

An Analysis of the Marketing Promotions of Concord Entertainment  
Company Ltd.



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Professor Mohammed Masum Iqbal, PhD

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Subject: Letter of Transmittal

Dear Sir

With due respect I would like to inform you that I have completed my internship report on “An Analysis of the Marketing Promotions of Concord Entertainment Company Ltd”. I have tried my level best to focus on how Concord Entertainment Company Ltd does its promotional mix. I have attempted my level best to set up this report an adequate shape and make suitable at instructive to satisfy the targets of the investigation. I have appreciated a great deal of time amid the planning of this report. I additionally attempted to set up this temporary position report for consistency with the ideal standard under your profitable course. I offer my thanks to you for your kind supervision and I trust that you will consider every one of my oversights liberally.

Mufti Akibur Rahman

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**Declaration:**

I, Mufti Akibur Rahma a student of bachelor of Business Administration ID152-11-4696, hereby declare that the presented report of internship titled ‘An Analysis of the Marketing Promotions of Concord Entertainment Company Limited’ is uniquely prepared by me after the completing three-month work at Concord Company limited.

I also confirm that the report is only prepared for my academic requirement only not for other purpose. It might not be used with the interest of opposite party of the corporation.

Mufti Akibur Rahman

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**Certificate of Approval:**

I am pleased to certify that the internship report titled “An Analysis of the Marketing Promotions of Concord Entertainment Company Ltd”, prepared by Mufti Akibur Rahman bearing ID: 152-11-4696 of BBA program, Department of Business Administration, Faculty of Business & Entrepreneurship, Daffodil International University has been recommended for submission & presentation.

Mr. Mufti Akibur Rahman bears a good moral character and a very pleasing personality. It has indeed been a great pleasure working with him. I wish him all success in life.



12-06-19

Professor Mohammed Masum Iqbal, PhD

Dean

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

### **Acknowledgement:**

Fruitful achievement of this report is the result of the commitment of number of individuals, particularly the individuals who given time to share their insightful direction and proposals for me.

At the simple starting, I might want to offer my most profound thanks to Almighty Allah for giving me this kind and the levelheadedness to finish the temporary job report.

Most importantly, I in fact appreciative to my respectable teacher **Professor Mohammed Masum Iqbal, PhD** professor and dean faculty of business and entrepreneurship, Daffodil International university.

I might want to thank the expert of "Concord Entertainment Company Ltd" (CEnCL) to give me the esteemed chance to do my entry level position in their lofty association. The experience and information picked up at (CEnCL), helped me massively to address and see every one of the components identified with my report, which I generally would not have seen so well.

To finish my entry level position was in fact an extraordinary pleaser and a remarkable affair for me. It was likewise testing and energizing occasion for me as it gave the opportunity to investigate the private Service industry.

## **Executive Summary:**

**“An Analysis of the Marketing Promotions of Concord Entertainment Company Ltd”** has been designed to have a practical experience while passing through the theoretical understanding. The report is the result of one month’s internship program in (CEnCL) .This Company provides different services to the customer in different sectors. The objective of this analysis is to identify the promotional strategies of this company based on the promotional mix. This analysis has been done to identify the problems related to the promotional strategies of (CEnCL). The methodology is used to collect data to complete this report from primary and secondary sources.

(CEnCL) provides eight different entertainment services like fantasy kingdom, water kingdom, heritage park, xtreme racing, foy’s lack amusement park, see world, foy’s lack resort, the resort at Atlantis. Concord has created a new destination in entertainment and hospitality industry in Bangladesh. Concord has many firsts in this sector the country’s first world class them park water park theme hotel and full scale luxury resort. They can do it by advertising, sales promotion, publicity and so on.

Concord has faced a lot of problems by doing this promotional activities. They mainly focus on sales promotion which is not enough to sustain in the market. Their advertising and online activities are degenerating day by day. But have a strong recommendation for Concord Company, to sustain in the competitive market it has to improve it’s advertising activities and they can take sources as facebook, twitter, instagram and so on.

