

**Clients' Perception of Service Quality-**  
**A Case Study on Havas Media Bangladesh Ltd.**



**An Internship Report  
On  
Clients' Perception of Service Quality- A Case Study  
on Havas Media Bangladesh Ltd.**

**Supervised By-**

**Md. Kaium Hossain**

Assistant Professor

School of Business and Economics,

United International University

**Submitted By-**

**Md. Yeakub Sharif Hemal**

ID: 111 123 122

BBA

Major: Marketing

**Date of Submission: March 05, 2018**



**United International University**

## Letter of Transmittal

March 05, 2018

**Md. Kaium Hossain**

Assistant Professor,

School of Business & Economics,

United International University.

**Subject: An Internship Report on “Clients’ Perception of Service Quality- A Case Study on Havas Media Bangladesh Ltd.”**

Dear Sir,

I have been instructed to prepare my internship report on **“Clients’ Perception of Service Quality- A Case Study on Havas Media Bangladesh Ltd.”** for the completion on internship. As was Advised, I have successfully completed by report on this particular topic.

I want to express my gratitude for your regular support and guidance while doing my internship. With your kind supervision, guidance and constant motivation, the report has given me the exposure to a wide collection of information and knowledge.

Making this report has enabled me to connect my internship experience at work and link it with my academic knowledge.

I enjoyed making the report through I was challenging to complete within the particular time. I have tried my best to include all the relevant information when I was making this report.

Sincerely Yours,

---

Md. Yeakub Sharif Hemal

ID# 111 123 122

School of Business & Economics (BBA)

United International University

## **Acknowledgement**

Firstly, I would like to pay our deepest gratitude to the almighty, Allah who has helped me through all the complications.

Without the help from some persons with their motivation and suggestions it was not achievable to do the report on time. First of all, I wish to express my thankfulness to my instructor Md. Kaium Hossain for his support and assistance while prepare this report. I am greatly acknowledged for his intuitive direction and continuous cooperation.

I am really thankful to Syeda Shamima Baly, Chief Operating Officer of HAVAS MEDIA BANGLADESH LTD. for given that me with all the necessary information to facilitate my overall understanding of this project.

Furthermore, I want to express gratitude all the concerning officials and my colleagues of the organization for furnish me with all the vital information and counsel. I am completely apologizing of any absent name whose involvement was also gracious for any possible aspect. Without them this task would have been very complicated.

I would also give thankfulness to my parents and friends who kept supporting me on this long process. It will be my complete pleasure if I can offer my thanks for them.

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## **Executive Summary**

As the trend of globalization is becoming upward, the service oriented business is becoming huge modified and sophisticated. Without service marketing now it is totally impossible to think when organization's main target to serve their service to the client's. This internship report will describe the **“Clients’ Perception of Service Quality- A Case Study on Havas Media Bangladesh Ltd.”**

In this study it has been tried to detect the perception of clients regarding the service of HAVAS MEDIA BANGLADESH LTD. who deals with some corporate clients, Radio Stations and Print Media.

In order to arrive at conclusion, a group of participants from different occupations and age were asked to fill in a questionnaire. Their feedback was analyzed on the report.

# **CHAPTER # 01**

## **INTRODUCTION**

## 1.0 Introduction

The critical factor to the success of any business is client satisfaction. Client satisfaction is the essential elements that create the loyal clients. Now, organizations are trying to achieve better client satisfaction by focusing on the quality of the service organization products and the service provided.

A service organization is increasingly being familiar as a service industry and, as a sector, is engaging greater importance on meeting the expectations and needs of its participating clients that is the clients.

For any service organization, it is essential to identify its existing and latent clients. By identifying the potential clients, it is relaxed to provide better service. If failed to recognize them correctly then they do not give quality service to the potential client. So giving quality service organization must have identified the right client.

In HAVAS MEDIA BANGLADESH LTD. always try to fulfill their clients' requirement. They always focus what client want? Every client is not equal because each company has its business objective, marketing objective. So employees do their task based on clients' objective so that we can satisfy them.

## 1.1 Origin of the Study

The report titled, “Clients’ Perception of Service Quality- A Case Study on Havas Media Bangladesh Ltd.” has been equipped to satisfy the partial requirement of my Internship of BBA Program, supervised by, Md. Kaium Hossain, Assistant Professor, School of Business & Economics, United International University. I have been attached to the Planning Department of HAVAS MEDIA BANGLADESH LTD. since November 1, 2017, till January 31, 2018, and I have prepared this report.

## 1.2 Purpose of the Study

BBA program may emphasize the development of communications, quantitative reasoning, and business analysis skills. Through BBA courses, students can gain knowledge of business practices and processes, understand the role of economics in the world marketplace, and acquire an awareness of global business issues. As a student of Bachelor of Business Administration, we have studied numerous books and attending many seminars and visited different organizations including industry-related topics in our four years BBA program. It is required to gather practical experience for making us compatible in these competitive sectors to prove us as the best. The Internship provides for linking up theoretical knowledge into practical fields. In this connection, I was assigned to HAVAS MEDIA BANGLADESH LTD. for my actual orientation students are required to prepare an internship report under the guidance of a supervisor on a selected topic to highlight the experience and to conduct an in-depth analysis on the subject matter. I have tried my level best to present my knowledge of the practical orientation in this report.

## 1.3 Objectives of the Study

### Broad Objective-

- To prepare and submit a report on the issue Clients' Perception of Service Quality- A Case Study on Havas Media Bangladesh Ltd.

### Specific Objectives-

- To present an overview of HAVAS MEDIA BANGLADESH LTD.
- To observe the purposes of "Clients' Perception of Service Quality- A Case Study on Havas Media Bangladesh Ltd."
- Getting an idea of how Media agency works.
- To gain practical experience that will support me in my practical life.
- To know the strengths, weaknesses, opportunities, and threats of HAVAS MEDIA BANGLADESH LTD.
- To understand entire Media agency procedures.
- To find out the problems of the Media agency and suggesting the way to solve the problems.
- To analyze the current performance and making future predictions.

## 1.4 Methodology of Data Collection

For completion of this study here primary and secondary sources of data are used.

- **Primary data sources:** Inspection in different desks, talking with professionals in casual manner and notes taken from day to day working are the main resources.
- **Secondary data sources:** Internal documents and publications, different text books, Newspaper, articles, journals and websites are the secondary data sources.

## 1.5 Limitations of the Study

During the three months internship periods, so many obstacles came in. Some of the limitations in making the report are following-

**Limited data resources:** All types of information were not available for access, so it was not possible to access and summarize correctly. Though I had assistance from other employees, it was not enough for me due to their high work pressure. Some assumptions were made due to limited information, so there may be some personal mistakes.

**Lack of experiences:** It was my first time reporting on a Media agency in practical corporate life. So my limited experience was the main obstacle of this study.

**Privacy of Information:** Every Media agency has some confidentiality issues that are not shared with everyone. So this secrecy of information was also an obstacle faced in this study.

# **CHAPTER # 02**

## **THE ORGANIZATION**

## 2.0 Company Profile

HAVAS is one of the world's biggest global communications groups, which mainly excludes HAVAS Creative, and HAVAS Media Group. It is a portion of Bolloré Group, which is one of the 500 largest companies in the world. Havas was founded in 1835 in Paris; now the number of employs 21,000+ and activities over 80 countries.

HAVAS Media Group is made up of three Media brands, Havas Media, Arena Media, and Full six Media all of which work alongside Havas Sports & Entertainment.

HAVAS MEDIA BANGLADESH LTD. started its journey in 2009 and is locally associated with Impress Group (one of the largest local conglomerate in Bangladesh). HAVAS MEDIA BANGLADESH LTD. has continuously looked forward to superior communication management for the cherished clients and has itself as one of the top 5 agencies of Bangladesh.

HAVAS MEDIA BANGLADESH LTD. trusts in establishing significant brand association. A meaningful brand is defined by its effect on personal and collective well-being, plus its practical benefits. Its content's role is to teach, update, entertain, motivate, reward and support. Great content is a great driver of personal happiness and therefore importance.

To create significant connection HAVAS MEDIA BANGLADESH LTD. is able to benefit from the expertise tools within the HAVAS Media Group including Artemis (the group's global data management network), Mobext (mobile network), Ecselis (performance marketing), Socialyse (social Media) and Affiperf (Havas's global trading desk).

With the global supervision and local expertise HAVAS MEDIA BANGLADESH LTD. is aiming to become the number 1 Media agency in the near future.

## 2.1 Vision

The vision is the condensed figure of mission is long-term and their missions are linked with vision.

- To stand out as a premier advertising agency in Bangladesh.
- To contribute considerably to the national economy.

## 2.2 Mission

HAVAS MEDIA BANGLADESH LTD. aims to become one of the prominent advertising agency in Bangladesh by prudence, flair and quality of operations in their advertising sector. The agency has some mission to achieve the organizational goals time to time. Their mission statements are not summarized into single sentences rather they have generalized their mission. Some of them are mentioned in following-

- Providing high quality Media services with the help of latest technologies.
- Providing fast and accurate customer service.
- Setting high standard in business ethics.
- Innovating advertising at a competitive price.
- Declaring deep commitment to the society and growth of national economy.

## 2.3 Goal

To exceed customer expectation through advanced services and begin a long-lasting being to be familiar with shareholder's expectation and develop their rewards through enthusiastic work forces.

## 2.4 Objectives

HAVAS MEDIA BANGLADESH LTD. is planned to offer commercial advertising services to all types of customers ranging from small to big business firms. In this regard it highlights on the importance sectors of the economy like agriculture, industry, housing and self-employment. Some other objectives of HAVAS MEDIA BANGLADESH LTD. are:

- Forming an up-to-date advertising method for all kinds of people.
- Taking part in the economic growth of the country.

## 2.5 Corporate Commitment

The agency has sketched some commitment standards to clients when started the business.

- Providing service with high skilled people and use of up-to-date technology.
- Creating Long Term Connection built on faith
- Responding Customer needs with precision
- Sharing their values and benefits
- Growing as the Customers base and market grows
- Providing products and service at reasonable pricing.

## 2.6 Core Value

Our values serve as a compass for our action and describe our direction.

**Integrity**

**Respect**

**Fairness**

**Harmony**

**Team Spirit**

**Courtesy**

**Commitment**

**Service Excellence**

**Insight & Spirit**

**Business Ethic**

**Enthusiasm for Work**

## 2.7 Key Clients' of HAVAS MEDIA BANGLADESH LTD.

HAVAS MEDIA BANGLADESH LTD. key clients are Reckitt Benckiser, Fly Emirates, Emami Bangladesh, RSPL health BD, Bangladesh Navy, Robi, Western Union, BBC Bangla, Pidilite, Parle G, Neo Care and so on.



## 2.8 Products and Services

- 1. Regional & National Media Management:** Media is the most actual way of communicating the brand perceptions and feelings to the targeted consumers. HAVAS MEDIA BANGLADESH LTD. manages both the local and nationwide Media for the clients. It strategies the most effective way to grasp the communications of the clients to the consumers through Media.
- 2. Content & Barter:** Content is the things that makes a campaign a whole. It finalizes the communication necessities of any campaign. Being an advertising agency, HAVAS MEDIA BANGLADESH LTD. works mostly in the Media management of the client. For the contents HAVAS MEDIA BANGLADESH LTD. is not that much directly responsible but it provides insights, ideas for the campaigns and tag along with creative firms to provide the best content to the customers.
- 3. Digital:** Recently digital Media is a vastly rising Media in Bangladesh. In just few years its growth is huge. Somehow more than hundred million people is connected to internet. HAVAS MEDIA BANGLADESH LTD. appreciated the market opportunity. HAVAS MEDIA BANGLADESH LTD. is the only Media agency in the country which is straight joined with Google and Facebook. For their clients HAVAS MEDIA BANGLADESH LTD. plans and implements all the digital campaigns.
- 4. Global Media Insight & Research:** Only managing the Media is not enough for the clients in some cases. Where the competition is stiff the client needs detailed information about the Media market. HAVAS MEDIA BANGLADESH LTD. provides this information through its Media insight and research service. Through this HAVAS MEDIA BANGLADESH LTD. suggests the best way to reach the communication to the consumers.

5. **Media Investment Management:** HAVAS MEDIA BANGLADESH LTD. delivers consultancy and accomplishes the Media investment for its clients. HAVAS MEDIA BANGLADESH LTD. ensure that the Media investment carries the anticipated return for its clients.
6. **Strategic Media Planning:** Strategic Media planning matters the most when a brand wants optimistic results from the Media expended. For HAVAS MEDIA BANGLADESH LTD. clients they plans the tactics for Media investment.

## 2.9 Organization Structure

HAVAS MEDIA BANGLADESH LTD. is a flat organization, an organization that has an organizational structure with few or no levels of middle management between staff and executives. The employees are given enough responsibilities and authority to deliver their work in particular timeline.



Fig 2: Flat Organizational Structure

Employee empowerment is also practiced in HAVAS MEDIA BANGLADESH LTD. Employees of all level are allowed to take part in the decision making process. Not only getting the opportunity to involve in the decision making process but also have the access to communicate with the top management any time at work.

## 2.10 Department Activities

- **Tactical planning & innovative:** Here very expert people always innovate strategy that increases the brands on the dominance over the rivalry. Well-acquainted with all the cultural and sub-cultural trends, the group take the secretive encryptions of consumer perception.

To set up a strong insight to consumers mind this group always delegated with the duty to decide on the most suitable strategic positioning of the brands.

