

**United International University**

**Internship Report**

**On**

**An Analysis of the Marketing Activities of CREINSE LIMITED.**

An Internship Report presented in partial fulfillments of the requirement for the degree of Bachelor of Business Administration in United International University

**Prepared For**

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 **Letter of Transmittal**

June 27, 2020

**Md. Shariful** **Alam**

Associate Professor

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**Subject**: **Submission of Internship Report.**

Dear Sir,

I have the contentment to submit an elaborate internship report after a successful Seven-months internship at CREINSE Limited. The internship report concentrates on “An Analysis of the Marketing Activities of CREINSE LIMITED.”

I have concentrated my best proposition to achieve the objective of the report and hope that my endeavor will serve the purpose. The particular knowledge and experience I gathered during my internship period and report preparation will help immensely in my future professional life. I will be grateful if you kindly approve of this endeavor.

Al Amin

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 **ACKNOWLEDGEMENT**

First of all, I am very much grateful to Almighty Allah who provides me with the power and blessing to complete this report within a short period successfully. I am indebted to a lot of people for their kind recommendation, direction, Co-operation and their association.

I would like to thank the management of CREINSE Limited for giving me the opportunity to accomplish my internship in their Company. I thank CREINSE Limited authority for guiding me with their expertise, knowledge and giving me the chance of having a practical experience through this internship program.

With inherent regard, I gratefully acknowledge my honorable supervisorMd. Shariful Alam sir for his generous help and day to day suggestion in the process of my internship report.

I am grateful to COO (Chief Operating Officer) of CREINSE Limited Mr. Kazi Faisal Ahmed who provided me required information, documents, necessary assistance, valuable suggestion through his long working experiences and intellectual effort to prepare my internship report.

I would like to give my particular gratitude to the Manager of CREINSE Limited Ms. Sumnum Sultana who provided me her valuable guidance to accomplish the project paper by providing required information and advice, necessary assistance, guidelines about making a right term report.

 **EXECUTIVE SUMMARY**

It is mandatory to do an internship for the final year students to complete the undergraduate program. To fulfill that requirement, I have joined the Marketing Division, Event execution, Creinse Limited, Head Office as an intern. The internship program is organized such a way so that students can get a glance about the real advertising level environment and also plays a medium to learn the implication of theoretical coursework into practical works.

Firstly, this report provides a brief introduction of the Creinse Limited. Creinse Limited has a distinct mission, vision, and objectives with a goal to be the ultimate event management and entertainment platform in Bangladesh. Nevertheless, it has been the country’s no. 1 entertainment Company till date. Creinse provides different services and products with all the modern facilities to provide the maximum value and satisfaction to the customers. There remains a strict chain of command at the organization.

This report also includes a detailed explanation of my internship experience where I explained about my contributions to the Marketing Division unit of the Branding; skills learned in the internship program, difficulties faced at the internship period and how I have dealt with the constraints, interaction with my supervisors and other employees.

Moreover, the influence of internship in career choice, and the expectations and experiences from the internship program have been explained briefly in this report. Finally, I concluded by expressing my satisfaction with the whole internship experience and learnings.

CREINSE Limited is one of the renowned entertainment companies in Bangladesh. Because of globalization and technological facilities, they could provide useful real-time service to their audience or customer. This company plays a vital role in the field of entertainment.

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# Company Overview

Creinse aspires to explore and accomplish things, which hasn’t been thought of or ventured into by any. Creinse will indulge only in unique and first of its kinds. Creinse Limited is the leading consumer engagement, music and entertainment company in Bangladesh. Bryan Adams to MLTR to Julian Marley to Gilby Clarke to MTV to Dora to Sony Music to Sony DADC, Creinse has done it all. Having strong collaborations and work experience with world’s leading brands like MTV, Sony DADC, Sony Music, and Dora the Explorer (Nickelodeon), we are a company which has no boundaries in the arena of music and entertainment. We aim to be the freshest and the best in the territory we step in.

