

Internship Report
On
Service Strategy of EndingScene Limited

Submitted By

Kamrul Hasan Tanbeer

ID: BBA1902017033

Major: Marketing

Department of Business Administration

Sonargaon University (SU)

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Submitted To

Department of Business Administration

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Submitted for the partial fulfillment of the degree of Bachelor of Business
Administration



Sonargaon University (SU)

Dhaka-1215

Date of Submission: May 14, 2022

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Semester: Spring 22

Submitted To:

Sharmila Sikder

Lecturer

Department of Business Administration

Sonargaon University (SU)

Submitted for the partial fulfillment of the degree of
Bachelor of Business Administration



Sonargaon University (SU)

Dhaka-1215

Date of Submission: May 14, 2022

Letter of Transmittal

April 28, 2022

To

Sharmila Sikder

Lecturer

Department of Business Administration

Sonargaon University (SU)

Subject: Submission of Internship Report on Service Strategies of EngingScene Limited.

Dear Madam,

This is my pleasure to submit my internship report on **Service Strategy of EngingScene Limited** which I was assigned to complete. It was a great chance for me to acquire experience and knowledge with respect to practical orientation with EndingScene Limited.

This report contains the Service Strategies of EndingScene Limited, where I have worked as an intern for three months. These three months internship program in this company was a pretty good journey for me. I consider that this internship program has enriched my knowledge, skills, and ability which will help me to do better in my career subsequently. Moreover, I have tried my level best to prepare this report to be as informative and relevant as possible.

To make this report more valuable I have reviewed some books, journals, articles, and annual reports of EndingSceneLimited.

Sincerely yours,

Kamrul Hasan Tanbeer

ID: BBA1902017033

Major: Marketing

Department of Business Administration

Sonargaon University (SU)

Declaration of student

This is to notify you that the internship report on “Service Strategy of EndingScene Limited”, has been prepared as a part of my internship formalities. It is an obligatory part of my BBA program to submit an internship report. Moreover, I was inspired and instructed by my supervisor Sharmila Sikder, Lecturer, Faculty of Business, Sonargaon University. I am further declaring that I did not submit this report anywhere for awarding any degree, diploma, or certificate.

.....

Kamrul Hasan Tanbeer

ID: BBA1902017033

Marketing (Major)

Department of Business Administration

Sonargaon University (SU)

Letter of Authorization

Certified that this internship report titled “Service Strategy of EndingScene Limited” is a bonafide work of Kamrul Hasan Tanbeer carried out the research under my supervision. Certified further that to the best of my knowledge the work reported herein does not form part of any other report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.

.....

Sharmila Sikder

Lecturer

Department of Business Administration

Sonargaon University (SU)

Acknowledgement

In the beginning I would like to express my gratitude to the almighty God who has given me the opportunity to go through the whole procedures of the internship and to write a report on this regard successfully.

An internship report is a crucial part of a BBA program as one can gather practical knowledge and skills within the period of three months by observing and performing the daily activities of a chosen organization.

In this regard, my internship has been arranged in Bank Limited, Panthapath Branch, Dhaka. First, I would like to acknowledge my heartiest gratitude to the Honorable Faculty Sharmila Sikder, Lecturer, Sonargaon University, who has given me full support, ideas, and constant supervision throughout the semester for preparing this report. I am thankful to her for how she guided me with her extreme consistency in every aspect to make the report a successful one.

Furthermore, I would like to thank **Sabbir Ahmed, CEO; Tanjin Nahida Rafique, Project Lead; Sami Huq, Advisor** and all other employees of the Organization, for giving me essential information and guidance as well as helping me to understand the dynamics of the Agency internship in a practical manner.

Finally, I convey my heartfelt thanks to my parents for the persisting support both financially and emotionally throughout my undergraduate program at Sonargaon University.

Executive Summary

Advertising and communication are as essential to a company as salt is to food. It's become a critical phase in the marketing of a product or service in recent years. Differentiating variables in the competitive context are branding and effectively communicating the message. Advertising companies assist in the development of a product or service's brand image. Consumers are more likely to remember a relevant message delivered in an original way. This is a guideline that EndingScene adheres to. To fulfill the promise of developing amazing company concepts, the creative minds collaborate with the management gurus.

My employment at EndingScene as a Spring trainee was in the Marketing department. The training, which began with learning to coordinate the ad-making process with the organization's creative directors and the company's ever-demanding clients, progressed to a period rich in managerial experiences. I was given the opportunity to assist in the creation of marketing campaigns for Land O' Lakes Venture37, an American non-profit organization. I researched the market and evaluated the tactics that may be used to help them complete their cause. For International Mother Language Day and Independence Day, strategic initiatives were created. EndingScene was also responsible for the HR initiatives for UCB Stock Brokerage. As project coordinator, I was an active member of the team.

Making client presentations and proposals, as well as delivering a strategy for varied clients, became typical for me. This helped me become more comprehensive with the ad-making process, from taking the client's brief to providing the final graphic work.

An agency's main responsibility is to display the brand in a creative way. This effort, however, is supported by market research and a variety of service tactics. Understanding the ideas of consumers and the market is essential for delivering effective solutions. I worked on a variety of market research initiatives as a trainee. This allowed me to go out into the market and gather the information I needed to analyze the market situation for my clients. Working with EndingScene was a great corporate experience that added a lot to my portfolio. EndingScene provided me with a thorough understanding of the advertising industry during my internship.

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CHAPTER ONE

Introduction

1.1 Introduction:

Advertising may be described as the science of arresting human intelligence long enough to get money from it. It is a non-personal form of communication intended to persuade an audience to purchase or take some action upon products, ideas, or services.

Advertisements make a product or service familiar in the household. It gives an identity to the product. In other words, advertisements facilitate the making of a Brand. Brand image is the personality a brand has created in the minds of its customers. It is the advertisements that help in communicating the desired message so as to form a brand image as targeted by the company. Keeping in constant touch with the target audience through frequent advertisements carried out via various mediums helps in enhancing Brand Awareness and Brand Recall.