The fellows of this group keep the creative thought smooth on the core of entire agency. They always keep the creative energy and passion is directed towards the creation of ads that are true to the brands strategic positioning and personality as well as positioning the expected behavior for bringing a positive change in social causes.

Creative members always have to be emphasis on the human life and their emotion so that they can crafted ads that spark off the flames of a passionate brand-consumer love-story in the minds of the consumers.

The creative group has their faithful, knowledgeable, inventive, and very adoring energy that loves to reflect out of the case, understand the matters and people's behavior very specifically and greatly trained to translate them precisely into messages. Their information continuously have to be latest about the sea changes of this region over the decades mainly the slow shifting from top-down approach to bottom-up approach of improvement, the significance of peoples contribution in expansion creativities and their sustainability.

The graphic design and artwork team of this department are also highly experienced, skilled and brilliant that has produced many award winning designs and art work. The team members have solid experience of their work with the blend of various social and alternative development organizations including corporate houses.

- **Media:** Here people who are in this department have three important tasks Media research, Media planning, Media buying. In Media research they try to detect the active Media, recognize the target audiences and analyze their features, behavior.

Basically Media planner knows client's objectives and advertising strategy. Their concern is to get the finest Media mix and technique. They also have the most critical job to reduce cost reaching best results.

Media director who is main duty to analyze the research data so that they can accomplish the Media department's to check status of clients. Not only check the client's accounts but also plan future Media buyers. They oversee all the accounts accessible and try to keep up the good connections with the clients. They also negotiate with Media organizations.

## 2.11 Recent Notable Work





**রবি**

**সেইফনেট** নিয়ে  
বিস্তারিত জানতে  
চোখ রাখুন  
আপনার প্রিয়  
এফএম চ্যানেলের  
ফেসবুক পেইজে

**সেইফ  
নেট**

89.2FM ABC RADIO  
90.4 dhaka fm  
৯২.৮  
Radio NENT 93.2FM  
radio foorti! 88fm  
89.6fm The 1st & #1 Private Radio



বন্ধুদের **#1** নেটওয়ার্ক

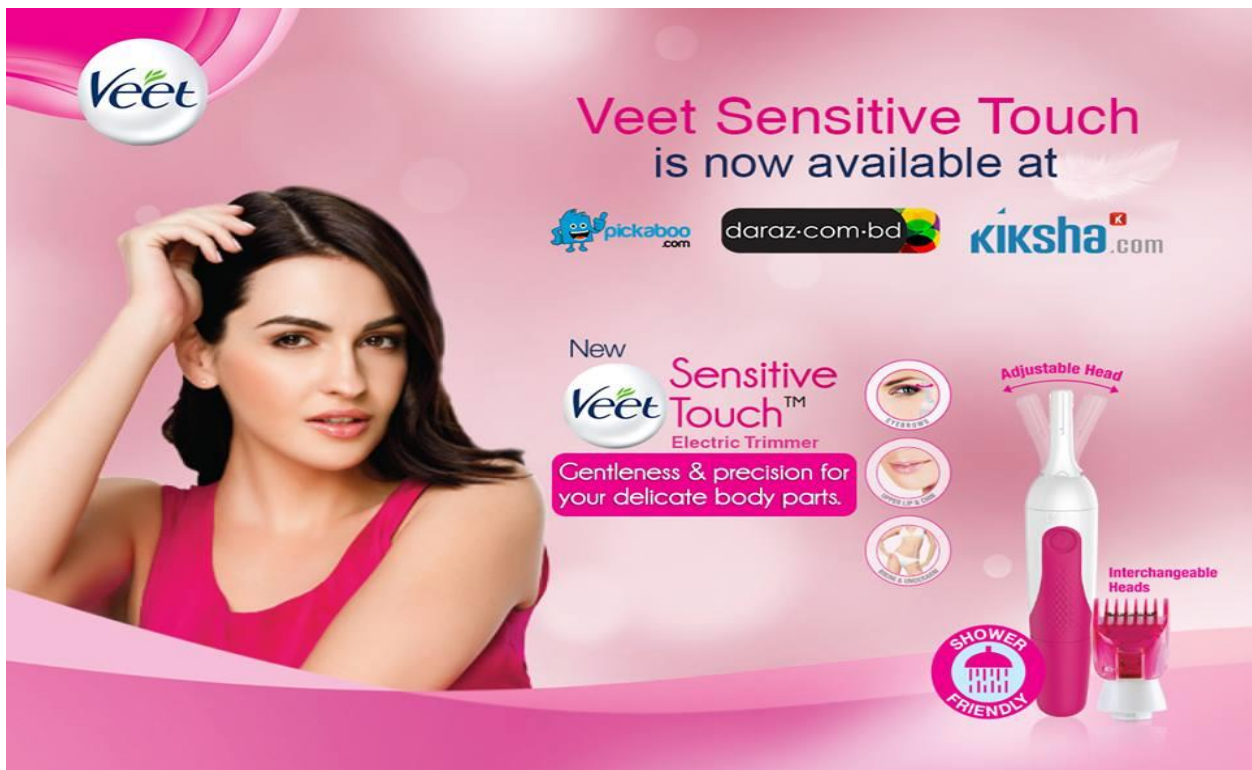
**airtel 4G+**

**3G-এর দামে 4G+**  
এখন **SWAG** হবে









## 2.11 SWOT Analysis

SWOT analysis is an outline to analyze the condition for creating a strategic changes in the marketing process. Abbreviation SWOT stands for strengths, weaknesses, opportunities and threats. A SWOT analysis which is divided into two segments: internal analysis (strengths and weaknesses) and external analysis (opportunities and threats)

A SWOT analysis helps to make a quick strategic review to convert weaknesses into strengths and threats into opportunities



## Strengths

HAVAS MEDIA BANGLADESH LTD. has some attributes that helps to a better standing in the competition market.

### ❖ Strong corporate Image

In current market HAVAS MEDIA BANGLADESH LTD. has strong corporate image because of their excellent service. By this strong corporate image it helps to create a good perception of clients.

### ❖ Comfortable Environment

A good or comfortable environment that highly influence to the employee. In HAVAS MEDIA BANGLADESH LTD. they have very friendly environment which really help to employee for better work.

### ❖ Highly Skilled Manpower

Any Media agency want to success they need skillful manpower. Without skillful manpower clients will not be satisfied. Before selection & recruitment HAVAS MEDIA BANGLADESH LTD. focus very effectively so that they can recruit the best and suitable employee for those specific job.

### ❖ Upgraded technology & equipment

HAVAS MEDIA BANGLADESH LTD. always try to update time to time. HAVAS MEDIA BANGLADESH LTD. has latest technology and equipment which helps to provide better client service. In recent time they have better technological and equipment facility than any other Media agency in Bangladesh.

### ❖ Highest Media Buyer

HAVAS MEDIA BANGLADESH LTD. is the highest Media buyer in any Media agency. They have strong connectivity with TV Media, Print Media, and Radio station.

## Weaknesses

Every company has some weakness which may lead negative impact. HAVAS MEDIA BANGLADESH LTD. has some weakness that may be dissatisfied to the clients.

### ❖ Lack of manpower

HAVAS MEDIA BANGLADESH LTD. has no enough manpower. Day by day the number of clients are increasing but the number of employees are not increase. Sometime clients do not get proper service because of lack of manpower.

### ❖ Lack of training facility

HAVAS MEDIA BANGLADESH LTD. has lack of training facility. For better client service employee must be trained up. If HAVAS MEDIA BANGLADESH LTD. can increase the training facility that really helps to employee.

## Opportunities

### ❖ Innovative products and services

HAVAS MEDIA BANGLADESH LTD. who can provide innovative products and services. By providing innovative products and services we get attention from new clients.

### ❖ Large and Growing market

Day by day the number of new companies are coming their new product and services. Most of the company consult externally Media agency. HAVAS MEDIA BANGLADESH LTD. try to grab this opportunity.

## Threats

Threats are the one which represent threat for the company in its future progress and responsible for the dropping the client satisfaction. HAVAS MEDIA BANGLADESH LTD. has some threats these are-

### ❖ Future companies

Day by day the number of new companies are coming and it create more competition on the market. This is also threaten for the existing company. So HAVAS MEDIA BANGLADESH LTD. will have to develop new and unique strategies to compete against and win the battle of the companies.

### ❖ Technological Change

Recently technologies are changing vastly. HAVAS MEDIA BANGLADESH LTD. should cop up with the changes. Otherwise this is really challenging to compete with other company.

# **CHAPTER # 03**

## **ANALYSIS AND FINDINGS**

### 3.1 Overview of Analysis and Findings

Here the survey was conducted among 10 respondents. Here ignore the respondent's gender, age, income and occupation to explore though the various aspects of clients satisfaction and providing insights and understanding of overall service environment of HAVAS MEDIA BANGLADESH LTD.

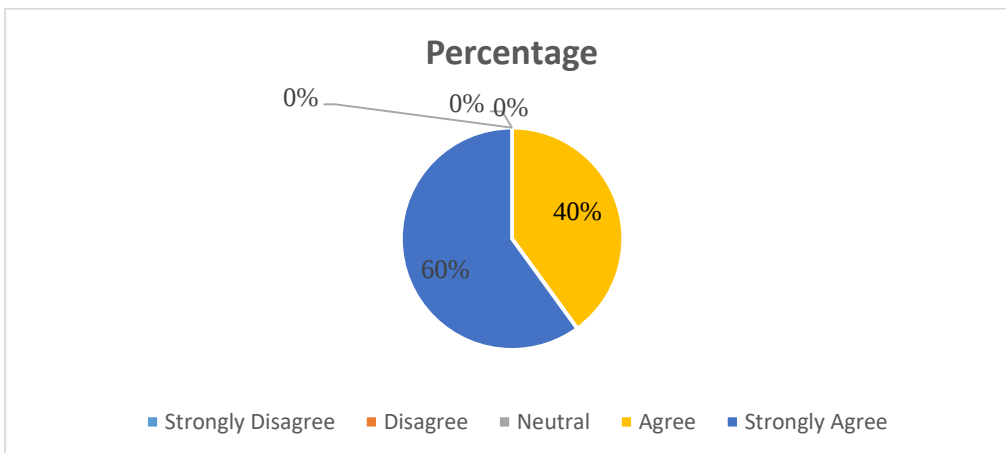
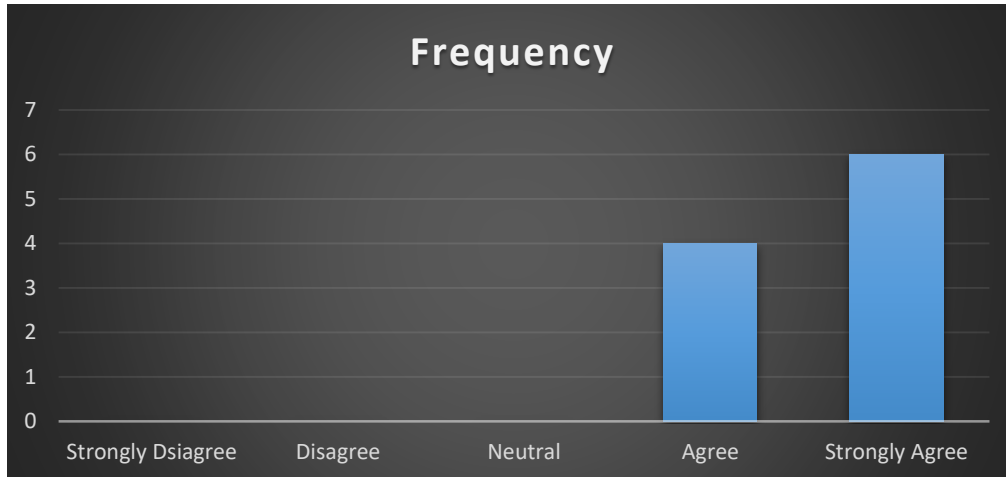
### 3.2 Clients' Perception of Service Quality

Clients Perception of the service quality is presented in accordance with the survey. This results are created according to the various service quality dimensions. Each dimension comprise of its own particular questions. Respondent answer this survey question according the structured questionnaire. The analysis results are discoursed in the following section-

The survey results are shown under the following standards.

| <b>Strongly Disagree</b> | <b>Disagree</b> | <b>Neutral</b> | <b>Agree</b> | <b>Strongly Agree</b> |
|--------------------------|-----------------|----------------|--------------|-----------------------|
| <b>(1)</b>               | <b>(2)</b>      | <b>(3)</b>     | <b>(4)</b>   | <b>(5)</b>            |

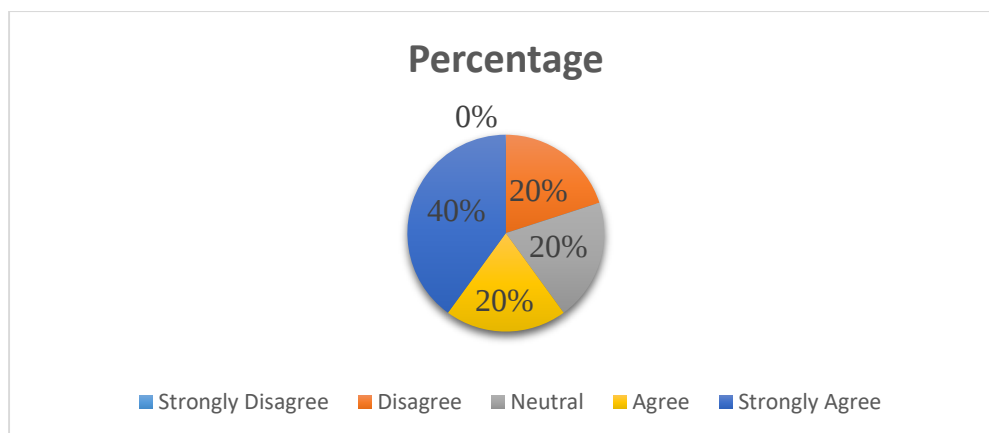
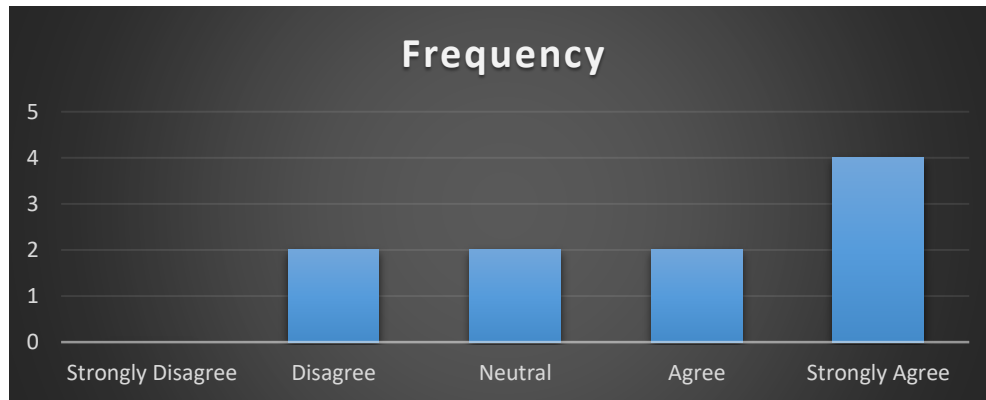
1. When HAVAS MEDIA BANGLADESH LTD. Promises to do something by a certain time, it



**Interpretation:** From the above pie chart, we can see that 60% clients are agreed and 40% clients are strongly agree. No clients disagree with that question.