Bryan Adams to MLTR to Julian Marley to Gilby Clarke to MTV to Dora to Sony Music to Sony DADC, Creinse has done it all. Creinse have fostered strong collaborations and work experience with the world’s leading brands like MTV, Sony DADC, Sony Music and Dora the Explorer (Nickelodeon)

History was created when we brought in Bryan Adams. History was created when we staged the first-ever international music talent hunt in association with Channel 9, "Sing with MLTR." Through the contest, fresh talent from Bangladesh, Fatiha Z.Paula became the first-ever music performer from Bangladesh to perform with an international band on center stage singing Salvation with MLTR.

Firsts were accomplished when Creinse brought in MTV programs to Bangladesh shores, announced its partnership with Sony Music, rolled out Dora the Explorer in Bangladesh, and most recently initiated its collaborations with Sony DADC to launch ArtistSpread.

Chapter: 01

Introduction

# Introduction

Marketing is the control of exchange relationships between goods and customers. Marketing is used for creating, protecting, gratifying and farming clients. With the patron in the middle of its sports, it can be concluded that advertising and marketing is one of the top-rated components of Business Management - the alternative being Innovation. The center of your business fulfillment lies in its advertising and marketing scheme. Most parts of your enterprise depend on successful advertising and marketing plans. The traditional advertising and marketing umbrella cover advertising and marketing, public family members, promo1tions, and income. Marketing is the system using which products or services is brought and promoted to the capacity clients. The heart of each success business lies in marketing plans. Whether your business might be a success or not – it all relies upon at the marketing execution. The things that top advertising and marketing need to cover are advertising and marketing, promotions, public members of the family, and income.

What advertising does? It is a process in which a provider or an awesome is brought and then promoted to any potential customer. If you don’t have a right advertising and marketing plan, you can provide the friendly products in your niche, but no person might even realize and take note of it.

So, without a right advertising plan, the organization could be closed due to the fact their sales could crash. Now, let’s have a have a look at why good enough advertising is essential for the commercial enterprise.

## 1.1 Background of the Study:

As a prerequisite for the Bachelor of Business Administration (BBA) diploma from Daffodil International University (DIU), it is required to complete an internship on a crucial subject matter & prepare a report. As a scholar of BBA, I have achieved my route on ordinary marketing activities of CREINSE Limited.

The study has been carried out with the following objectives:

* To identify the marketing strategies of Creinse Limited;
* To explain marketing mix (4Ps) of Creinse Limited;
* To identify the problems related to the marketing activities of Creinse Limited;
* To make some recommendations to solve the problems of Creinse Limited;

## 1.3 Scope of the Study:

The survey displays the Overall Marketing Activities of CREINSE Limited. In my research, I actually have tried my degree first-rate to recognition on their middle advertising sports and their particular promoting of live events, suggests, television programs and so forth. I had my conversation with some senior degree manager of that precise agency and tried to complete my internship record.

Chapter-2

# Methodology

## 2.1 Methodology of the Study:

At the time of my internship, I have attempted to use both number one and secondary statistics that I have gathered from distinct resources. For preparing this report frequently, I got some information from the formal and casual communication of numerous personnel of CREINSE Limited and some from a couple of memories and features of CREINSE Limited. I located one-of-a-kind corporations and their transaction from a completely near-eye, all of this commentary and facts are blanketed in this record.

## 2.2 Sources of Data:

### 2.2.1 Primary Data:

• Observation

• Practical works with CREINSE Limited

• Surveys

• Web surveys

• Interviews

###  2.2.2 Secondary Data:

Prospectus Training Book (universal advertising gadget), which affords Training Institute of CREINSE Limited

 Research brochures and diverse guides of CREINSE Limited

 Official data, book, and Internet

 Website

## 2.3 Limitations of the Study:

There had been a few limitations in completing the record with abundant sources. Some of the essential boundaries are-

• The time isn't always insufficient to do a report.

