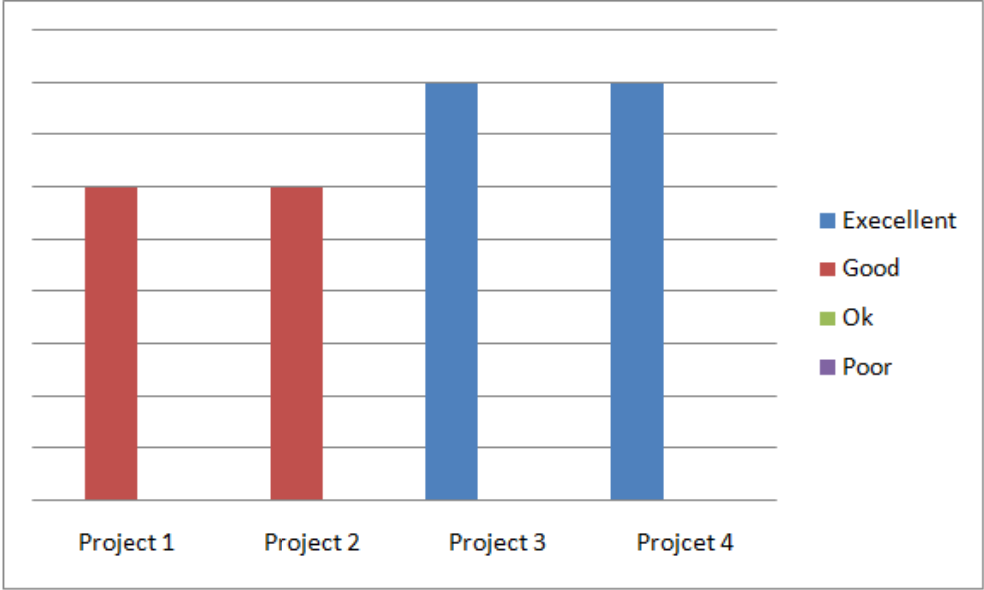
we

somehow we able to understand our client by marinating the creative idea with the practical implementation and keeping clients requirement ahead.

4.7.2. Relationship between client satisfaction level through client feedback from and RCL Turnover.

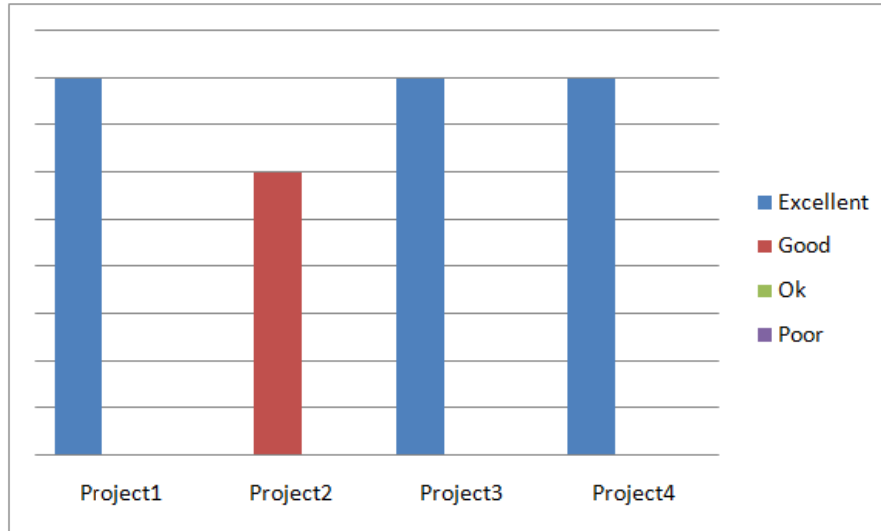
Q.1. How will you categorize RCL client service?

	Excellent	Good	Ok	Poor
Project1		✓		
Project2		✓		
Project3	✓			
Project4	✓			



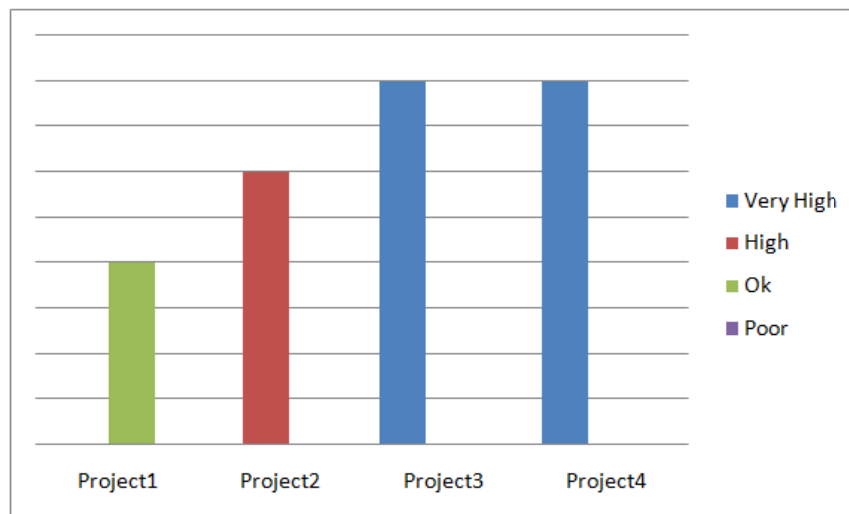
Q.2 How much creative & unique RCL’s service been?