From the above bar diagram, we can see that majority of the clients placed their opinion into Agree and Strongly Agree. So we can say that the result is satisfactory.

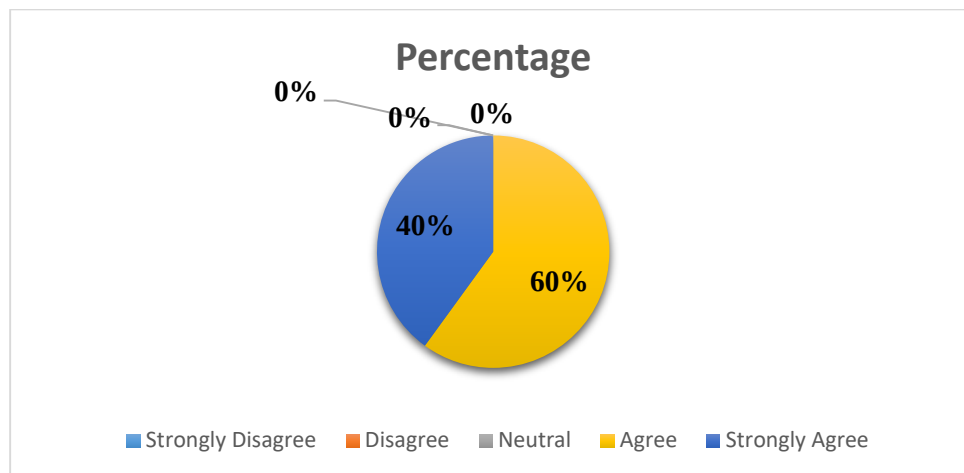
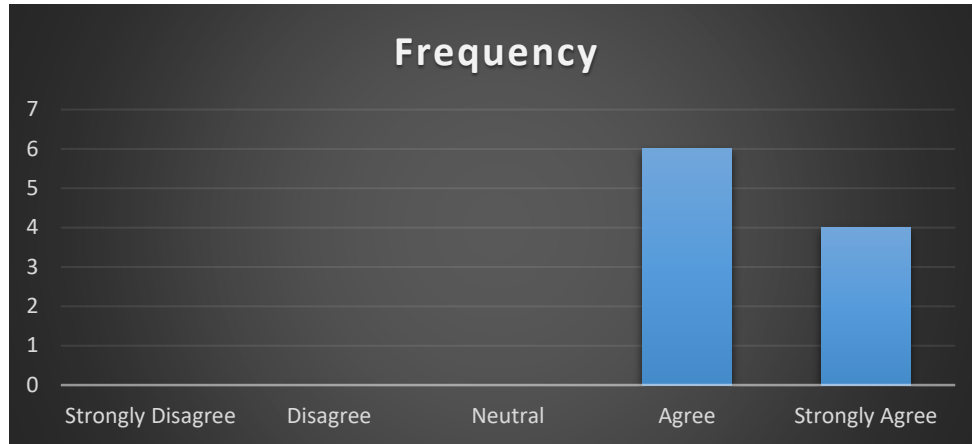
2. When you have a problem, HAVAS MEDIA BANGLADESH LTD. Shows a sincere interest to solve it.



**Interpretation:** From the above pie chart, we can see that 40% clients are strongly agreed and 20% clients are agree, neutral and disagree. A few number of clients are disagree with that question.

From the above bar diagram, we can see that majority of the clients placed their opinion into Strongly Agree, Agree and Neutral. So we can say that, Havas always try to show a sincere interest to solve any kind of client's problem.

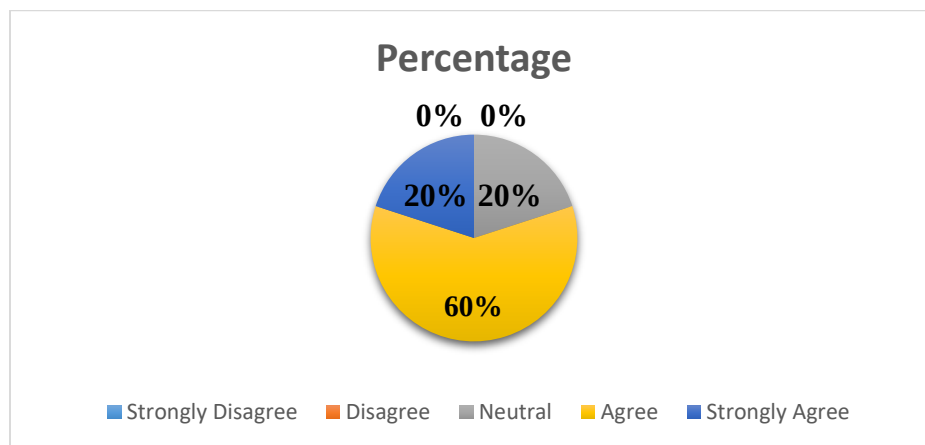
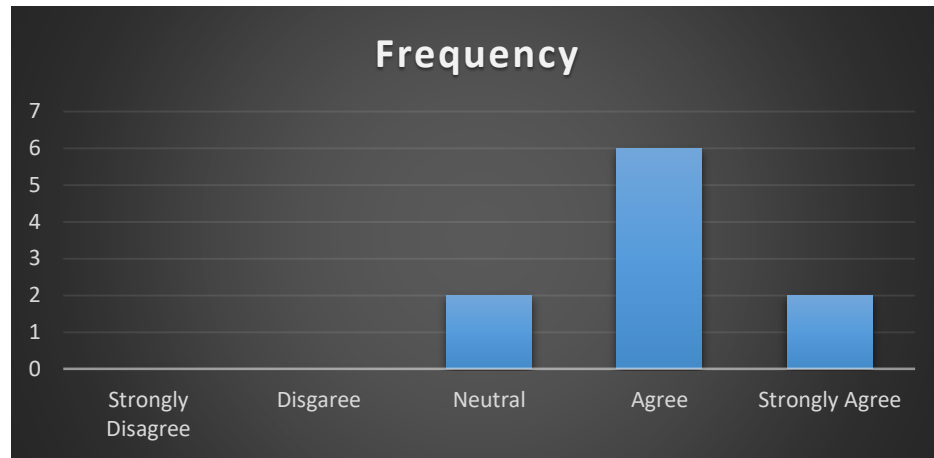
### 3. HAVAS MEDIA BANGLADESH LTD. Performs the right service every time.



**Interpretation:** From the above pie chart, we can see that 60% clients are agree and 40% clients are strongly agree. No clients disagree with that question.

From the above bar diagram, we can see that majority of the clients placed their opinion into Agree and Strongly Agree. So we can say that, HAVAS MEDIA BANGLADESH LTD. always performs the right service every time for the clients.

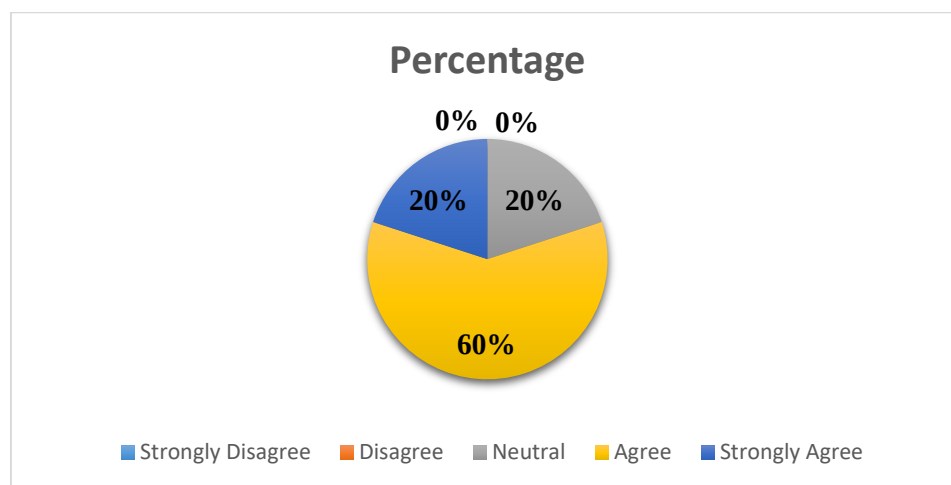
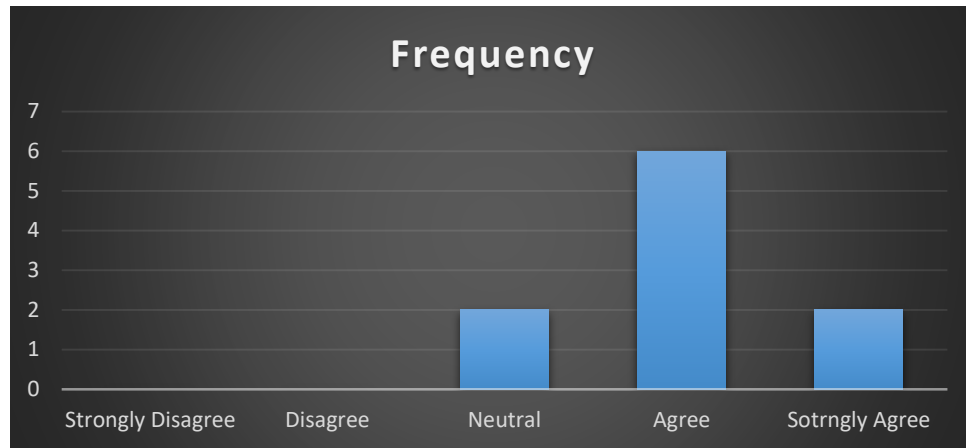
4. HAVAS MEDIA BANGLADESH LTD. Provides its services at the time it promises to do so.



**Interpretation:** From the above pie chart, we can see that 60% clients are agree and 20% clients are strongly agree and neutral. No clients disagree with that question.

From the above bar diagram, we can see that majority of the clients placed their opinion into Agree, Strongly Agree and Neutral. So we can say that, HAVAS MEDIA BANGLADESH LTD. always provides its services at the time it promises to do so.

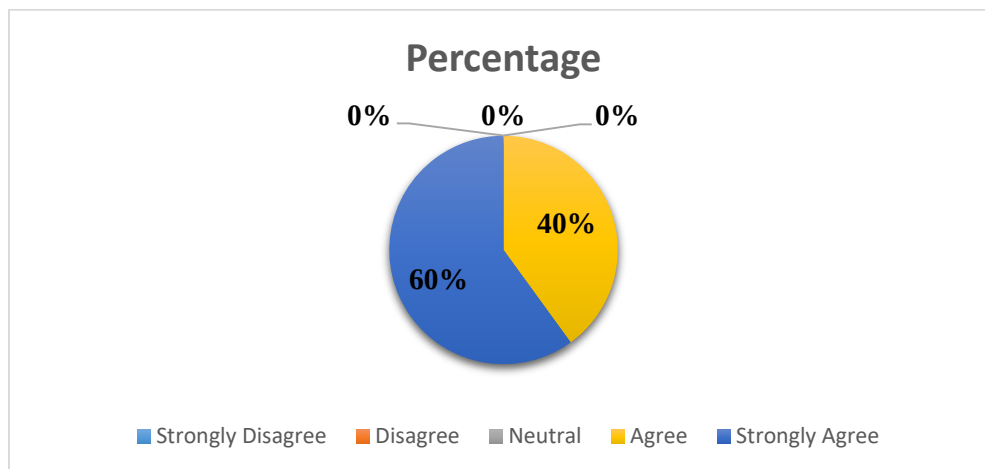
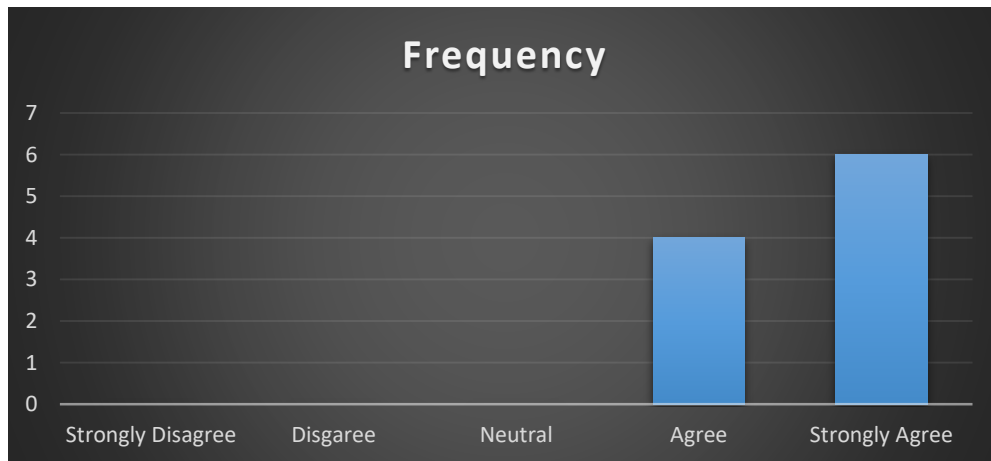
##### 5. HAVAS MEDIA BANGLADESH LTD. Insists on error-free records.