• It is complicated to acquire all of the real data of the selected employer.

• In this document, the most effective three months sports is only used.

Chapter: 03

# About CREINSE

CREINSE Limited is a company that cannot be narrowed in a definition. The diversity of CREINSE Limited is only handed by way of its innovative preference to think and create initiatives which have never done earlier than in Bangladesh. With the motto of we will amaze ourselves and astonish others, CREINSE Limited seeks to discover and achieve matters, which hasn’t been idea of or have been offered by using any. CREINSE Limited will gratify only in particular and primary of its types.

CREINSE Limited defines as in no way a marketing corporation, nor an occasion control employer, nor a creative business enterprise, no longer a sports improvement employer or neither a web portal platform. CREINSE Limited will work within the all spheres of advertising communiqué, social sports, digital systems, music, and sports activities, on every occasion and whatever there is a new pathway to embrace and a brand new undertaking to take on.

CREINSE Limited has already created milestones in the Bangladeshi music history using web hosting the worldwide track superstars - likes Bryan Adams, Asha Bhosle, MLTR, Julian Marley, Richard Marx, and Boney M.

CREINSE Limited has additionally stepped into sports area with the aid of sponsoring Club Cricket Festival in Mymensingh in March 2013. Club Cricket Festival is an initiative of London Tigers UK and Kids Cricket World, UK and prepared by way of CREINSE Limited to create a pipeline of young cricketing skills in our U. S. A

Recently CREINSE Limited secured an emblem license and application license settlement with Viacom International Media Networks (VIMN) Asia, a division of Viacom Inc., a leading company of worldwide leisure content, to provoke MTV program syndication in Bangladesh. Under this settlement, CREINSE Limited will market and convey MTV application content material and bring localized MTV codecs for the Bangladesh market.

CREINSE Limited is likewise getting ready to launch its CSR tasks so that it will reach out to make a few lives higher.

Chapter 4

# Marketing Strategies of CREINSE

## 4.1 Segmentation

The segmentation step is a conceptualizing action. Rattle off all the potential market portions one could focus on a promoting effort. Specialty organizations some of the time have just a single target showcase, while different organizations may have five or ten conceivable sections or more. Wireless suppliers, for example, regularly isolate clients by benefits. A few purchasers need cutting-edge gadgetry while others need tried and true correspondence for movement and crises.

Example: Creinse Limited arranged for Dora event, the clients were school-going children. Then they arranged for MLTR, the clients were mid-aged people who love specific kind of songs. So, the segmentation for different events was different.

## 4.2 Targeting

When it has different, particular market sections, usually one need to redo advertising efforts that interest to each. As one experience the STP procedure, one select which fragment to focus with upcoming effort. Utilizing the wireless precedent, one may choose to dispatch another crusade to advance propelled portable highlights, media, applications and messaging apparatuses to more youthful, well-informed gatherings of people. For this battle, people would create messages and utilize media custom fitted to that market.

Example: Creinse launched Tashfee as their brand ambassador, their target customers are new generation people. But it has launched Bappa Mazumdar and MILES for mid aged Bangladeshi and Indian people.

## 4.3 Positioning

Positioning means by which the company adjusts its image or items in the physical market. The objective is to offer something that is greater, preferred or more significant over the rivals to a specific market portion. For instance, Apple endeavors to position itself as a creative, bleeding edge innovation supplier to observe tech purchasers who need top-quality arrangements. The positioning fills in as the large picture direct in building its promoting effort.

Example: Creinse Limited has association with Sony DADC. So, it has positioned itself as the best entertainment company in the market. A musical contest “DIVA” produced by Unilever is also arranged by Creinse Limited. That is why it can be said that Creinse Limited has positioned both nationally and internationally effectively.