Effective advertising is communication that induces the consumer to buy a product. Advertising performs one of the most important functions in society which is to inform, it gives people the power of choice, the power of knowledge that helps them make important decisions every day. Advertisements intend to answer the following for their potential customers:

- Inform them about the product or service
- Where and how is the product or service available?
- How to use the product or service?

Today, advertising has become a reflection of human life, whatever state it may be in. Traditionally started as press releases, television ads, and billboard displays, advertisements have now moved on to cover every possible area of human life in order to communicate. Ranging from internet marketing to roadshows, marketing communication has utilized the path to interact with its target audience. If times are good, it celebrates; if not it mourns. Advertising has successfully transcended from one of the most interruptive commercial mediums of modern times to

something that everyone wants to have a piece of. Advertising agencies have always played a pivotal role in improving general human conditions the world over. From marketing a luxury car to spreading awareness on social issues, advertising has played its bit.

EndingScene Limited was established in Bangladesh as an advertising company under the Company Act 1913 and began its operation in January 2016. Numerically it was just another Advertising Agency, now functioning in Bangladesh but the founders were committed to making it a little bit different from other agencies. EndingScene is concerned about social commitment and ensures cooperation among the people of all levels for example-businessmen, medium and small-scale industries, Corporates, and NGOs who are engaged in medium and large-scale industries, operating nationally and internationally.

1.2 Rationale of the Study:

As a result of the growing economy and emerging competitors in the field of the advertising industry, customer expectations have increased more than ever before. Analyzing the current situation, advertising agencies, especially B2Bs like EndingScene are trying to come up with new ideas and services to attract more customers. Moreover, agencies perform an important role to serve the needs of the companies in various sectors for instance: NGOs, SMEs, Multinational companies, and many more.

EndingScene Limited has already emerged as one of the renowned advertisement agencies because of its excellent customer service, quality, and service strategies. The agency performs all activities according to the principles of B2B strategies. In this report, I have given all my efforts to represent my work experience and knowledge about their performance, difficulties, opportunities, and prospects on the ground of general service strategies.

1.3 Origin of the Report:

The internship program is a compulsory requirement for students who wish to become a B.B.A graduate of Sonargaon University. To complete my internship program, I worked with a host organization named EndingScene Limited. Further, I have prepared this report on my practical experience in the daily agency activities, theoretical knowledge, and under the close direction of my official supervisors and colleagues. Thus, the report entitled "Service Strategies of EndingScene Limited" has been accomplished as a fulfillment of the BBA program accredited by Sonargaon University.

1.4 Objectives of the Report:

Broad Objective: Internship is the process to acquire work experience in specific industries. It offers a proactive chance to work in the desired field. It helps the interns to identify how their course of study applies to the real world and how to deal with it. Regarding my internship, the prime objective of the study is to know practically the functions of service strategies studied on EndingScene Limited.

Specific Objective:

- To identify the key purposes of promotional Activate
- To imply theoretical knowledge to practical areas of work.
- To measure the customer opinions on service quality and customer satisfaction towards the service strategies
- To assess the performance and categorize problems related to service strategies related to EndingScene Limited.
- To have a strong idea about the Advertising agency.
- To make some suggestions to solve the problems of EndingScene Limited.

1.5 Methodology of the Report:

This report is prepared mostly on the observations that I experienced during my internship program. From my academic background, I have learned various methodologies in the search process. As a result, in this study, I had the chance to apply my academic knowledge to practical areas. For this, I have gathered data from many sources. Both primary and secondary sources of data were used in order to prepare this report.

Primary Sources:

- Personal observation of the processes of agency activities followed by each department.
- various manuals of EndingScene Limited.
- Informal conversation with the clients.
- Personal interviews of different employees of the organization.
- Practical work experience in different departments of the organization.

Secondary Sources:

- Annual report of EndingScene Limited.
- Periodical published by Bangladeshi advertisement agencies.
- Internet as a source of information.
- Website of the organization.

1.6 Scope of the Report:

This report provides a lot of information about the Service Strategies of EndingScene Limited. It delivers a broad overview of the advertisement department of EndingScene Limited.

Moreover, this report contains all the observations and work experience during my internship period. It includes the different aspects of general advertising procedures and their effects on the performance of the service activities of EndingScene Limited.

1.7 Benefits of the Report:

- It helps to know about the overall service strategies of EndingScene Limited.
- It gives us knowledge about the strategies of an advertisement agency.
- It delivers information about marketing mediums and services.

1.8 Timeline of the project:

The following table indicates my suggested time frame for the internship to prepare the report.

Week	Activities
1-2	Desk discussion
3	Choosing topics
4	Approval of the selected topic
5-10	Observing, depth interview, and data gathering
11	Data preparation and project analysis part
12	Report preparation and final report available

1.9 Limitations of the Report:

In preparing this report several complications and limitations have encountered which are mentioned below -

- EndingScene follows strict confidentiality of their data.
- All required information is not available in any individual department of the organization.
- The limited scope of scrutinizing every department individually.
- Lack of experience and knowledge in internship report writing.
- Because of time constraints many of the aspects could not be discussed in this report.
- Non-availability of the most recent statistical data and information.
- Only three months of internship are not enough to know and learn about all the service activities and strategies.

CHAPTER TWO

Literature Review

2.1 Literature Review:

To find relevant literature that focuses on smart services, a systematic search was performed. To ensure a structured and broad overview, the approach by Webster and Watson (2002) was chosen as the underlying methodology. According to Vom Brocke et al. (2009), validity and reliability are essential components of a rigorous literature search. In general, validity is defined as the degree of accuracy, and, for a literature review, the validity is regarded as the degree to which all publications relevant to a topic are discovered (Vom Brocke et al. 2009). For this study, the validity of the literature search was considered by examining the selected databases, the predefined search terms, the performance of forward and backward searches, and the use of the TSISQ (Koukal et al. 2014). The TSISQ uses the concept of latent semantic indexing and is an extension of conventional term-matching methods. Reliability is generally understood to be the formal precision of a scientific study. In the case of a literature search, reliability is the replicability of the search process; thus, it is necessary to comprehensively document the search process (Vom Brocke et al. 2009).