**Interpretation:** From the above pie chart, we can see that 60% clients are agree and 20% clients are strongly agree and neutral. No clients disagree with that question.

From the above bar diagram, we can see that majority of the clients placed their opinion into Agree, Strongly Agree and Neutral. So we can say that, HAVAS MEDIA BANGLADESH LTD. always try to record their data without any error.

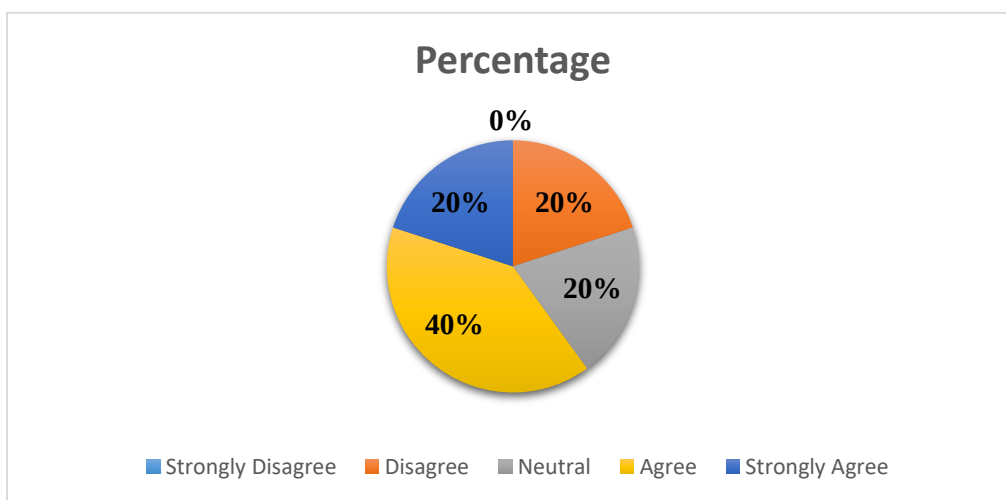
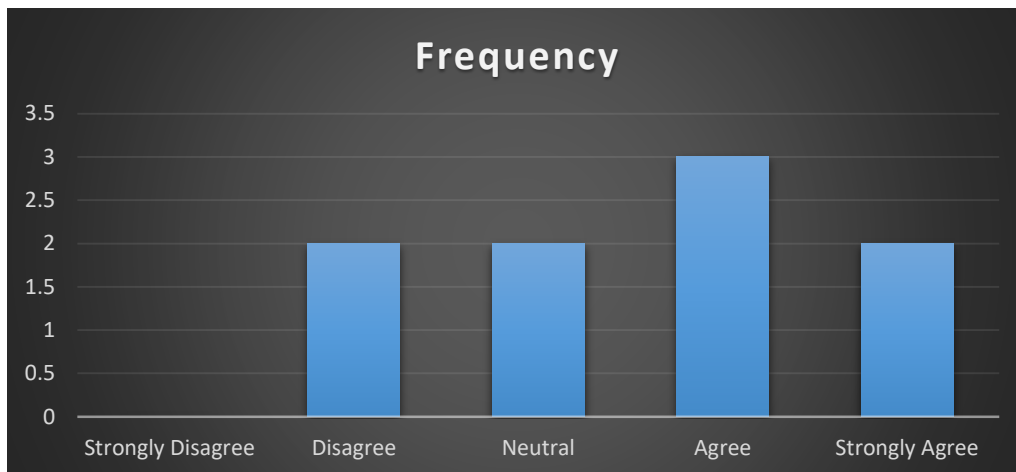
6. HAVAS MEDIA BANGLADESH LTD. Keeps clients informed about when services will be performed.



**Interpretation:** From the above pie chart, we can see that 60% clients are strongly agree and 40% clients are agree. No clients disagree with that question.

From the above bar diagram, we can see that majority of the clients placed their opinion into Agree and Strongly Agree. So we can say that, HAVAS MEDIA BANGLADESH LTD. always keeps clients information so that they can provide better service.

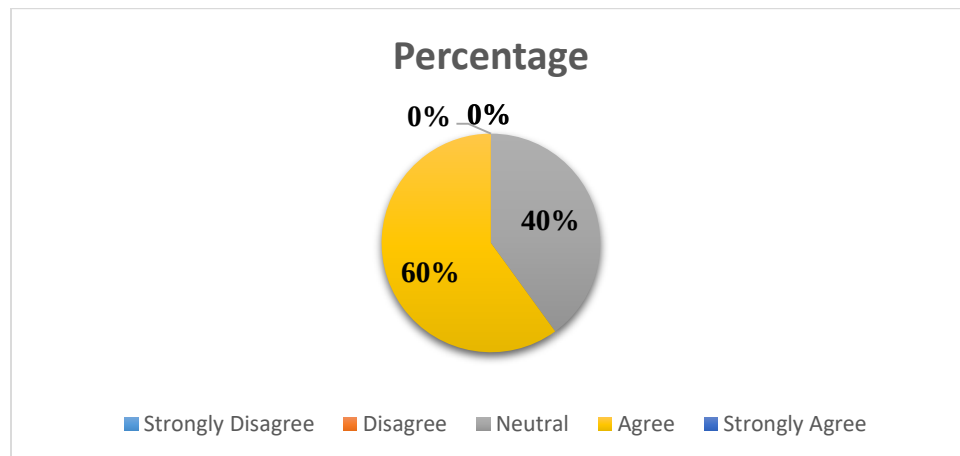
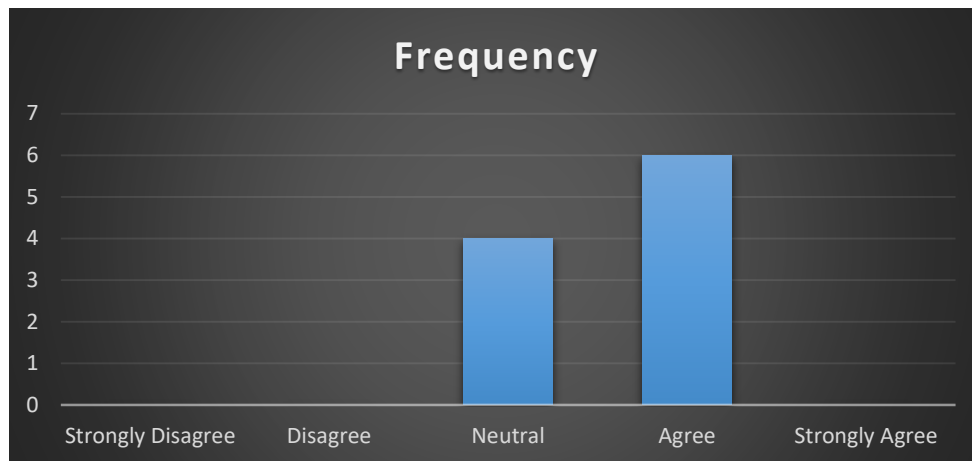
7. Personnel in HAVAS MEDIA BANGLADESH LTD. Are always willing to give service at any time whenever it requires.



**Interpretation:** From the above pie chart, we can see that 40% clients are agree and 20% clients are strongly agree and neutral. A few number of clients are disagree with that question.

From the above bar diagram, we can see that majority of the clients placed their opinion into Agree neutral and Strongly Agree. So we can say that, Personnel in HAVAS MEDIA BANGLADESH LTD. are always willing to provide service at any time whenever it requires.

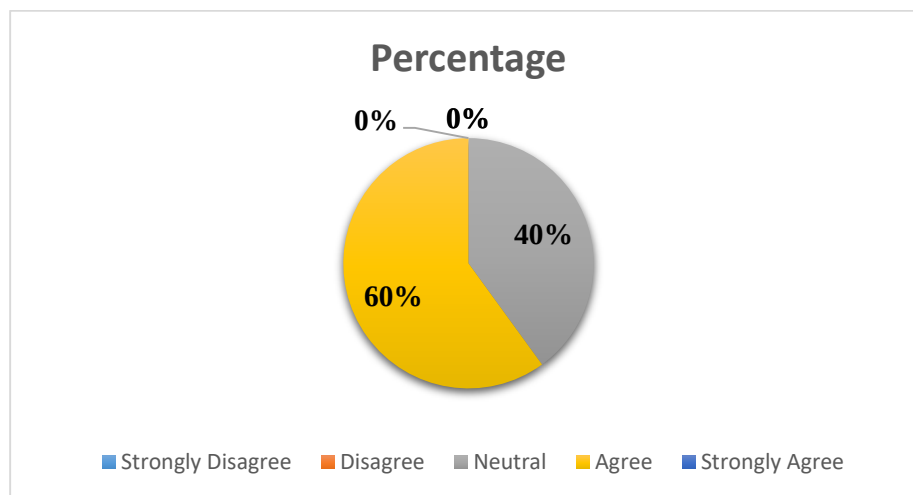
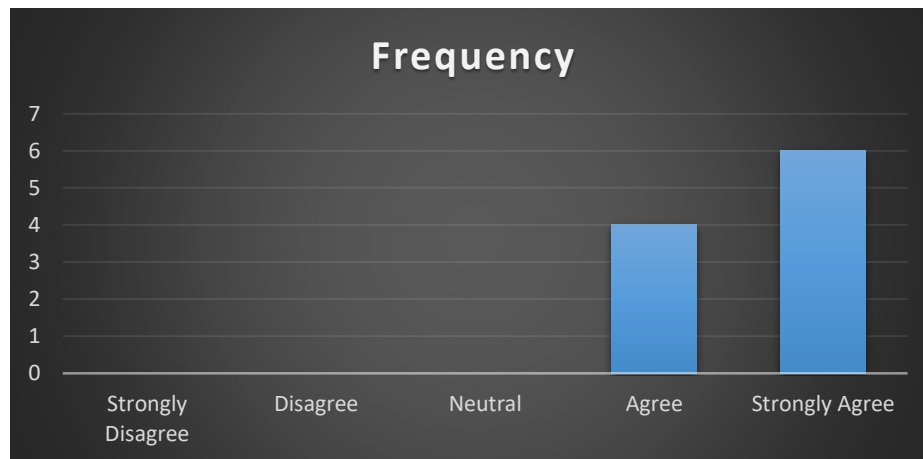
8. Personnel in HAVAS MEDIA BANGLADESH LTD. Are never too busy to respond to your request.



**Interpretation:** From the above pie chart, we can see that 60% clients are agree and 40% clients are neutral. No clients disagree with that question.

From the above bar diagram, we can see that majority of the clients placed their opinion into Agree and neutral. So we can say that, Personnel in HAVAS MEDIA BANGLADESH LTD. are never too busy to respond to the clients' request.

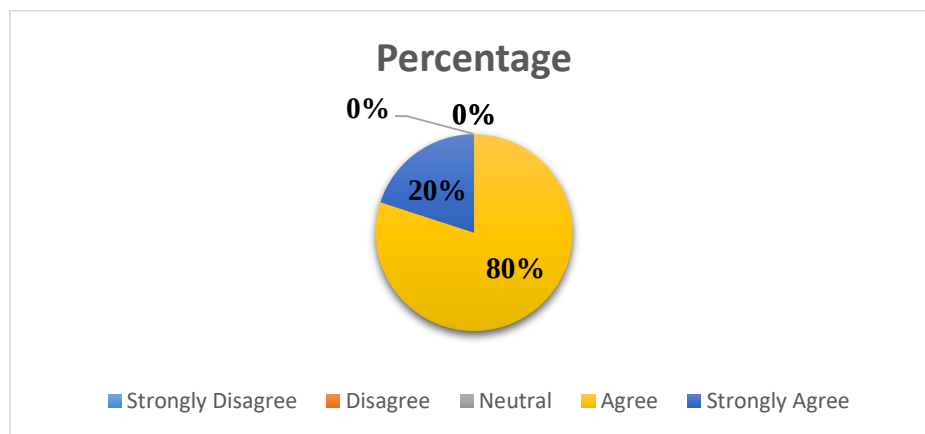
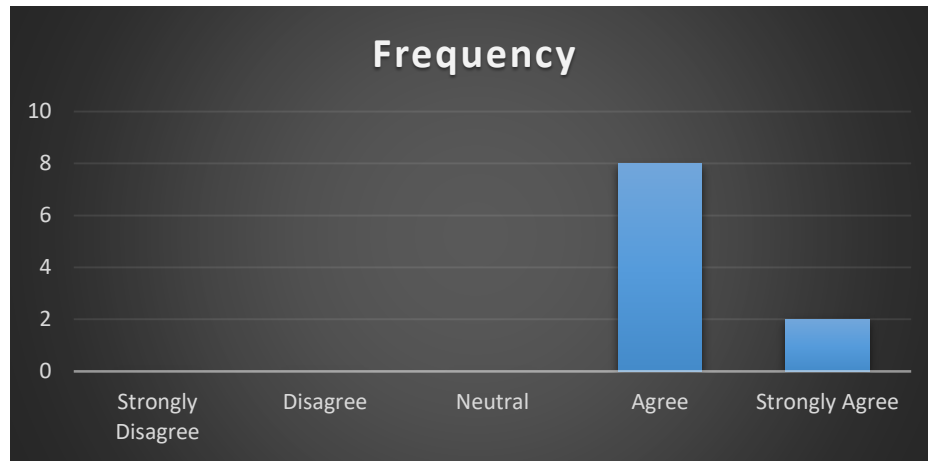
9. The behavior of employees in HAVAS MEDIA BANGLADESH LTD. Instills confidence in you.