Chapter 5

# Marketing Mix of CREINSE

## 5.1 Product

1. Music

2. TV content material

3. Concert

4. Album

## 5.2 Price

The price of the products of CREINSE Limited depends at best on its miles supplying. CREINSE Limited settled the amount of song album consistent with the popularity of the singer of the unique singer.

## 5.3 Place

1. Physical

2. Online based

3. TV, Radio

## 5.4 Promotion

To promote the product CREINSE Limited has some strategies. The strategies are beneath:

1. Sponsorship of famous sports

2. Free concert

3. Facebook and YouTube campaign

4. Campus Ambassador in each college

5. CSR sports

Chapter: 06

# Analysis of Marketing Activities

## 6.1 Sports

The global sports is thrilling, be it the adrenalin packed cricket or the stylish recreation of games or another sporting preference which has the excellent possibility for Bangladesh. CREINSE Limited has stepped into sports discipline through sponsoring Club Cricket Festival in Mymensingh for two consecutive years and counting. The vision of Club Cricket Festival is to generate wearing eagerness and cricketing knowledge to the students of different schools in the Mymensingh district, with the possibility of making a platform for young cricketers. The Club Cricket Festival is the result of CREINSE Limited collaboration with the global company of Kids Cricket World UK to expand the foundation level cricket initiatives for the young cricketers and provide them with enjoy to the countrywide and international cricketing department and also had an amusing adventure along the manner.

CREINSE Limited is committed to staying on an eccentric path in its adventure into the sports arena and will preserve on contributing to improving the expertise development and skills amplification of wearing skills of the country.

## 6.2 Music

Music is the spirit that has stimulated CREINSE Limited to reach extraordinary heights within the Bangladeshi tune history, and prefer it’s a message; CREINSE Limited has created new pathways in its musical enterprise.

In June 2012 breach the musical conventions, CREINSE Limited organized an expertise hunt show with a leading neighborhood tv Channel nine as a named ‘Channel 9 Sing with MLTR’, of which the coveted winner selected by MLTR themselves were given the opportunity to sing with MLTR. Through the competition, Fatiha Z. Paula became the first musical performer ever from Bangladesh to perform with a global band on middle stage, where she sang ‘Salvation’ with MLTR.

More wonders are inside the bag, and the brainstorming continues. Await the new trail of track activities from CREINSE Limited.

CREINSE Limited is a dreamer and may carry those visions to lifestyles. In the sector of the song, CREINSE Limited has usually taken the most exciting paths and could preserve to spread thru a brand new manner of musical innovation.

## 6.3 Consumer Engagement

Moving into new pathways of purchaser gratification toward brands, CREINSE Limited has stepped into creating new logo consumer hyperlinks, with a purpose to redefine the convention. CREINSE Limited will emerge a grand entrance in direct contact with purchasers using showing the boundaries of creativity and increasing emblem attraction via emblem activation and incorporating a playful interactive technique to amaze purchasers.

### 6.3.1 Live Events

CREINSE Limited has redefined the concept of stay occasions using integrating a number of the social capabilities from domestic and overseas into sports that had been taken into consideration to be not possible. The starting of CREINSE Limited turned into tied with the grandest concert in Bangladesh until date; the Bryan Adams Bare Bones Tour to Bangladesh in 2011, which marked the primary time an international music superstar accomplished in Bangladesh.

In March 2012, CREINSE Limited delivered one of the mythical track artists of the subcontinent Asha Bhosle for a stadium performance. The top factor of that event becomes an ancient duet performance of Asha Bhosle and Bangladesh tune legend Runa Laila singing Dama Daam Mastqalander. CREINSE Limited endured including to the global musical luxuries in the Bangladesh music scene with the aid of bringing in one of the leading worldwide music bands Michael Learns To Rock (MLTR) in Bangladesh on June 2012. Most recently, CREINSE Limited brought in Grammy-triumphing artist Julian Marley, the son of musical legend Bob Marley in Dhaka and giving the nearby tune fans - a proper taste of Jamaican Reggae at its first-class. In that occasion, neighborhood rock track band Miles completed a tribute to Bob Marley including the local ardor. Six histories are breaking song occasions in 2 years the destiny calendar seems to be filled out with more celebrations of song, sports activities, and lifestyle.