Inclusion and exclusion criteria were defined to identify the most relevant articles. Publications that were non-academic articles or not peer-reviewed were filtered out. However, to be sure of achieving a broad literature review, the search was not limited to high-ranking journals and conferences. According to Webster and Watson (2002), a topic-centric view of the literature is much more valuable than a view limited to a few top journals. Articles that were not written in English were excluded, which is why only English search terms were used to identify relevant literature. It was assumed that potentially relevant articles in the field of smart services would be in English because most researchers write in English, aiming to address a broad target group. To avoid regional overrepresentation of research in the formal analysis, articles in other languages were excluded. This choice also helped avoid regional bias based on differences in research topics. After implementing the named inclusion and exclusion criteria, 10,012 potentially relevant hits remained. In this literature review smart services are viewed from an ISR perspective. Articles in different disciplines such as history or art were excluded. This criterion was applied by using the filters whenever possible while searching the different databases and disciplines. A publication by Bianchi (2015), which includes a discussion of the roles of risks and trust in art exchanges, is an example of an article that was not from the ISR field and thus excluded. Additionally, articles that only used the terms smart/digital/electronic service, without subsequently focusing on these topics, were not considered. One example is a technical analysis and presentation of strategies for network scenarios (Sohn and Gwak 2016).

Most of the articles were found using second and third search terms; that is, they contained the terms “digital” or “electronic”, but not “smart”. The definition of smart services presented earlier was used to determine whether an article was using the

terms “digital service” or “electronic service” as a synonym for smart services. Implementing this criterion led to a large reduction in potentially relevant articles, because most of the articles that used the second and third search terms did not consider “smart” services in accordance with the definition presented in this article. Appendix Table 4 shows the number of hits and their reduction for each search term in the different databases. If it was not possible to decide whether the terms used in an article complied with the definition of smart services considered in this article, the full text was examined. An article by Mecella and Pernici (2001) is an example of a hit using the search term “electronic service” that was eventually excluded. They define electronic services as open, developed for interaction in an organization and between organizations and as easily composable. Using this definition, electronic services are not necessarily based on context information or data analytics.

Following the search described above, both a backward and a forward search were conducted (Webster and Watson 2002). For the backward search step, the citations of the articles were screened manually for additional relevant literature. Google Scholar was used for the forward search to find articles that cited the identified literature, resulting in seven additional articles. Finally, the literature tool TSISQ (Koukal et al. 2014) was used to enhance keyword-based search via latent semantic indexing. The tool compares unstructured texts and identifies semantically similar texts in a database. The database contains IS literature from the “AIS basket of eight” and other IS conferences and led to the identification of two further articles. In total, 109 articles were considered in the literature review. Figure 2 illustrates the literature search process.

In the second phase of the literature review an analysis of the identified articles was conducted, involving the following steps: identifying relevant aspects and issues, categorizing them and discussing the highlights and results. First, a formal exploration of the 109 articles was conducted. The years of publication were examined to identify a possible trend. The identified industries used as context were also determined. Next, the articles were analyzed thematically. The smart service lifecycle explained in section two was used to identify the phases covered by each article. During analysis, it was found that considering the service lifecycle is helpful for organizing the relevant publications. Associating research with a specific lifecycle phase enabled us to draw more concrete conclusions and to better understand the opportunities and challenges. For each article in the literature review, it was determined which phases of the smart service lifecycle were covered. The service lifecycle is also relevant in practice. Niemann et al. (2009) indicated that a given topic must be examined at multiple points in the smart service process. All existing publications focus on specific lifecycle phases but do not consider the entire lifecycle. The considered topics were also analyzed. In the different phases it is focused on different topics. As not all articles identified can form part of the findings section, publications are selected that, in total, represent the diversity of research results.

Based on the categorizations, a heat map was created to show the number of articles published for each topic and lifecycle phase. The heat map formed the basis for a discussion of important research fields. As a result, research gaps were identified that form promising areas for further research.

Six different risk types in the context of technology-based service innovations, namely privacy, functional, financial, psychological, temporal and social risks revealed challenges (Paluch and Wunderlich 2016). Interviews with both providers and customers enabled us to identify the most important risks. From a provider's perspective, it is privacy risks while functional risks are named most frequently by customers.

The eight articles (e.g., Smith et al. 2016; Tien 2012) that considered data during the strategy phase suggested that data represent a key factor in providing smart services. Using remote maintenance services as an example, real-time data are necessary to make such services possible. Looking at technologies, they should support data collection (Holgado and Macchi 2014).

The context in which a smart service is provided is a key ingredient for satisfying customer demands (Lee et al. 2012). The customer should be involved to find a strategy for satisfying individual needs (Spottke et al. 2016; Wang et al. 2012). A certain level of service quality contributes to customer satisfaction. The perception of service quality strongly impacts the probability that a service will be used again (Zo 2003). This is especially true when multiple services are interconnected (Wang et al. 2012).

A total of 14 articles (e.g., Gretzel et al. 2015; Roduner and Langheinrich 2010) highlighted the importance of security and privacy issues. Privacy is a fundamental challenge with respect to the concept of "smartness" (Cellary 2013). In the field of smart governance, the possibility of identifying any person at any time causes privacy problems. Therefore, rules and regulations regarding security and privacy are required for a successful smart service. Broadly, security is the primary concern regarding the Internet of Things technology (Keskin and Kennedy 2015). Therefore, it must be considered during the service design phase. The implementation of a maintained and frequently updated knowledge management helps to quantify security and privacy risks, e.g., through providing lists of risks for different situations or technologies (Moawad et al. 2015).