**Interpretation:** From the above pie chart, we can see that 60% clients are agree and 40% clients are neutral. No clients disagree with that question.

From the above bar diagram, we can see that majority of the clients placed their opinion into Agree and neutral. So we can say that the result is satisfactory.

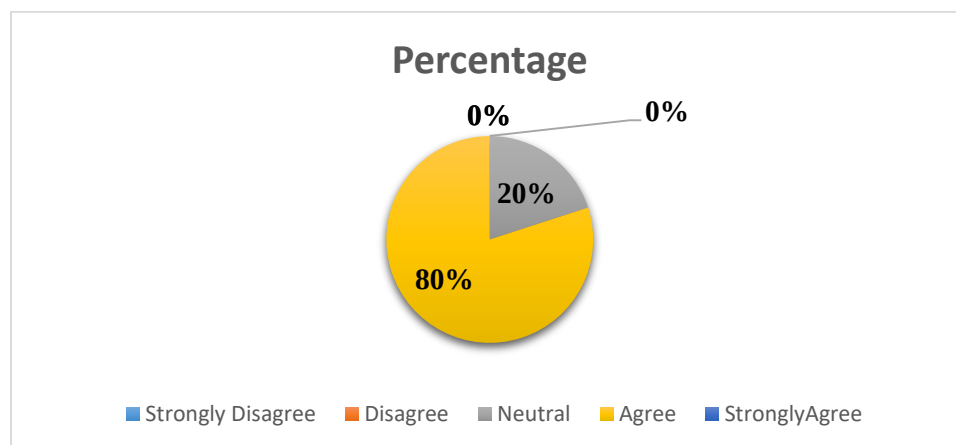
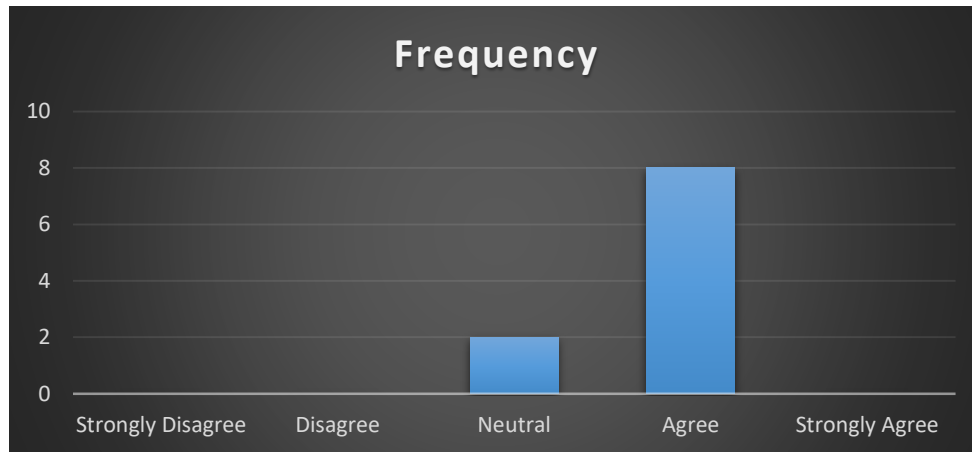
## 10. You feel safe in your transactions with HAVAS MEDIA BANGLADESH LTD.



**Interpretation:** From the above pie chart, we can see that 80% clients are agree and 20% clients are strongly agree. No clients disagree with that question.

From the above bar diagram, we can see that majority of the clients placed their opinion into Agree and strongly agree. So we can say that clients feel safe in transaction with HAVAS MEDIA BANGLADESH LTD.

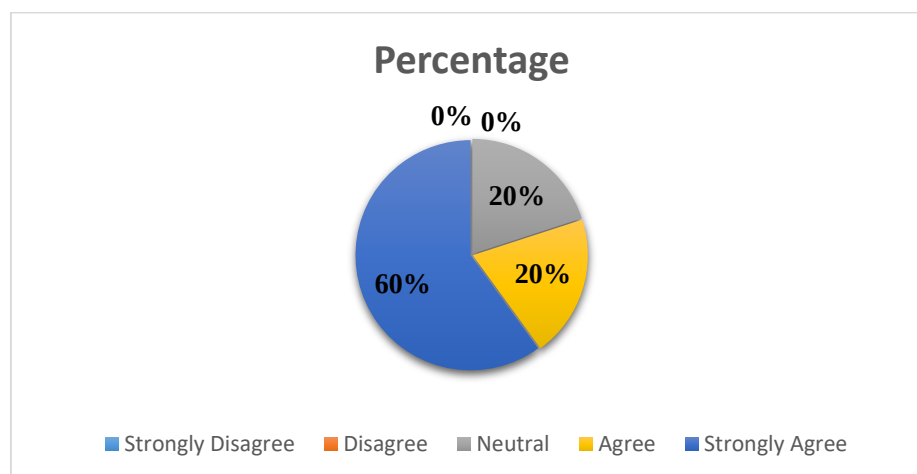
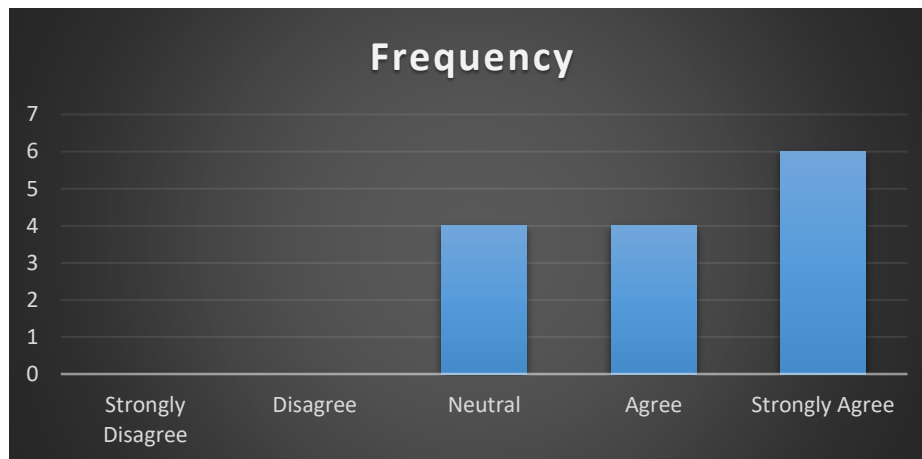
11. Personnel in HAVAS MEDIA BANGLADESH LTD. Are consistently courteous with you.



**Interpretation:** From the above pie chart, we can see that 80% clients are agree and 20% clients are neutral. No clients disagree with that question.

From the above bar diagram, we can see that majority of the clients placed their opinion into Agree and neutral. So we can say that Personnel in HAVAS MEDIA BANGLADESH LTD. are consistently courteous with our clients.

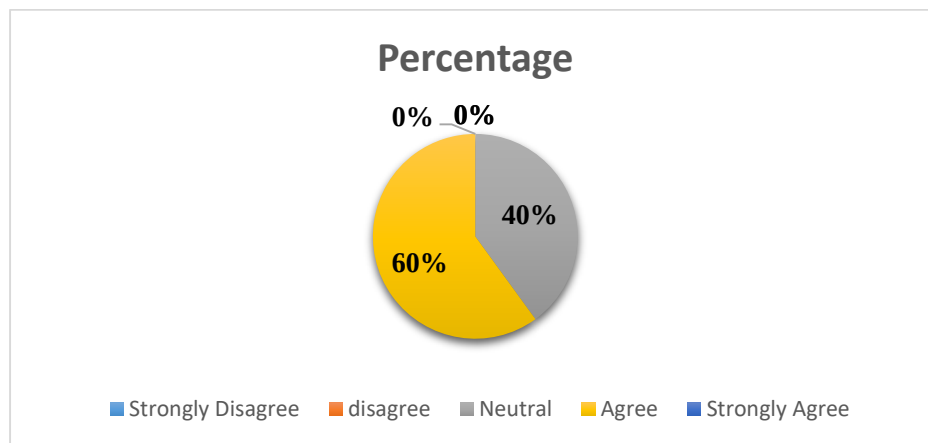
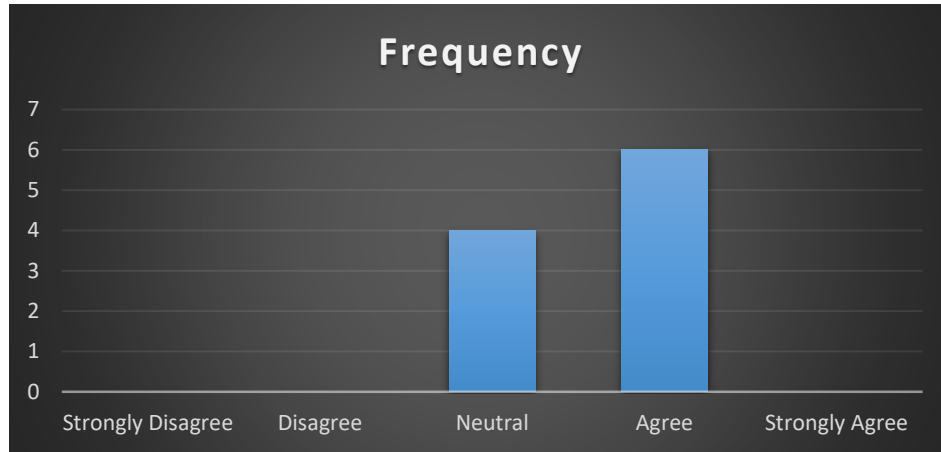
12. Personnel in HAVAS MEDIA BANGLADESH LTD. Have the knowledge to answer your questions.



**Interpretation:** From the above pie chart, we can see that 60% clients are strongly agree, 20% clients are agree and neutral. No clients disagree with that question.

From the above bar diagram, we can see that majority of the clients placed their opinion into Agree, neutral and strongly agree. So we can say that Personnel in HAVAS MEDIA BANGLADESH LTD. have knowledge to answer to the clients' question.

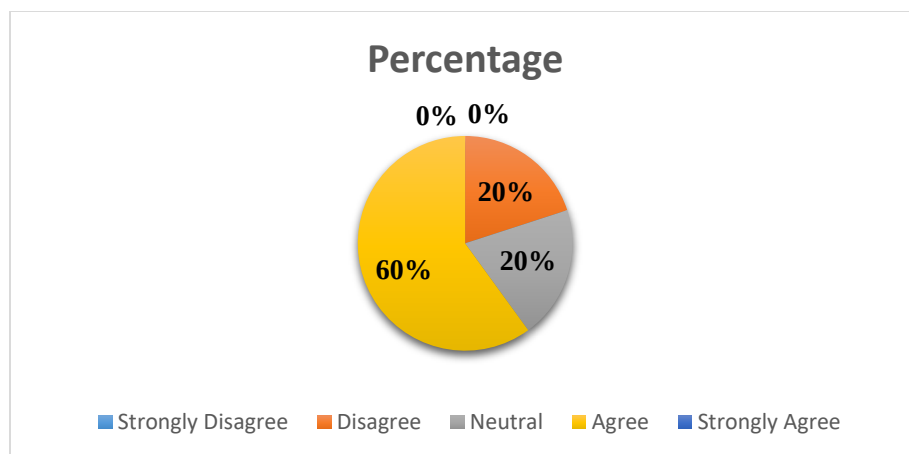
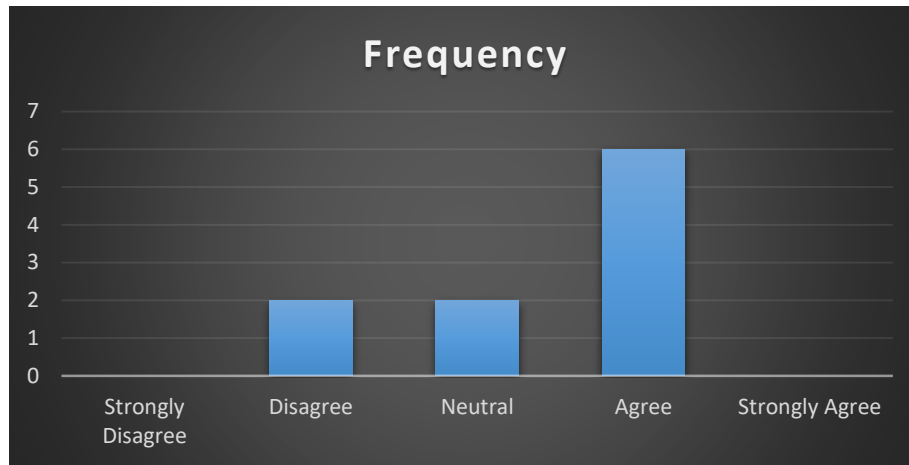
### 13. HAVAS MEDIA BANGLADESH LTD. Gives you individual attention.