	Excellent	Good	Ok	Poor
Project1	✓			
Project2		✓		
Project3	✓			
Project4	✓			



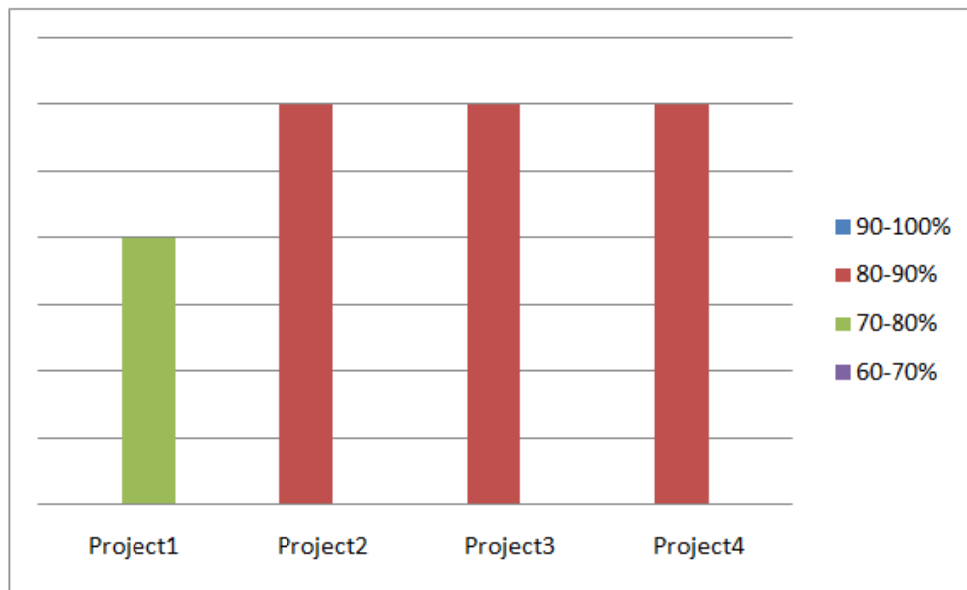
Q.3 How available RCL was during the entire operational process of the project?

	Very High	High	Ok	Poor
Project1			✓	
Project2		✓		
Project3	✓			
Project4	✓			



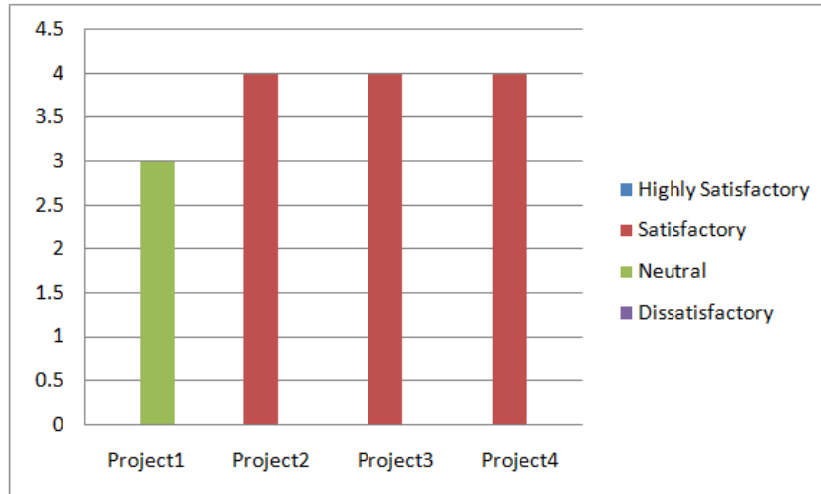
Q.4 How much stress could RCL take over?