Eleven articles (e.g., Buchanan and McMenemy 2012; Yong and Hui-ying 2013) investigated how to involve the customer during the smart service design process. The importance of customer involvement is justified by the fact that value should be co-created (Wunderlich et al. 2012). A framework for user involvement helps to optimize the service design process (Gillig and Sailer 2012). A study enabled the development of the framework and shows that the customers must be analyzed

from the beginning, e.g. regarding their role, activities, and environment. For example, machine learning techniques are helpful to analyze the customers and identify preferences (Abdellatif et al. 2013).

Although business models are changing through the Internet of Things (Keskin and Kennedy 2015), it is rarely a subject of discussion when investigating smart services. Pricing is only named one time as a fundamental design dimension of a comprehensive business model (Williams et al. 2008).

Over the years, there has been a significant evolution in the world of advertising. The modern advertising agency's role today goes beyond marketing, promotion, and advertising to encompass a wide spectrum of multi-pronged strategies to suit clients' demands. Today's ad agencies come in various shapes and sizes ranging anywhere from a creative startup to in-house teams in leading media brands and multinational corporations with deep-pocketed and resourceful teams handling separate laterals.

Considering the multi-faceted roles and the string of responsibilities of ad agencies, the role of each advertising agency becomes both diverse and focused. One of the pivotal functions under the ambit of an advertising agency is- understanding the specific needs of clients and subsequently designing a marketing strategy that integrates the company's tailored business needs to generate a unified brand image.

Developing a unified marketing strategy involves multiple layers of critical decision-making. Some of the key considerations are-

- **Creating an Advertisement:** The advertising agency holds an extensive mandate in the process of creating an ad that satisfies the brief from the brand marketer. The responsibilities range from graphic design to copywriting and printing.
- **Market Research:** Market demand and supply are ever-changing in today's rapidly evolving digital economy. An advertising agency has to undergo extensive market research on the product and to better understand changing customer needs in order to create brand messages that are both relevant and contemporary.
- **Ad Media Considerations:** Ad agencies need to be mindful of their target audience and thereby determine the relevant media for ad creation and outreach. Developing, designing, and launching print ads (newspaper, magazine, brochures, pamphlets), audio ads (radio) and video (TV, YouTube, etc.) ads, including billboards and posters campaigning are all a part of the ad mandate for brands.
- **Content Creation:** No advertisement is complete without appropriate and evocative content – be it a slogan or a tagline, content for promotion or

branding, or content for websites and other media. Developing effective content strategies for advertising plays a crucial role.

- **Branding & Social Media:** Social media promotion and digital marketing are paramount for advertisers because of their degree of intimacy with the targeted ad audience. Advertisements for banner ads and other targeted promotions across Instagram, Twitter, Facebook, LinkedIn, Tumblr, and other social media channels, therefore, become an extensive and highly focused operation.
- **Direct Marketing:** Direct marketing inculcates the normative channels of email marketing, telephone marketing, and mail order, rather than through retailers. A direct marketing campaign aids in inducing a degree of personalization and connection. This also includes campaigning through mailer coupons, gift vouchers, loyalty rewards, etc.
- **Public Relations:** Public Relations is a key aspect looked after by ad agencies to ensure optimum publicity and the consistent strength of the client's brand image. Public relations leverages media outreach to consolidate and strengthen a business' share of voice and employs the usage of- press releases, talk shows, fairs, exhibitions, events, and even writing columns and articles in trade publications.
- **Lead and Revenue Generation:** Last but not the least, ad agencies also are the arbiter of lead and revenue generation for clients. Agencies thereby need to ensure that the ads designed by them are relevant to their target audience and generate quality leads/revenue for their clients. If an ad campaign does not yield effective results, the advertising is called upon to reinvent ad tactics that drive impact.

With millions of products and services generating a ton of content in today's market, the urgency for brands to develop strong, unwavering brands that cut through the noise are more pertinent than ever. It is the onus of an advertising agency, therefore, to ensure that the ads thus created, are meaningful, command audience attention, and help build durable brands that stand out in today's hyper-competitive business environment.

CHAPTER THREE

Overview of EndingScene Limited

3.1 Inception of EndingScene Limited:

EndingScene Limited was established under the rules and regulations of the Bangladesh company act (Act XVIII) of 1994 on the 16th of July 2016 under the direction of Sabbir Ahmed, the founding Director who had a long dream of floating an advertising agency which would contribute to the creative sector of Bangladesh. He has 8 plus years of experience and skills as a good marketing strategist. A group of highly competent and successful entrepreneurs and investors joined their hands with the founder to materialize his dream. Moreover, all of them proved themselves in their particular business as the most successful star with their intelligence, endeavor, hard work, and talented entrepreneurship. Among them, Mr. Raveed Chowdhury became the lead investor. From its very beginning, EndingScene Limited was known as an animation studio but after a few successful years of operation, they become a 360-degree marketing solution agency. The agency starts its operation on 16th July 2016 with Mr. Sabbir Ahmed, as the Managing Director and Mrs. Tanjin Nahida Rafique as the Project Lead. Both of them have valuable experience in the advertising sector for years. Through their practical decision and management directives in the strategic and operational activities, this agency has acquired a secured and unique position in the advertisement industry in terms of performance, growth, and excellent service.

3.2 Company profile:

Corporate information of EndingScene Limited-

Name of the Agency: EndingScene Limited

Status: Private limited company

Date of incorporation: May 08, 2016

Seed funding: 2 million USD

Brand value: 10 crores BDT

Total number of employees: 35

Total number of branches: 01

No. of shareholders in EndingScene (31-07-2021):16520

Managing Director & CEO of EndingScene: Sabbir Ahmed

Subsidiary companies of EndingScene: EndingScene Incorporation (reg. Delaware, USA), Learning Bangladesh, and PretendMind.