**Interpretation:** From the above pie chart, we can see that 60% clients are agree and 40% clients are neutral. No clients disagree with that question.

From the above bar diagram, we can see that majority of the clients placed their opinion into Agree and neutral. So we can say that clients get individual attention from HAVAS MEDIA BANGLADESH LTD.

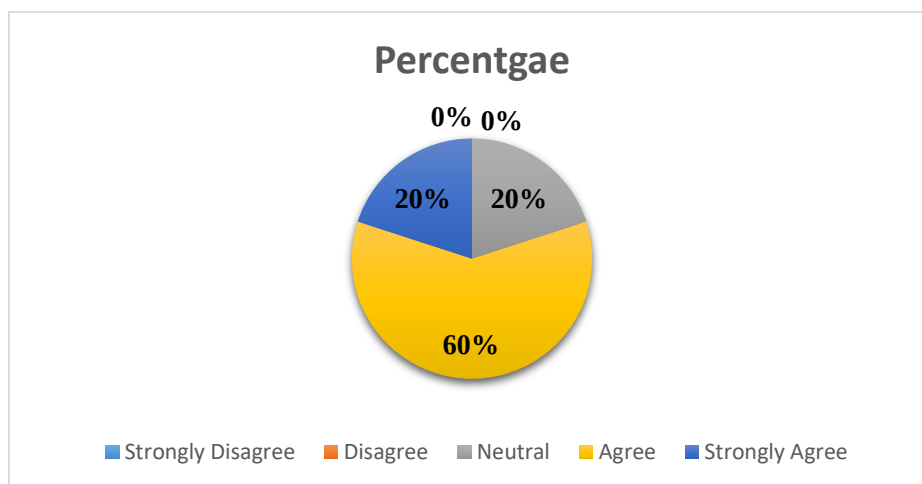
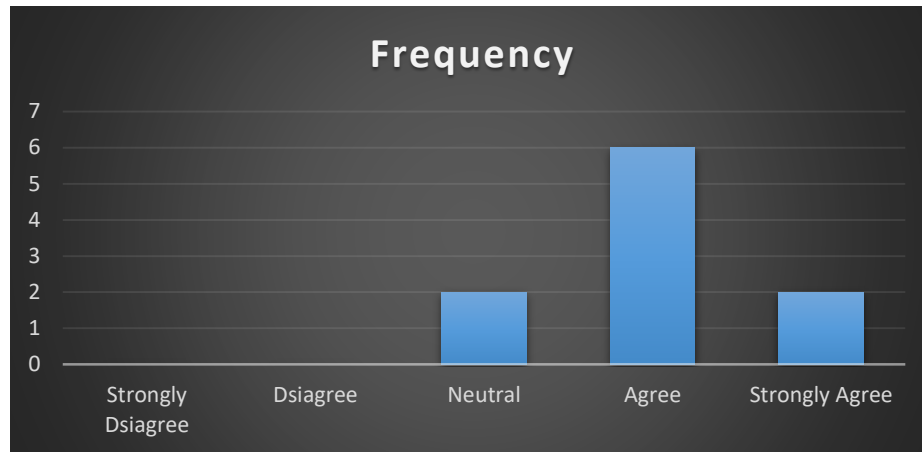
#### 14. HAVAS MEDIA BANGLADESH LTD. Has employees who gives your personal attention.



**Interpretation:** From the above pie chart, we can see that 60% clients are agree and 20% clients are neutral and disagree. A few number of clients are disagree with that question

From the above bar diagram, we can see that majority of the clients placed their opinion into Agree, disagree and neutral. So we can say that clients get personal attention from HAVAS MEDIA BANGLADESH LTD.

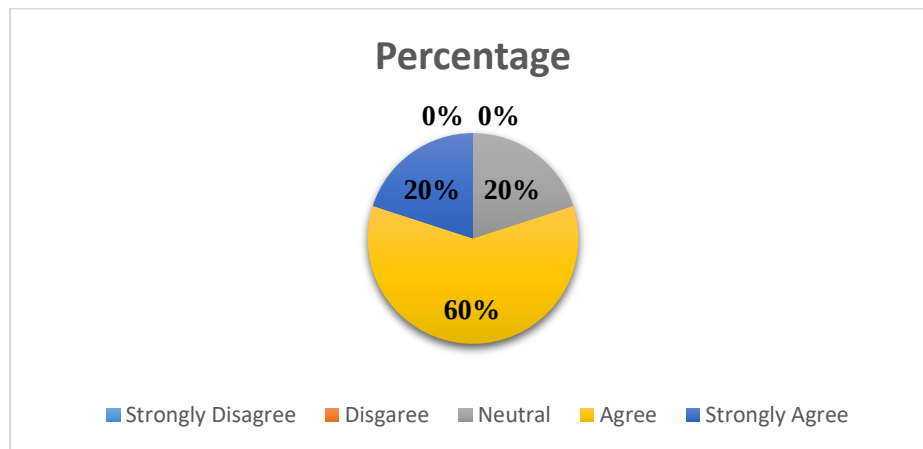
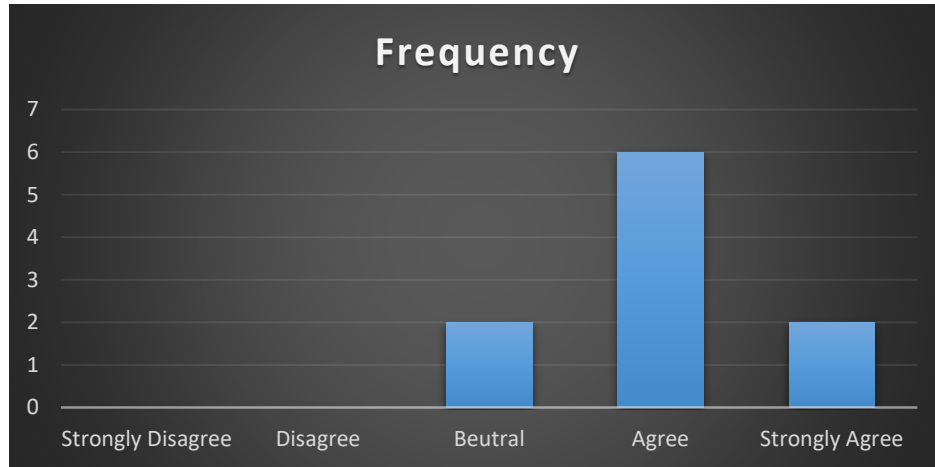
## 15. HAVAS MEDIA BANGLADESH LTD. Has your best interest at heart.



**Interpretation:** From the above pie chart, we can see that 60% clients are agree and 20% clients are strongly agree and neutral. No clients disagree with that question.

From the above bar diagram, we can see that majority of the clients placed their opinion into Agree, strongly agree and neutral. So we can say that HAVAS MEDIA BANGLADESH LTD. has best interest at heart for their clients.

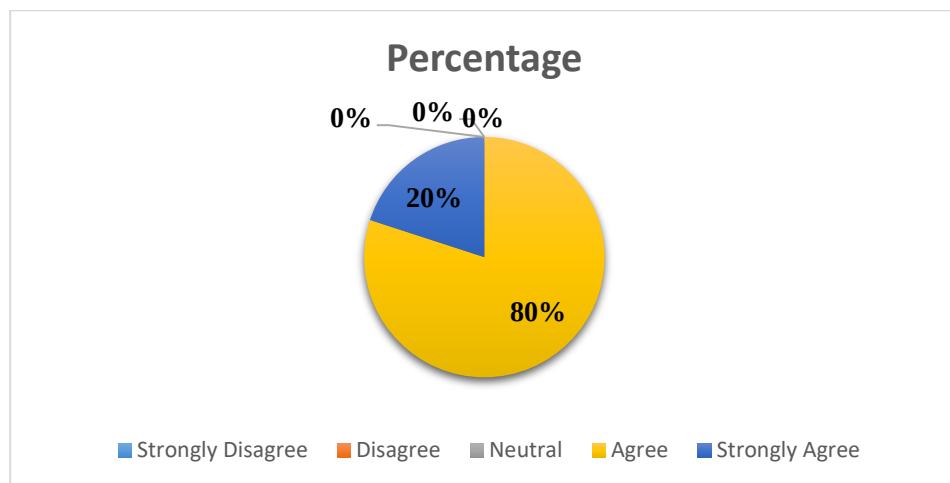
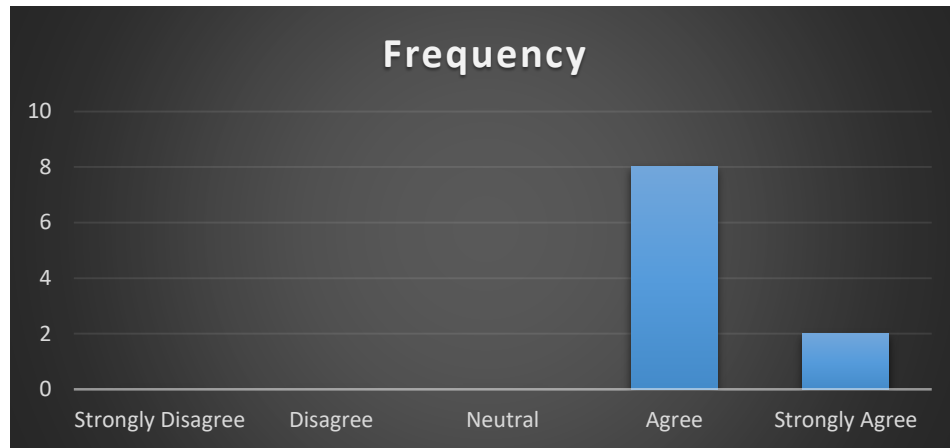
## 16. Personnel in HAVAS MEDIA BANGLADESH LTD. Understands your specific needs.



**Interpretation:** From the above pie chart, we can see that 60% clients are agree and 20% clients are strongly agree and neutral. No clients disagree with that question.

From the above bar diagram, we can see that majority of the clients placed their opinion into Agree, strongly agree and neutral. So we can say that HAVAS MEDIA BANGLADESH LTD. has best employees. They understand their clients' specific needs.

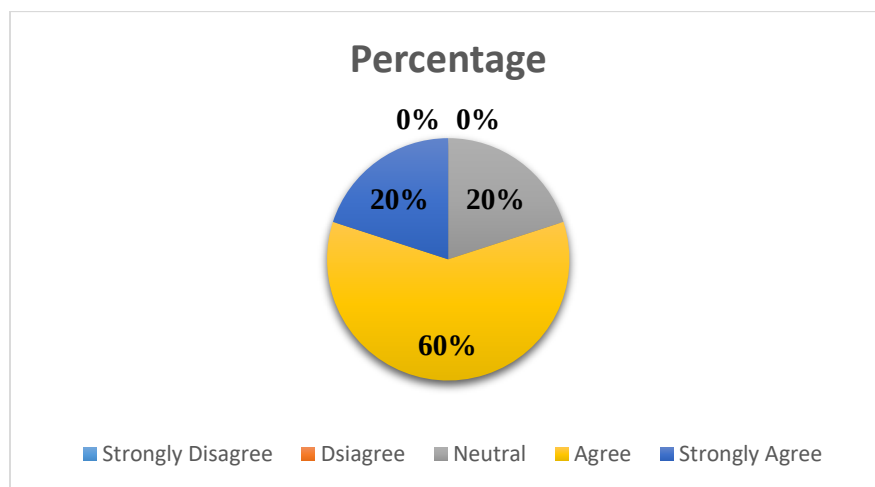
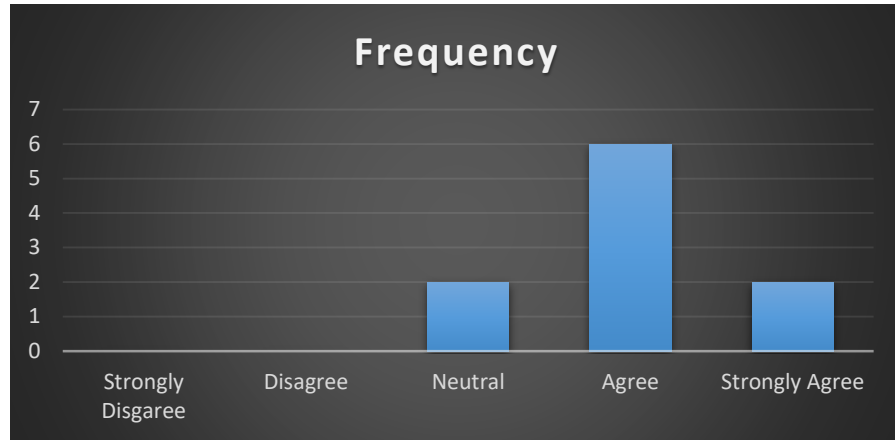
17. HAVAS MEDIA BANGLADESH LTD. Has operating hours that is convenient to all clients.



**Interpretation:** From the above pie chart, we can see that 80% clients are agree and 20% clients are strongly agree. No clients disagree with that question.