	90-100%	80-90%	70-80%	60-70%
Project1			✓	
Project2		✓		
Project3		✓		
Project4		✓		



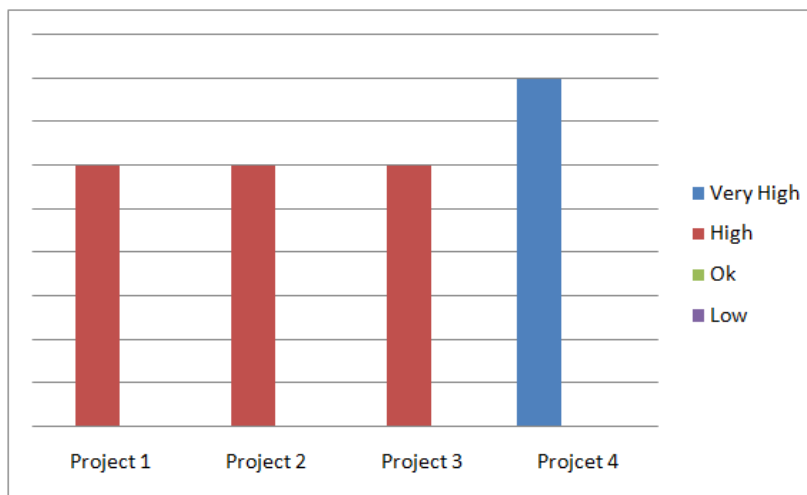
Q.5 How good RCL was in term of understanding your preference?

	Highly Satisfactory	Satisfactory	Neutral	Dissatisfactory
Project1			✓	
Project2		✓		
Project3		✓		
Project4		✓		



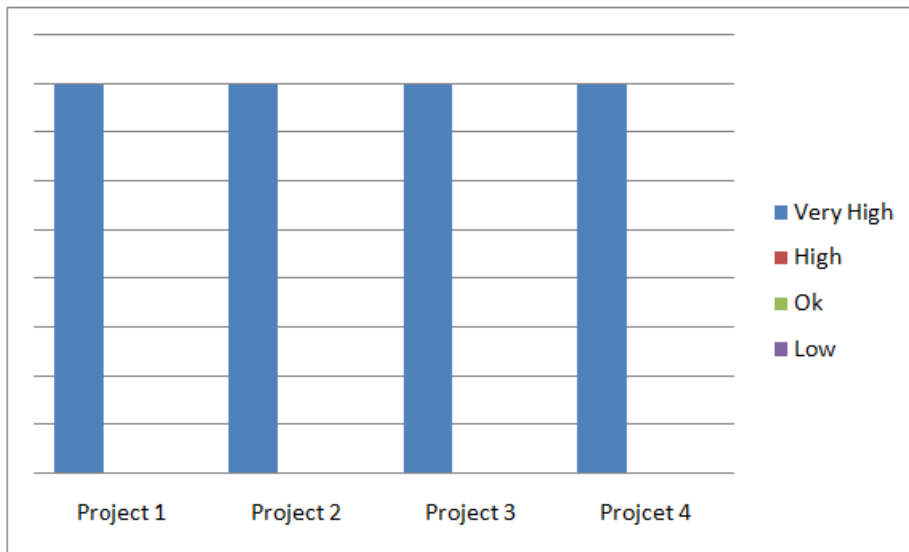
Q.6 How will you categorized in terms of reliability?

	Very High	High	Ok	Low
Project1		✓		
Project2		✓		
Project3		✓		
Project4	✓			



Q.7 How significant RCL 24/7 OPU facility is in terms of adding value to this project?

	Very High	High	Ok	Low
Project1	✓			
Project2	✓			
Project3	✓			
Project4	✓			



Interpretation of the chart:

If we see in the figure of 4.7.2 it was easily watchable that GMS is satisfied or their satisfaction level is increasing day by day. In question number 1 we find that in project one GMS's feedback was good and in two they were still stick by good but in terms of that RCL tries to satisfy with client service that's why in project 3 and 4 they were excellent with the client service. On the other hand it can easily viewable that with satisfied customer turnover increase. In question number 2 RCL uniqueness & creativity was good in project 1 but soon after that from project 2 to 4 it was excellent in accordance with GMS feedback. In question number 3 we can find that feedback was ok but by the time it becomes high to very high. In question number 4 where we can find that RCL takes over the stress in project 1 was 70-80% but in project 2, 3, 4 it was 80-90% so again their satisfaction level is getting high and that relates to RCL turnover to get increased. For successful project it is necessary to understand client's preference and in terms of