Location of Head Office: Max Lakeview, 5th Floor Holding number-116, Gulshan Badda Link Road, Dhaka 1212.

3.3 Mission:

- EndingScene gives emphasis on:
- Maintaining excellent and quality customer service
- Providing corporate, business ethics, and transparency at all levels
- Creating a technology-based resourceful service environment for its customers
- Ensuring sustainable growth and establishing full value to the customers
- Providing high-quality promotional strategies In all aspects
- Add a remarkable contribution to the advertising activities
- Fulfill its social obligations by increasing its charitable and humanitarian activities
- Display team spirit and professionalism in the workplace Make its product superior and quality full.

3.4 Vision:

The idea of EndingScene's vision is "Bring your vision to life".

EndingScene Limited believes in togetherness with its valued customers, in its march on the road to growth and progress. By providing top-notch service. To acquire these desired goals EndingScene focuses on continuous improvement at all stages because they think that the line of excellence is never-ending. The

organization relies on its strategic plans, policies, and networking systems so that it can build up a competitive edge over others in the rapidly shifting competitive environment. Its modified quality services to the customers with at end of constant development will be the foundation to achieve their operational success.

3.5 Services of EndingScene:

❖ Digital Marketing

(Facebook, Instagram, LinkedIn, & Google Ads Starts from 25k/Monthly Retainer Fee)

❖ Motion Graphics

(Starts From 1,000 BDT/Sec 30 Seconds Video Will Cost Around 45,000 BDT)

❖ 2D Animation

(Starts from 2,000 BDT/Sec 30 Seconds Video Will Cost Around 135,000 BDT)

❖ Media Buying

(Starts From 15,000 BDT/Campaign Based Purchase Ad Spaces on Online/Offline Media)

❖ 3D Animation

(Starts From 3,000 BDT/Sec 30 Seconds Video Will Cost Around 175,000 BDT)

❖ Marketing Automation

(Starts From 10,000 BDT/One Time Chatbot Setup, CRM Integration with Business Automation)

❖ Corporate Training

(Starts from 15,000 BDT Online/Offline, 1/2/4/8 Days Training Program)

❖ Live Action Video

(Based Upon Script, Location, Casting)

3.6 Corporate Culture:

Corporate Culture has become an essential part of the business over the last two decades which undoubtedly plays a very significant role in corporations, employee behavior, and organizational operations. It is an important factor in business success or failure. Moreover, a positive culture can be a major competitive advantage over organizations with which a firm competes. EndingScene Limited, as a renowned agency, believes that if the employees get to know about their organizational culture then the work environment will become more pleasant and comfortable for them. Also, it will eventually boost their morale and lead to increased levels of teamwork, cooperation, sharing of information, and openness to new ideas and thoughts.

3.7 Organizational hierarchy of EndingScene Limited:

Managing Director



Project Lead

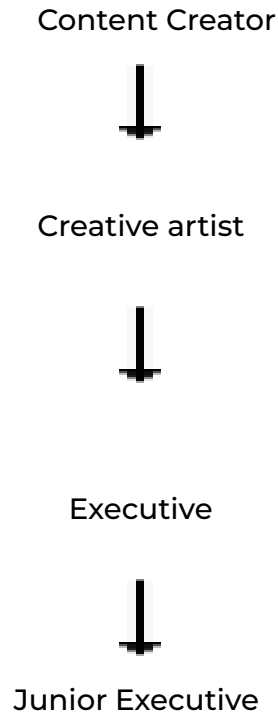


Project Coordinator



Strategist





3.8 Main Operational Areas:

As an advertising firm, EndigScene Limited offers all kinds of advertisement facilities including a various range of animation videos and other advertising tools, promotional services, and subsidiary services with the full support of specialized management and current technology. EndingScene emphasizes the utmost importance of promotional methods for its clientele. Besides, the firm has become the pioneer in making animated videos. It provides the companies with high-quality 3D and 2D animated videos. So it is one of the leading agencies in this sector. In addition, EndingScene is dedicated to retaining its clients through customer relationship management and marketing counseling.

3.9 Service Goals:

Advertising can influence how consumers interact with brands, purchase products, and refer their friends. Setting advertising goals can help companies achieve financial goals and connect with their customers. The goals are:

- Brand awareness
- Traffic increase
- Engagement boost
- Multimedia interest creation
- Lead generation
- Targeted market research
- Attention improvement
- Brand development
- Customer retention
- Positioning and differentiation
- Sales and profits generation

3.10 SWOT analysis:

The SWOT analysis, analyzes an organization's strengths, weaknesses, opportunities, and threats, is an effective tool for an organization. It is extremely effective for advertising agencies. The main purpose of the SWOT analysis is to determine whether and how much of a gap lies between the agency's current conditions and its desired conditions. The advertising agency can then form strategies to take advantage of its strengths and opportunities and combat its weaknesses and threats to develop and maintain a sustainable competitive advantage.

Strength:

- A well-renowned ad agency
- Good reputation
- Global multinational clients
- Well known local clients
- State of the art audio-visual setup.
- Good Infrastructure and ambiance
- Well built relationship with existing clients

Weaknesses:

- Financial capacity is poor
- Lack of proper media planning wing
- Lack of experienced and creative personnel.
- A small number of employee motivation schemes.
- Lack of manpower.

Opportunities:

- Many global firms are enlarging their business in Bangladesh.
- Advertising in the social communication sector, especially on Facebook, is increasing.
- Clients become more concerned about their brand establishment.
- The media business is a lucrative sector if done with financial muscle, media research & planning
- As EndingScene is a multinational firm, new opportunities for global clients are on the horizon.