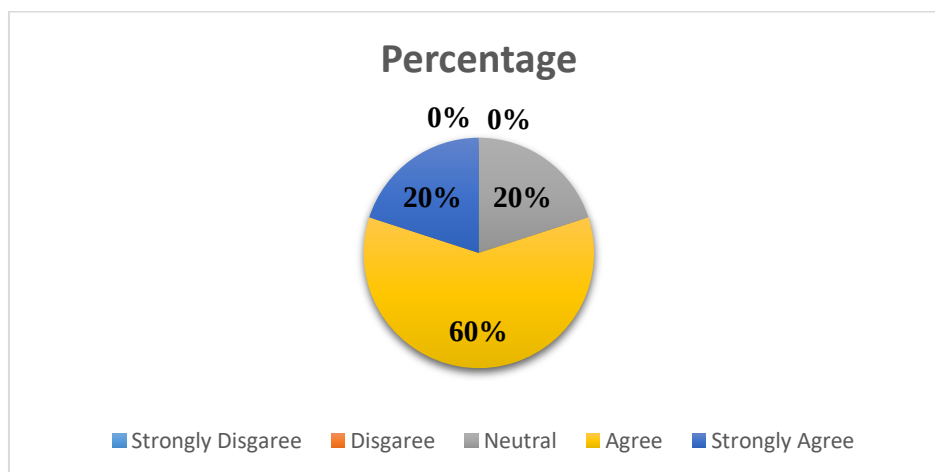
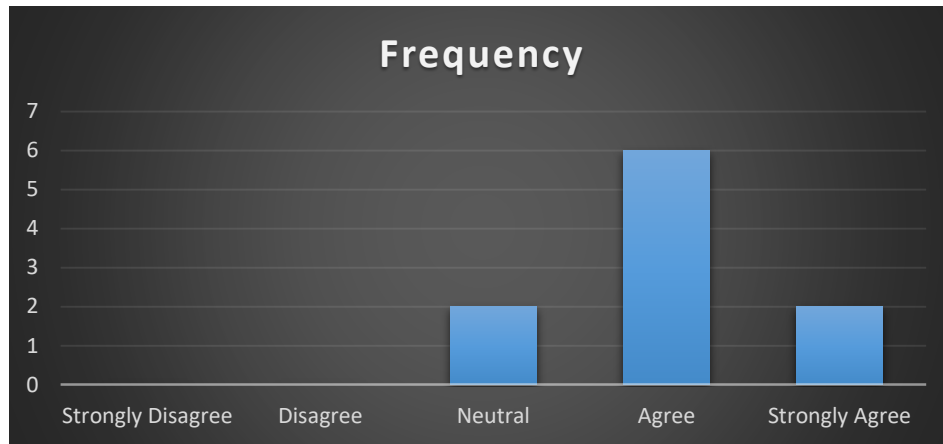
From the above bar diagram, we can see that majority of the clients placed their opinion into Agree and strongly agree. So we can say that HAVAS MEDIA BANGLADESH LTD. has convenient working schedule those suitable to all of the clients.

## 18. HAVAS MEDIA BANGLADESH LTD. Has modern looking equipment.



**Interpretation:** From the above pie chart, we can see that 60% clients are agree and 20% clients are strongly agree and neutral. No clients disagree with that question.

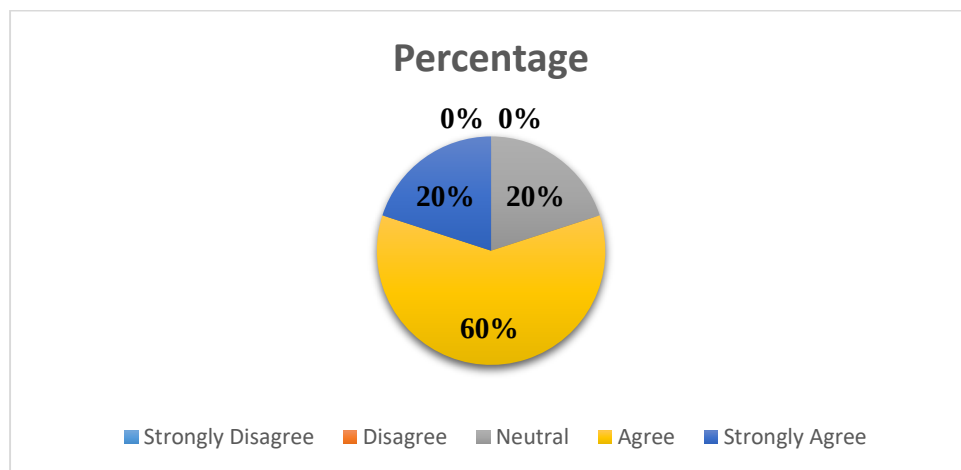
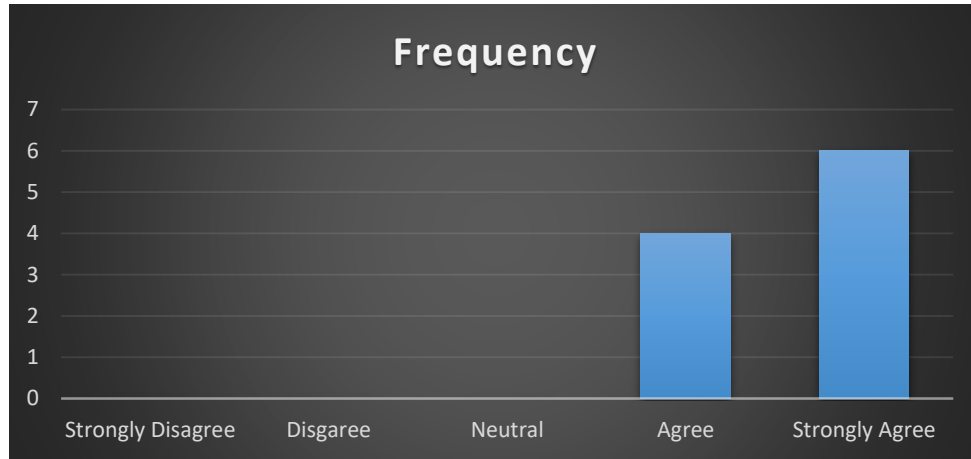
From the above bar diagram, we can see that majority of the clients placed their opinion into Agree and strongly agree. So we can say that HAVAS MEDIA BANGLADESH LTD. has modern looking equipment.

**19. HAVAS MEDIA BANGLADESH LTD. Physical facilities are visually appealing.**

**Interpretation:** From the above pie chart, we can see that 60% clients are agree and 20% clients are strongly agree and neutral. No clients disagree with that question.

From the above bar diagram, we can see that majority of the clients placed their opinion into Agree and strongly agree. So we can say that HAVAS MEDIA BANGLADESH LTD. has great physical facilities that are visually more appealing.

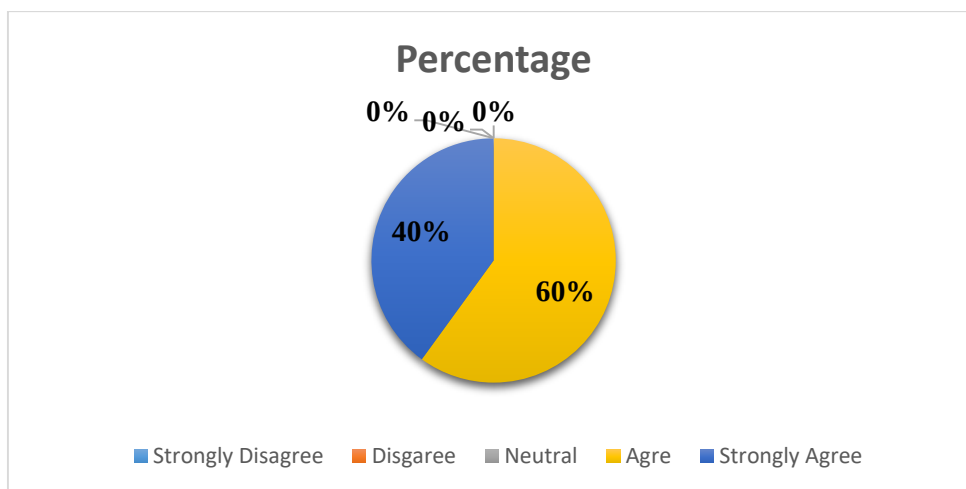
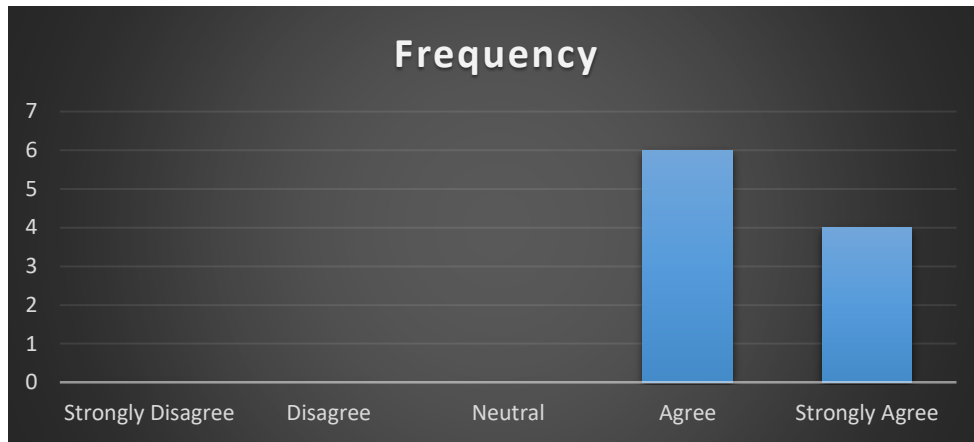
## 20. HAVAS MEDIA BANGLADESH LTD. Employees appear neat.



**Interpretation:** From the above pie chart, we can see that 60% clients are agree and 20% clients are strongly agree and neutral. No clients disagree with that question.

From the above bar diagram, we can see that majority of the clients placed their opinion into Agree and strongly agree. So we can say that HAVAS MEDIA BANGLADESH LTD. employees are very neat and clean.

21. HAVAS MEDIA BANGLADESH LTD. Always provides innovative and unique ideas to market for the Client's they deal with.



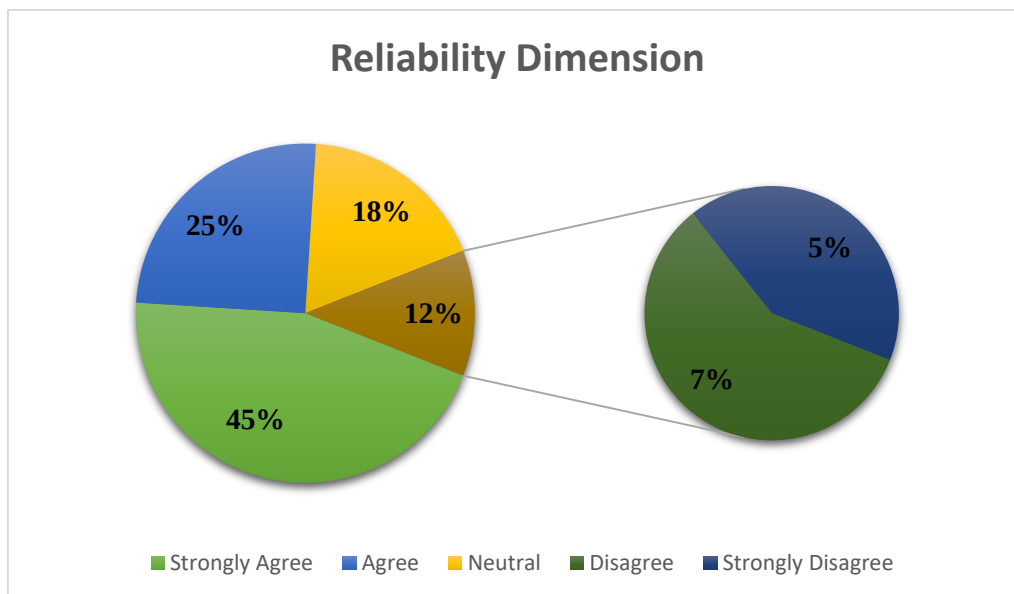
**Interpretation:** From the above pie chart, we can see that 60% clients are agree and 40% clients are strongly agree. No clients disagree with that question.

From the above bar diagram, we can see that majority of the clients placed their opinion into Agree and strongly agree. So we can say that HAVAS MEDIA BANGLADESH LTD. always provides innovative and unique ideas for the clients.

### 3.3 Summary of Service Quality Dimensions

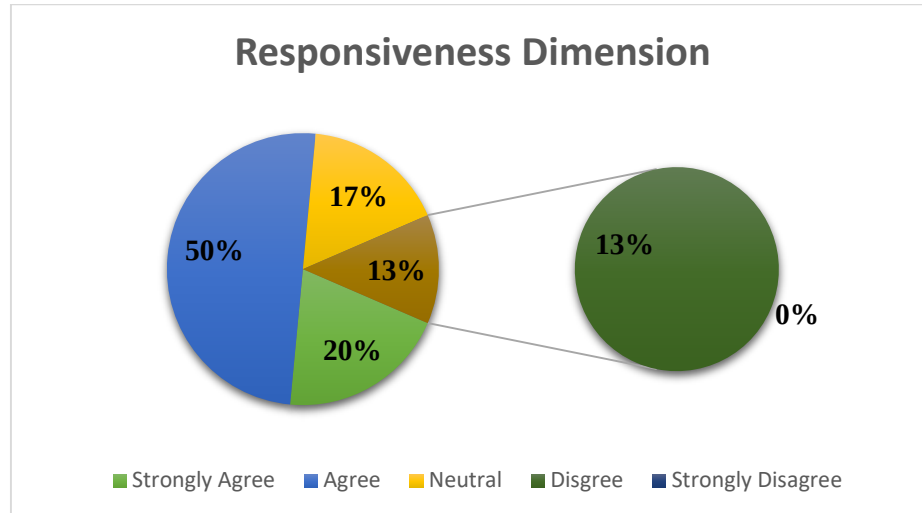
Here the total questionnaires are divided into five dimensions. Now showing the total result of the client's perception regarding the service quality of HAVAS MEDIA BANGLADESH LTD.