### 6.3.2. MTV

CREINSE Limited is a leading brand improvement, music and entertainment organization in Bangladesh has secured a logo license and program license settlement with Viacom International Media Networks (VIMN) Asia, a department of Viacom Inc., the leading company of global amusement content material, to initiate MTV software syndication in Bangladesh. Under this settlement, CREINSE Limited will marketplace and produce MTV program content material and produce localized MTV codecs for Bangladesh marketplace.

### 6.3.3. CSR Activities

CREINSE Limited does now not restrict itself to any limit and in that spirits. CREINSE Limited holds its social responsibility with the inception of Aamir Pori mission is CREINSE Limited initiative to teach street kids and help them benefit socio-monetary independence and have a tremendous impact on the social welfare of Bangladesh.

The concept of Amio Pori is to offer to school thru Earn by using Learning to these deprived kids, and an assessment to the social offensive realized by utilizing the society, CREINSE Limited will provide paintings with the concept of creating them same partners of the community.

CREINSE Limited will carry on growing new paths and in conjunction with supporting others and the society to take fantastic steps forward.

## 6.4 Social Business

Routing far from the dusty capitalistic paths of business, CREINSE Limited explores the sector of social business enterprise with the goal of making a new location of self-empowerment and wants to knit the world of business with the objective of social and financial empowerment. CREINSE Limited needs to go into on ventures that interact its beneficiaries with employment, in preference to the useful resource, because it navigates via to new opportunities and enduring proper to the spirit of creating new pathways.

## 6.5 Television Content

With the arena of entertainment roaming via loads of television channels from around the world with the click of a button, voice-activated commands or maybe, a swipe hand movement CREINSE Limited aspires to supply nearby tv contents as well as convey in new global television content syndication.

Recently, CREINSE Limited has secured an emblem license and software license settlement with Viacom International Media Networks (VIMN) Asia, a division of Viacom Inc., a leading issuer of world leisure content, to provoke MTV software syndication in Bangladesh. Under this settlement, CREINSE Limited will marketplace and convey MTV software content material and bring localized MTV codecs for the Bangladesh market.

Through this partnership, CREINSE Limited will constitute the MTV Hits, a non-prevent worldwide branded block and produce nearby MTV-branded versions of MTV Chart Attack and My Celeb MTV in Bengali each extraordinarily successful and properly-preferred formats underneath the worldwide young people leisure emblem with the capacity of destiny enlargement of the agreement inside the destiny. CREINSE Limited will look to the cozy placement of the MTV Hits branded chew, produce the nearby codecs and at ease syndication of the compositions. A VJ seek can be initiated rapidly to choose the primary-ever VJ for the unique MTV program formats in Bangladesh.

The MTV Program Platform is the beginning of the unraveling of tv content exposure. The ending is not in vision, as it's miles a long course of the adventure ahead. In the pursuit of the area of expertise, CREINSE Limited has a unique string of suggests in gesture, fading away the chaotic traditional indicates to make room for exciting content, hailing from domestic and elsewhere.

## 6.6 Market Development

Market development is about growing and growing classes. There are three ways-

 There are greater users (increasing marketplace penetration).

 There are extra usage (growing intake).

 There are more blessings (getting consumers to shop for better value merchandise).

 Spotting that tastes are enormous motive why people select one emblem over any other, new fragrance launches are helping to boom market penetration, gift new users to the brand and ensure its product mix remains updated.

### 6.6.1 Lead Market Development

• It is the maximum considerable development opportunity lies in increasing the markets. In growing and emerging nations, there is the tremendous ability for destiny growth as more and people start ingesting personal. To recognize this potential, it will want to associate with its customers in both the developed and developing markets.

• Win with a prevailing companion.