Threat:

- The number of in-house agencies is increasing
- Entrance of new and local agencies in this industry
- Clients do the media contact within themselves.
- Pitch process

CHAPTER FOUR

Internship Duties, Responsibilities, And Learning

4.1 Internship Joining Letter:

EndingScene/HRD/2020/0177 01 February 2022	EndingScene Limited Human resource division Dhaka, Bangladesh
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Mr. Abul Kalam
Dean
Faculty of Business
Sonargaon University
147/1, Green Road, Tejgaon, Dhaka

INTERNSHIP

Dear Sir,

With Reference to your letter dated 16 June 2021 regarding the above, we are pleased to accept Mr. Kamrul Hasan Tanbeer, student of your institute for doing 3 (Three) Months internship at our Organization.

The internship program will be effective from the date of joining the internee at the company. He will have to give regular attendance at the place where he will be deputed to work on his project. He will also be required to submit 1(One) copy of his internship report with accurate information on the project he will be working on at the Division concerned for their record and necessary action. Please be informed that we offer a fixed pay and allowance in this regard.

We assure you of our best co-operation to your student during his entire Internship period with us.

Yours faithfully
Tanjin Nahida Rafique
Project Lead
EndingScene Limited

4.2 Duties and Responsibilities:

- As an intern, I was required to do all the tasks that were assigned by the senior employees in the agency
- Each day, I was asked to assist different people and different departments in the agency
- Had to meet with the clients that came to the agency and had to explain to them about the advertising needs and the various options available in the agency to them
- Had to attend meetings online and offline with the clients
- Had to arrange for a meeting of the clients with the right administration in the agency
- Had to provide the people that visit the agency with the appropriate literature of the agency and even informed them verbally
- When I was asked to come up with advertising campaigns, I had to sit with the people involved and came up with good ideas
- I had to provide technical support to technical staff like animators, graphic designers, web designers, etc.
- Had to work with the copywriters and learned about writing copies for the clients
- I had to report to the senior management on all the assignments I had assisted in.
- Had to communicate with prospective clients by cold calling and by email.

4.3 Problems that I have faced as an Intern:

This was the first time I have worked in any organization. It was totally a new experience for me. During the internship period, I encountered several problems. They're Mentioned Below:

- Knowing the people in charge and the hierarchy of EndingScene.
- Adjusting With The Work Environment.
- Understanding my duties and responsibilities, and what I could or could not do as an intern.
- In filling up customer names, numbers, and addresses I was overly concerned at first since there was no scope for overwriting and mistakes, after writing that important information in invoices and in proposals.
- While emailing customers I used to double-check which took a lot of time
- The internship program of EndingScene was paid but the amount was not that high, but unfortunately the work environment outweighs the payment issue.
- The office was at a great distance from my home.
- Software Used by EndingScene was not fully accessible to their interns, only theoretical knowledge was given, which was not sufficient enough to know the overall procedure of the company.

4.4 Impacts of Internship Experience on My Career:

The employees of EndingScene were very polite and friendly. They helped me to adjust quickly to the agency environment. Doing my internship in this agency helped me to know the advertisement industry and its activities. Since my focus was on marketing, I was more involved with that than other departments of the organization. Now, it is very clear to me how EndingScene Limited operates its service activities strategically pertaining to our country. Moreover, I believe that this

internship experience will help me much to build up my future career. My learned experience is as follows:

- I have learned about the various advertisement tools which are being used to make promotional content.
- I also observed the procedures for how to successfully close a deal with a client by having a successful meeting.
- I learned how EndingScene provides the information to their clients.
- Communication at the client end being a point of contact (POC).
- Project management and communication.
- Tender submission and response to EOI, TOR, and other forms of inquiries.
- Email communication with the client.
- I learned how to maintain office etiquette and how to behave with supervisors and staff in a professional manner.
- I learned how to respond to my own actions.

CHAPTER FIVE

Service Strategy of EndingScene Limited

5.1 The Concept of Service of EndingScene Limited:

Services are the major component and are somehow influenced by the service motives of any business. The services are much needed to develop and make safeguards of customers interest. Moreover, services are a complementary and decisional part of marketing.

According to Philip Kotler:

“A service is any activity or benefit that are being an offer to another that is essentially intangible and does not result in the ownership of anything.”

The characteristics of services of EndingScene are briefly stated here:

- (i)** It is a core area or an activity or a task of business,
- (ii)** It is a major component and denotes a parallel size of business,
- (iii)** Services may be collateral activity and have a supplementary service to support the core area of business,
- (iv)** A service is an act or performance offered by one party to another,
- (v)** It is an ideology or concept or an approach based on customers' orientation,
- (vi)** A service is an economic activity that creates values and provides benefits for customers,
- (vii)** The service process may be tied to a physical product and the performance is transitory,
- (viii)** Services are based on the concepts of rational behavior and the norms of ethical values,
- (ix)** Services may be treated as the philosophical part in the form of art and a systematic part in the form of 'science',
- (x)** It is the prominent task to serve at the input as well as output stages in any value creation process,
- (xi)** It serves as a dynamic platform to accommodate professional attitudes,
- (xii)** It is provided by a person who processes particular skills, quality, competencies and learning aspects,

- (xiii) Services having the continuous process within their performance,
- (xiv) Services may be characterized as intangibility, inseparability, perishability, heterogeneity in nature and does not normally result in ownership of any resource,
- (xv) Services are based on different environmental factors.

5.2 Service Strategies of EndingScene Limited:

EndingScene Limited is the destination for the people who are passionate about communication and their imaginations go wild.

The orchestra of the left-minded and the right-minded people come together to create a melody. We not only create just fresh advertisements, but offer complete communication solutions with the kaleidoscopic talent we have in the form of artists, writers, managers, and studio experts.

The game starts from consulting and goes on board with market research, media planning, and finally towards the advertising- creatives, films, and media

The Telescope

The technical task of gathering information about the market and the customers helps us determine the kind of response of the customers to the products. Be it boosting the sales, creating a new venture, or saving the drowning boat; we come to the client's rescue with our team of research gurus. Our team is well versed to apprehend the wishes of the customers in the form of valuable solutions for the client.