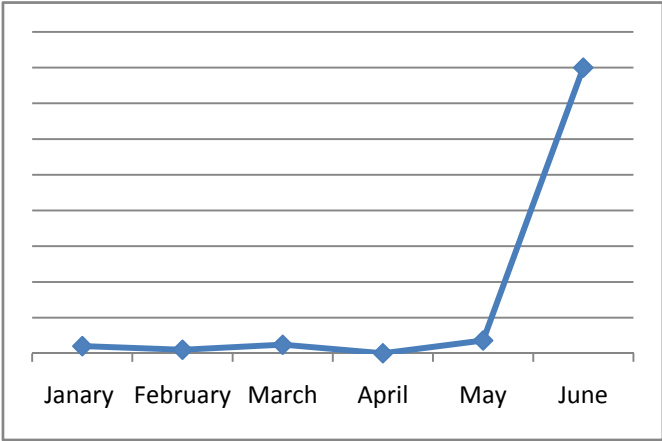
RCL they do it properly that's why GMS raises its curve to neutral to satisfactory. In question number 6 RCL reliability was high and they stick with very high from last three projects. In terms of OPU transparency level of RCL becomes very high and clients become very convenient to get the update and RCL sticks with Very High position from project 1 to 4. Maybe there are some other factors related to customer satisfaction that may help to increase turnover and at the same time it will be successful when creative ideas will be implemented practically.

4.7.3. Ultimate Retention of GMS after completing the Corporate AV

Date	Jack & Jones (Work Oder)
January	1,00,000
February	50,000
March	1,20,000
April	0
May	1,80,000
June	40,00,000

Interpretation of the Data:

The graph is showing that the AV of GMS helps clients to take decisions about giving more work orders. Without a day the corporate AV of GMS boosts their sales. If we see, the work order of January month was dropped into 50% in the month of February. Again it increases in the month of March. But again they have zero production in the month of April. They boost up again in May. But after completing their Corporate AV they get a work order of 40 times bigger than in the month of middle of 15.



4.8 Recommendation

Rectangle Communications Ltd. is one of the fastest growing ad firms in Bangladesh. Their belief and unique approach to client satisfaction leads them to sustain in this competitive area of market. Hence there are few things that can be recommended. They are mentioned below:-

- **Maintain ecological balance between creative ideas with practical implementation:** So far Rectangle Communications Ltd. proposes almost 180 proposals but they active only 70-80 proposal. That is because they some way somehow they failed to maintain this ecological balance.
- **Decrease the cost and time in proposal stage:** Rectangle spend huge money on time for proposal stage. Sometimes they didn't get the work order. In that case they had to incur the cost.
- **Long time Brand Affiliation:** They don't have any sort of long time brand affiliation with any brand rather than case to case basis project. They should go for long term relationship.
- **Increase manpower:** RCL is in a start up in accordance with the product life cycle so they should go for more investment on manpower. Sometimes they find that due scarcity of manpower they can't afford to get the workorder.
- **Project basis recruitment:** They sometimes hire people on a project basis that's why they have to pay more. So if they recruit from those people and by in house training if them capable of making those people in multi tasking work that will be more beneficiary.
- **Relationship with Potential Vendor Selection:** They need huge vendor for various type of work e.g. printing, box, binding etc. So if they build a strong relation with them and tie up with some vendor then that will be a profitable for them.
- **Shut down of middle class sentiment:** In most of the case we compromise in so many ways but ultimately it is bad for organization. So they should avoid this.
- **Contemporary Market:** RCL basically follows everything in a corporate way. But they should try to grab the catch in terms of TG.
- **Tie Up with International Ad Firm:** It will very helpful for them if they tie up with some international ad firm.

#### 4.9 Conclusion

Right now Ad Industry is a market of 2,000 corers but in the year of 2020 it will be market of 20,000 corers. But players will be very few in this market. So Rectangle is preparing them self to

play in the ultimate battle. For that battle they have to prepare themselves by maintaining ecological balance transcends to creative agency (conceptual) and media agency (practical) and that will help customer.

Now day's worlds market is changing with blinks of eyes. But paramount achievements are categorized by the increasing number of competition both in local and elsewhere. Since satisfaction are intangible and believe worthy but some focuses are always been busy by the organizations. They always try to keep customer satisfied and ultimately they turned to loyalty and ultimate increment happens in trade of.

The changing passage of Ad Industry of Bangladesh is changing through keenly speed up due to the enormous change in traditional market notably digitalization and consumer right protections. Consumers have become better informed ever before; with the continuation of changing traditional market that's simply no longer working. This project deals with balance of conceptual liquidity and practical implication of a singular project that enhances customer satisfaction and the organization gets it actual retentions. Rectangle Communication Ltd. practicing a newer strategy that is transcend to planning to deliver the often polar disciplines of 'conceptual' (creative agency) and 'practical' (media agency).

### Reference:

1. RCL Profile
2. RCL Project Record Book
3. RCL website: [www.rectanglebd.com](http://www.rectanglebd.com)