#### Reliability Dimension



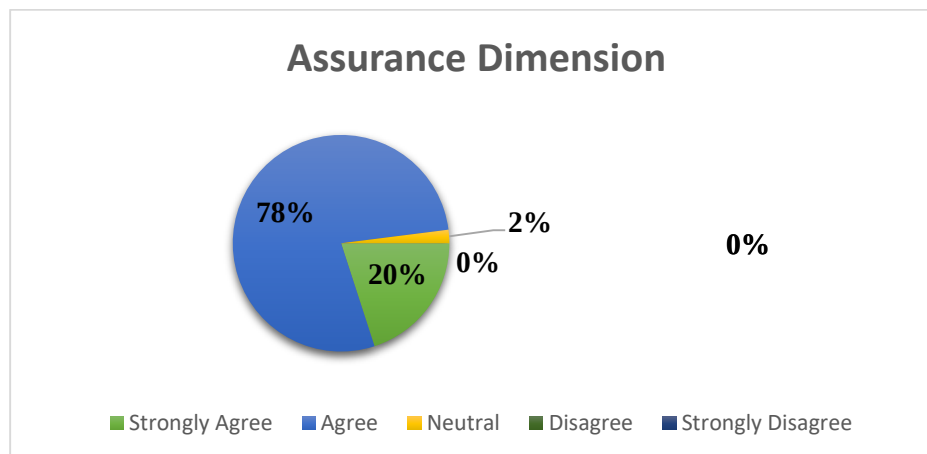
From the above pie chart represents that clients are less than 12% negative on reliability issue of HAVAS MEDIA BANGLADESH LTD. Now we can say that our clients are positive on the above issue.

### Responsiveness Dimension

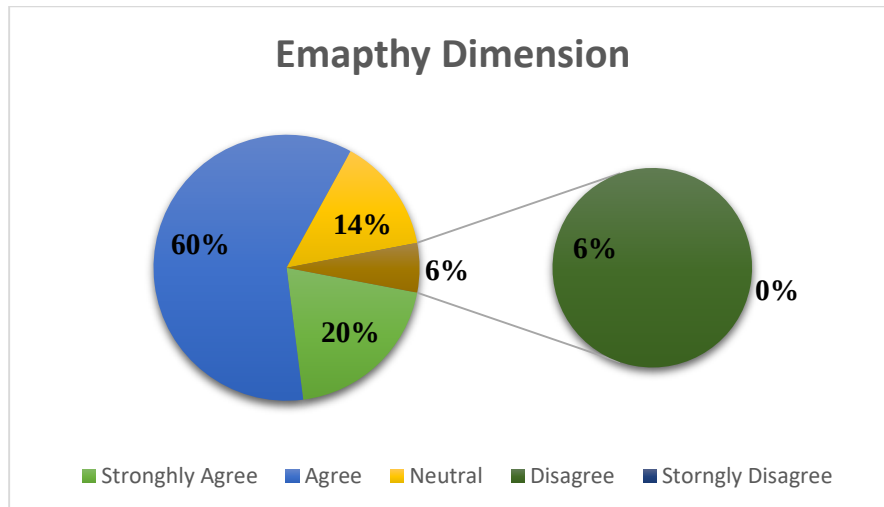


From the above pie chart represents that clients are less than 13% negative on responsiveness issue of HAVAS MEDIA BANGLADESH LTD. Now we can say that our clients are positive on the above issue.

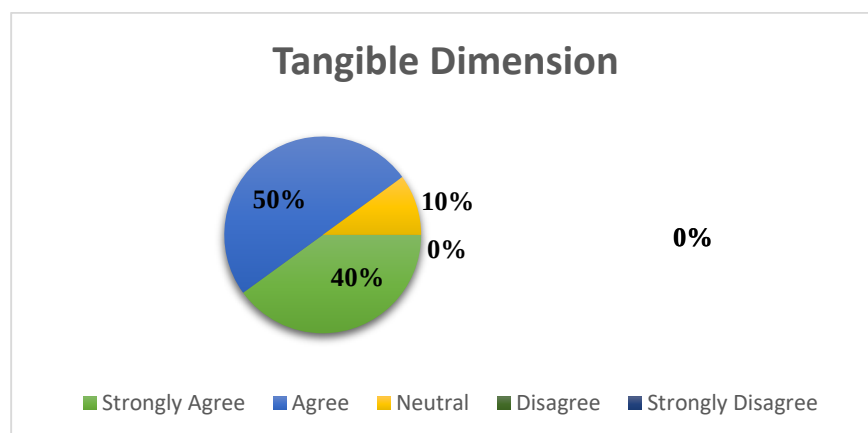
### Assurance Dimension



From the above pie chart represents that clients are 0% negative on assurance issue of HAVAS MEDIA BANGLADESH LTD. Now we can say that our clients are positive on the above issue.

**Empathy Dimension**

From the above pie chart represents that clients are less than 6% negative on empathy issue of HAVAS MEDIA BANGLADESH LTD. Now we can say that our clients are positive on the above issue.

**Tangible Dimension**

From the above pie chart represents that clients are 0% negative on tangible issue of HAVAS MEDIA BANGLADESH LTD. Now we can say that our clients are positive on the above issue.

## **CHAPTER # 04**

# **RECOMMENDATIONS AND CONCLUSION**

## 4.1 Recommendations

During my stay at HAVAS MEDIA BANGLADESH LTD. I observed some vital issues that the organization should look into. According to my observation, some of my recommendations are given below.

- ☐ Day by Day the number of clients is increasing. To fulfill the increasing requirements of the clients, HAVAS MEDIA BANGLADESH LTD. must have to expand its workforce.
- ☐ Media agency is very competitive. So if an employee of one agency flies to another competitive agency, it creates a bad impact on the agency. So they need to retain their employees.
- ☐ More Training facilities can be provided from Havas Global network which will motivate the employees with the global knowledge which may make them more productive.
- ☐ To increase more transport facility for traveling clients' office, media office or other official activities.
- ☐ HAVAS MEDIA BANGLADESH LTD. should participate in CSR activities.
- ☐ The payment structure of the interns are less through the workload is too high. Especially work hour for Interns should be observed and sustained.

## 4.2 Conclusion

Lots of new Media agency has been established in last few years, and these Media agencies have made this Media agency industry very competitive. Most of the Media agency success depends on meeting the expectations and needs of its participating clients.

So overall of my analysis, I can say that HAVAS's services are satisfactory and continuously meet the challenges of developing new products and services to match the specific requirements of clients. In future, HAVAS MEDIA BANGLADESH LTD. can reach the top Media agency by providing consistent client service.

## References

- ❖ Beard, F.K. (1999). Client role ambiguity and satisfaction in client-ad agency relationships. *Journal of Advertising Research*, 39(2), 69-78.
- ❖ Belch, G.E., and Belch, M.A. (1998). *Introduction to Advertising and Promotion* (4th Ed.). Irwin/ McGraw-Hill, New York, NY.
- ❖ Belch, G.E., and Belch, M.A. (2001). *Advertising and Promotion: An Integrated Marketing Communications Perspective* (5th ed.). Irwin/McGraw-Hill, New York. NY.
- ❖ Cagley, J.W. (1986), ``A comparison of advertising agency selection factors: agency-client relations'', *Journal of Advertising Research*, Vol. 26 No. 3, June/July, pp. 39-44.
- ❖ Dowling, G.R. (1994), ``Searching for a new advertising agency: a client perspective'',
- ❖ Wills, J.R. Jr (1992), ``Winning new business: an analysis of advertising agency activities'', *Journal of Advertising Research*, Vol. 32 No. 5, September/October, pp. 10-16.
- ❖ <https://havasMedia.com/>
- ❖ [http://www.campaignasia.com/agencyportfolio/Company/2985,Media-agency,havas-Media-bangladesh.aspx#.W0\\_wtPl97IU](http://www.campaignasia.com/agencyportfolio/Company/2985,Media-agency,havas-Media-bangladesh.aspx#.W0_wtPl97IU)

# APPENDIX

## Questionnaire

Dear Sir /Madam,

I am conducting an Internship report survey about “**Clients’ Perception of Service Quality- A Case Study on HAVAS MEDIA BANGLADESH LTD**”. For this reason, I need some of our clients’ valuable evaluations regarding the overall services facilities that is provided by HAVAS MEDIA BANGLADESH LTD. Thank you for giving me some of your valuable time to make my report successful.

| Gender     |  | Male            |  | Female         |  |             |             |
|------------|--|-----------------|--|----------------|--|-------------|-------------|
| Age        |  | 15-30           |  | 31-45          |  | 46-60       | 65+         |
| Income     |  | 10000-30000     |  | 30000-60000    |  | 60000-90000 | Above 90000 |
| Occupation |  | Business Person |  | Service holder |  | Others      |             |

Please indicate your level of agreement with the following statements. Where 1= strongly disagreed, 2= Disagreed, 3= Neutral, 4= Agreed, and 5= strongly agreed.

Please put the tick (√) marks in the appropriate box.

### Perception Statements in the “Reliability Dimension”

|                                                                                               |   |   |   |   |   |
|-----------------------------------------------------------------------------------------------|---|---|---|---|---|
| 1. When HAVAS MEDIA BANGLADESH LTD. Promises to do something by a certain time, it does so.   | 1 | 2 | 3 | 4 | 5 |
| 2. When you have a problem, HAVAS MEDIA BANGLADESH LTD. Shows a sincere interest to solve it. | 1 | 2 | 3 | 4 | 5 |
| 3. HAVAS MEDIA BANGLADESH LTD. Performs the right service every time.                         | 1 | 2 | 3 | 4 | 5 |
| 4. HAVAS MEDIA BANGLADESH LTD. Provides its services at the time it promises to do so.        | 1 | 2 | 3 | 4 | 5 |
| 5. HAVAS MEDIA BANGLADESH LTD. Insists on error-free records.                                 | 1 | 2 | 3 | 4 | 5 |

### Perception Statements in the “Responsiveness Dimension”

|                                                                                                                  |   |   |   |   |   |
|------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|
| 6. HAVAS MEDIA BANGLADESH LTD. Keeps clients informed about when services will be performed.                     | 1 | 2 | 3 | 4 | 5 |
| 7. Personnel in HAVAS MEDIA BANGLADESH LTD. Are always willing to give service at any time whenever it requires. | 1 | 2 | 3 | 4 | 5 |
| 8. Personnel in HAVAS MEDIA BANGLADESH LTD. Are never too busy to respond to your request.                       | 1 | 2 | 3 | 4 | 5 |

### **Perception Statements in the “Assurance Dimension”**

|                                                                                           |   |   |   |   |   |
|-------------------------------------------------------------------------------------------|---|---|---|---|---|
| 9. The behavior of employees in HAVAS MEDIA BANGLADESH LTD. Instills confidence in you.   | 1 | 2 | 3 | 4 | 5 |
| 10. You feel safe in your transactions with HAVAS MEDIA BANGLADESH LTD.                   | 1 | 2 | 3 | 4 | 5 |
| 11. Personnel in HAVAS MEDIA BANGLADESH LTD. Are consistently courteous with you.         | 1 | 2 | 3 | 4 | 5 |
| 12. Personnel in HAVAS MEDIA BANGLADESH LTD. Have the knowledge to answer your questions. | 1 | 2 | 3 | 4 | 5 |

### **Perception Statements in the “Empathy Dimension”**

|                                                                                        |   |   |   |   |   |
|----------------------------------------------------------------------------------------|---|---|---|---|---|
| 13. HAVAS MEDIA BANGLADESH LTD. Gives you individual attention.                        | 1 | 2 | 3 | 4 | 5 |
| 14. HAVAS MEDIA BANGLADESH LTD. Has employees who gives your personal attention.       | 1 | 2 | 3 | 4 | 5 |
| 15. HAVAS MEDIA BANGLADESH LTD. Has your best interest at heart.                       | 1 | 2 | 3 | 4 | 5 |
| 16. Personnel in HAVAS MEDIA BANGLADESH LTD. Understands your specific needs.          | 1 | 2 | 3 | 4 | 5 |
| 17. HAVAS MEDIA BANGLADESH LTD. Has operating hours that is convenient to all clients. | 1 | 2 | 3 | 4 | 5 |

### **Perception Statements in the “Tangibles Dimension”**

|                                                                                                                        |   |   |   |   |   |
|------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|
| 18. HAVAS MEDIA BANGLADESH LTD. Has modern looking equipment.                                                          | 1 | 2 | 3 | 4 | 5 |
| 19. HAVAS MEDIA BANGLADESH LTD. Physical facilities are visually appealing.                                            | 1 | 2 | 3 | 4 | 5 |
| 20. HAVAS MEDIA BANGLADESH LTD. Employees appear neat.                                                                 | 1 | 2 | 3 | 4 | 5 |
| 21. HAVAS MEDIA BANGLADESH LTD. Always provides innovative and unique ideas to market for the Client’s they deal with. | 1 | 2 | 3 | 4 | 5 |