From wishes to goals- Plans into Action

This is a never-ending process of defining and redefining the objectives,

developing the strategies, and evaluating the advertisements. We bring the best out of the client's needs and the capability of our creative experts.

The Twinkle in the market

Creativity tied up with strategy makes an Advertisement that sells. The amalgamation of the creative souls and the planner's brains brings out the apt communication to be directed towards the people who are fascinated by it. The medium of advertising and the promotions are just a preview. The ultimate fiesta is generated after hours of brainstorming and significant contribution from all directions. All these efforts are put in so that you succeed because your success is our IDENTITY.

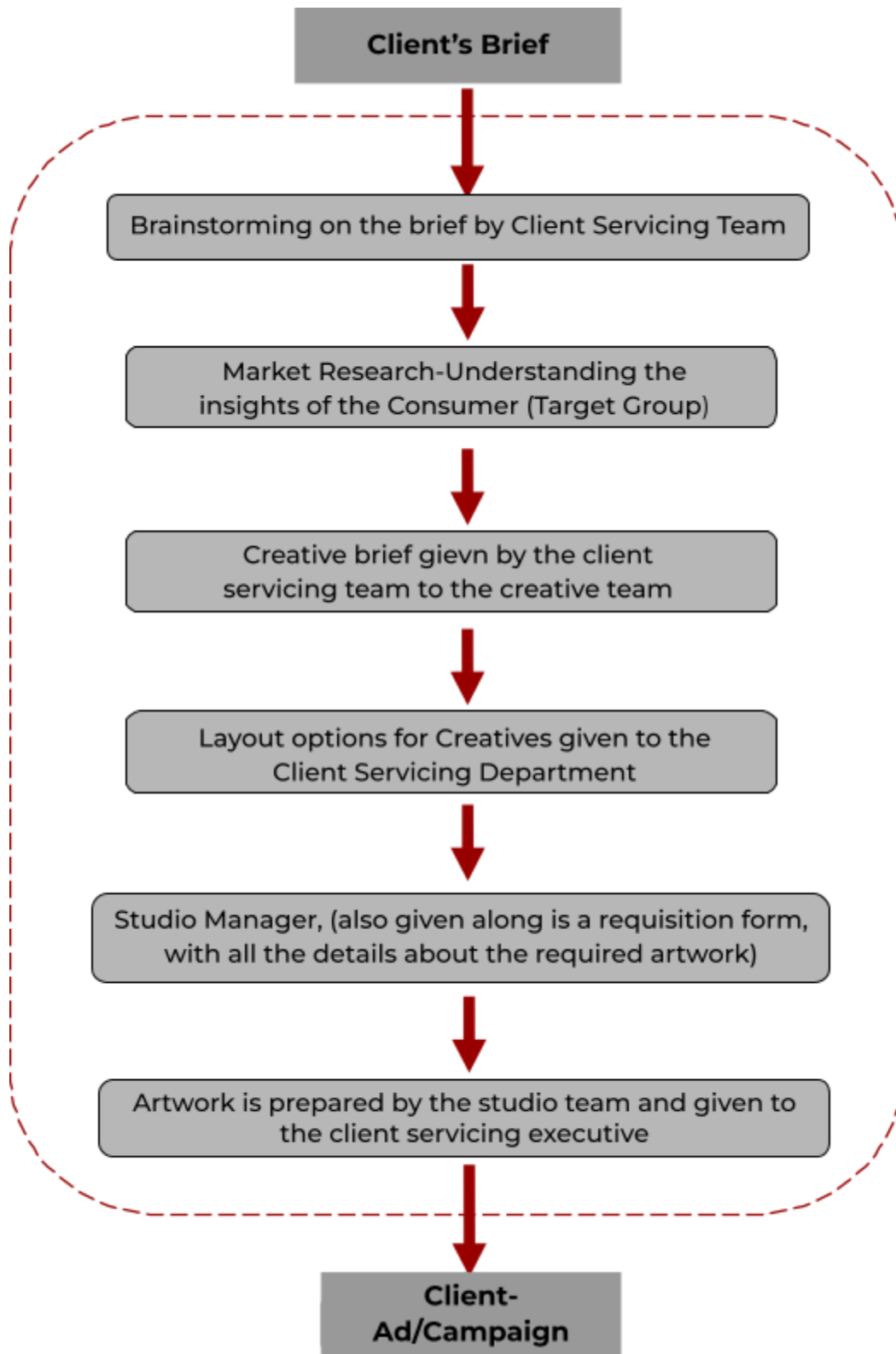
The Shooting Star

One may use the Below-the-Line Promotions, the unconventional ways of the display, or Guerrilla marketing. For us, it is the thought so pristine, the idea unexplored, and the gift our talent can materialize for our clients. We hold one thought with firmness, we rear each ad campaign as our own baby. A child is well taken care of reaps maximum to the parents.

5.3 Advertisement-making process of EndingScene:

All said and done, the ad agency has a particular sequence of steps to follow in the process of ad making. Be it a single ad or a marketing campaign from the side of the client, the procedure is very well defined. This defined flow of work makes it very easy for the employees to plan the work and execute it in an organized manner.

Advertisement Making process



5.4 Departments of EndingScene:

Client Servicing Department

This department is the bridge between the outside and inside of the organization. If the advertising agency is seen as a movie, the CSD is the hero, the lead actor. Client servicing people deal with the clients. It is upon this department to understand the needs of the client and get the best out of the creative heads of the organization. Right from taking the brief to the final delivery of the solutions and collection of bills, CSD plays a core role. Advertising is a craft executed by people who aspire to be artists but is assessed by those who aspire to be scientists. CSD people help achieve this balance.

Strategically dividing into various sections, a client servicing executive plays a prince in the following roles:

Managing Business: They have to manage costs, revenues, and profits and not just manage, but make them grow without clients ever getting the feeling that the agency is taking them for a ride.