• Win with prevailing customers.

• Be an execution powerhouse.

• Fast and bendy – and increasingly more competitive.

• Winning the marketplace is about being fast and agile to fulfill the converting wishes of today’s customers and consumers.

• Delivering extensive price.

• It’s a large ambition.

### 6.6.2 Winning in the marketplace

Delivering content material, worthwhile increase calls for a philosophy of continuous development. This means being rapid and bendy inside the supply chain even as maintaining expenses aggressive. It may also want us to make the maximum of its scale and intention for the pleasure to go back.

Chapter: 7

# Problems and Recommendation

## 7.1 Problems identified

* CREINSE Limited has a lot of potential in entertainment sectors (e.g Music, Event Management, Sports, Stage shows etc) of Bangladesh but it does not work on it effectively.
* CREINSE Limited has low interest for implementing new ideas from their employees.
* The company provides less freedom to their employees to do the work according to their own preference.
* There is no sufficient funding on the bank account of the company.
* The new vision and the goals are completely reserved by the boss. No other employee can know about it.
* There is no leader to lead but has a boss direct.
* CREINSE Limited does not want to invest where necessary.
* They have a very extremely little image branding in the market.
* The communication system of the company with seniors or higher ups is not good enough.
* The seniors try to dominate the junior employees.
* The work hour is sometimes too long and boring.
* Learned approximately a way to keep staying power and work professionally.

## 7.2 Recommendations

I actually have some recommendations to assist CREINSE Limited to fix their problems. The suggestions are given below-

• Management should set proper planning for its operations of every practice for the CREINSE Limited.

• Management should stop lying about what it doesn’t have and start telling the truth about the problem it has.

• Management must design the jobs on priority basis.

• Management should update the website into a super, fresh & clean site.

• As CREINSE Limited is an entertainment company, it must introduce new and progressive ideas to the customer and capture the target market.

• It is important to assign required qualified manpower for each position.

• The right managerial statement and cooperation are wanted.

• The company must avoid the duplication of work through better communication.

• Some motivational programs are needed for the employees.

• Top management needs to make sure the right implementation.

Chapter: 08

**Conclusion**

## 8.1 Discussion

This report shows the general marketing activities of CREINSE Limited. I even have tried my degree high-quality to explain the modern-day advertising and marketing activities which they are training lately. I wrote all the crucial advertising equipment and exercise which I got within the short duration. I consider statistics is authentic and related to the marketing activity of CREINSE Limited.

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## 8.2 Conclusion

The beyond months of my internship had been very instructive for me. I gained quite a few revel in, especially in the advertising field. A lot of the responsibilities and sports that I have labored on at some stage in my internship are familiar with what I’m analyzing in the intervening time. I labored in many regions where I did one-of-a-kind paintings. This gave me the hazard to find out which regions I want to work in after my training. The area that I located maximum interesting is marketing & communication. By growing an advertising and marketing plan, I needed to do plenty of advertising & sales activities there. I had to find the nice way of advertising an event. I found out many stuff about viral advertising through using and learning approximately social media equipment.

But I additionally discovered Creinse Limited follows the national law and Standard Corporation fashionable running hours. Creinse Limited does now not offer any compensation to cover the residing general price. Creinse Limited someday dose now not able to pay the worker income in right week time table for this reason people are disappointed. Creinse Limited continually prepared to pay compensation for insured people. No toddler hard work permits by the Creinse Limited.

Creinse Limited gives schooling for the employees or for the more modern assigned personnel. Creinse Limited provides sufficient well paintings environments for the people. The Creinse Limited presents the excellent place of the job for the worker and really conscious about a unique working environment and hygienic, accessible water for workers. Creinse Limited does now not set wellknown waste control system. Creinse Limited does no longer maintain a excessive disciplinary employer policies. Creinse Limited does no longer use any physical punishment, mental and verbal abuse for any types of fault passed off with the aid of the people.

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