Managing agency PR: Good Brand service Managers need to know about the agency, the happenings in the agency network, the philosophy of the agency, and its convictions, and beliefs. It is only then, armed with such knowledge, that they can present a confident and definite picture of the agency to their existing clients as well as prospective clients. They are the best link the agency has with the outside world.

Managing Negotiations: They have to be expert negotiators, be it with clients, be it with creatives, be it with photographers or filmmakers, or be it with media.

Data Analyst: The planner is charged with ensuring that all the data relevant to the Brand's communication decisions be properly analyzed.

Writer of the Creative Brief: The brief is widely considered to be the planner's main product. A creative brief should be such that can spark ideas.

Insight Miner: It is important to know the insights of a client's business. These insights about the client's business come from many areas: The

consumer, the client company's culture, the marketplace/ category, the competition, the brand, the product qualities, the advertising and communication conventions of the category

Market Researcher: in order to find out the needs of the client, it comes as an essential duty of an agency to find out the market reaction towards the brand. It forms the basis of all marketing strategies

Media/Communications Planner: It is important for the planner to understand the strategic role and effectiveness of different media, by target and by category, and know when and how it is relevant to use them to achieve the brand's objectives

Creative Department

The creative director in an agency is the pole star of the stars, the lion of the jungle, and the rock star of the band. The creative guys are all his assets and he is responsible for conjuring up the 'Big Idea', the creative breakthrough.

Once the creative guys are handed over the creative brief and the deadline, they spend most of their time bothering about neither. Keeping the brief in mind, the team then decided the best way in which the client should say what he wants to know about his brand. They provide the product/service with a face, a feeling, an emotion, and bring it to life. Probable creative routes are explored and then discussed with the planning team for feasibility. The best routes are then short-listed. The work is then broken down between the copy and art teams.

The Art Team: Led by an art director, they are not big with words. They just make the ad look good. They give the creative idea a definite form. If the copy is about the words, art is the pictures. If the copywriter is the singer who carries a song on his voice, the art team is the music, without which the song often can be quite empty

The Copy Team: Their job is to simplify and interestingly convey the brand with words, an image or maybe even a blank page. Let's suppose the client

wants to say that his product “smells the best”. The copywriter would put it as, “It smells like the earth after the first rain” or a can of glue or whatever that might tickle his fancy. The headline, baseline, and body copy of an ad is their area of expertise.

Production Team: They come in when the radio star wants to go on TV and cut a music video; in other words, a television commercial. As long as it’s a print ad, the copy, art, and studio teams can handle everything, but when it comes to television you need a completely different set of skills like making actors act. That’s the production team’s specialty, from buying props to getting actors, to costumes, lights, cameras, action, and pack-up, everything is done by them

The Studio

The studio manager handles a team of technical experts. After the layouts of an ad are approved by the client, the final artwork is carried out by the studio experts. The modifications and similar work is also carried out in the studio. With the studio, the manager remains all the records of the advertisements made by the agency for all the clients. It is also a part of the studio to coordinate the press ads with the publications.

Accounts Department

Eventually, it’s the accounts department that has to manage a positive number on the company balance sheets. Right from estimating the costs for the client to receiving the payments, the account executive nags the client serving guys to keep things under control. They also keep checking on the routine bills like telephone bills, stationery bills, electricity bills, etc. the media payments to various publications as well as the internal matters like staff vouchers, refreshments, and conveyance allowances are managed by the accounts department.

CHAPTER SIX

Findings & Analysis

6.1 Findings:

EndingScene promotes them by participating in different types of programs, sponsoring many functions, arranging various types of gatherings, etc. Some of those activities are maintained below:

- EndingScene Participates in 1st Bangladesh Advertisement Fair at ICCB Dhaka.
- EndingScene conducts Orientation & Induction for the new recruit.
- EndingScene participates in various charitable activities.
- EndingScene concerts with UCB Stock Brokerage to help facilitate the university career placement project.
- EndingScene & Persona Organizes a Workshop on Beauty Solutions.
- EndingScene Sponsors a Workshop for Professional Women.
- EndingScene Distributes Prizes of the Wall Magazine Competition to commemorate the event of International Women's Day 2019.
- EndingScene empowers its customers to rate Service Standard.
- EndingScene Partnering with DESCO.
- EndingScene's subsidiary company Learning Bangladesh operates an E-learning platform to strengthen the skills of the community by offering numerous courses and workshops.

6.2 Analysis of Service Expenses with Total Profit

The Service expense and total profit before tax for the fiscal year 2017 to 2019 are given below:

Year	Total Profit (BDT million)	Service Expense (BDT million)
2019	5	1.5
2018	4.2	2
2017	3.7	1.9

Source: EndingScene Audit report (2017-2019)

CHAPTER SEVEN

Recommendation & Conclusion

7.1 Recommendation:

- The first and foremost thing I would like to recommend is that the company has an active website that is working but it needs to be more integrated. Ad agencies are into the business of communication and websites are an important mode of communication. Not having an Integrated website creates a negative impression. For this purpose, a client service executive and I have developed a mock website for the recommendation.
- The company does not lay a lot of importance on the research work. Market research is very important for understanding consumer preferences. Yet the workload of the core ad making keeps the employees too busy and not a lot of emphasis is given to market research and analysis.

7.2 Conclusion:

EndingScene was founded in the year 2016 and is one of the largest marketing communications companies in Bangladesh. This was my first 3-month internship and for a young person embarking on a journey like this, has certainly been quite an experience and this experience has been made enjoyable and exciting by this company. The office itself feels like home with Mr. Sabbir Ahmed's presence being felt at every turn you take. The company still runs on his beliefs like the "Most important tool is communication." It has been one of a kind experience and getting to work with brands that lead their own respective markets, has been a great learning opportunity. The blend of creativity and pitching capability has molded me into being a creative thinker and also enabled my thinking in terms of what the clients and how the ideas could be pitched to them. This has been a great stepping stone for my future work experiences.

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