SL No.	TITLE	Page
	<b>Title Fly</b>	i
	<b>Inner Cover</b>	ii
	<b>Letter of Transmittal</b>	iii
	<b>Declaration Approval</b>	iv
	<b>Certificate</b>	v
	<b>Acknowledgment</b>	vi
	<b>Executive Summary</b>	vii
	<b>Table of Contents</b>	viii-ix
	<b>Chapter: 01 (Introduction)</b>	x
1.1	Introduction	1
1.2	Background of the Study	2
1.3	Objectives of the Study	2
1.4	The Scope of the Study	3
1.5	The Methodology of the Study	3
1.6	Limitations of the Study	4
	<b>Chapter: 02 (An overview of CEnCL Pvt. Ltd.)</b>	5
2.1	An Overview of Concord Entertainment Company Ltd.	6-8
2.2	Objectives of Concord Entertainment Company Ltd.	9
2.3	Mission	9
2.4	Vision	9
	<b>Chapter: 03 (Promotional Activities of CEnCL Pvt. Ltd.)</b>	10
3.1	Promotion	11
3.2	Promotional Mix	11
3.2.1	Advertising	12
3.2.2	Direct Marketing	13
3.2.3	Internet Marketing	14



3.2.4	Sales Promotion	15
3.2.5	Public Relations	16
3.2.6	Personal Selling	17
	<b>Chapter: 04 (Findings)</b>	<b>18</b>
4.1	Problems Identified	19
	<b>Chapter: 05 (Recommendations &amp; Conclusion)</b>	<b>20</b>
5.1	Recommendations	21
5.2	Conclusion	22
	<b>Reference &amp; Websites</b>	<b>23</b>

# **Chapter: 1**

## **Introduction**

## 1.1 Introduction:

By and by a day's most of the overall public are living in urban area they don't have enough specs to contribute some vitality with family allies and also that are involved moreover so people require some uncommon condition for unwinding to purchase incitement people as of now are agree to consume money anyway they basically require entertainment and redirection in this manner.

SM Kamaluddin developed Concord Group, and it is a Bangladeshi aggregate. [The ventures under this aggregate development, land, engineering and plan, correspondence, amusement, accommodation, and pieces of clothing.

Concord set up Fantasy Kingdom in 2002 in Ashulia, Dhaka in a record breaking time of only 10 months. Dream Kingdom is Bangladesh's first world class entertainment mecca. Dream Kingdom Complex includes four world class parks - Fantasy Kingdom, Water Kingdom, Heritage Park and Xtreme Racing (Go kart) and a hotel named Resort Atlantis. Dream Kingdom was allotted a position of enthusiasm by the Government of Bangladesh in 2002. The Foy's Lake Entertainment Complex is set in excess of 350 areas of place that is known for dazzling lakes and slants in the center of Chittagong. It involves Foy's Lake Amusement World, Sea World, and Foy's Lake Resort. Harmony parks are visited by in excess of 2 million guests consistently. Agreement has made another objective in the Entertainment and Hospitality industry in Bangladesh. Amicability has various firsts in this portion; the country's first – class entertainment mecca, Water Park, go-truck track, point hotel and full scale lavishness resort.

In 2004, the Government of Bangladesh rented the noteworthy Foy's Lake to Concord Group for a long time to form into a hotel and entertainment mecca. In 2007, Concord Group began the development of Police Plaza. The shopping complex, Police Plaza was worked in association with Bangladesh Police Welfare Trust of Bangladesh Police. The Plaza is situated in Gulshan and was finished in 2015

## **1.2 Background of the Study:**

This Internship Report is originated as partial fulfillment of the BBA program from Daffodil International University assigned me to do an internship in Concord Entertainment Company Ltd. Situated in Gulshan-2 Dhaka, to gather partial knowledge. This Internship Report titled “An Analysis of the Marketing Promotions of Concord Entertainment Company Ltd” Suggested and guided by the honorable teacher Professor Mohammed Masum Iqbal, PhD professor and dean. I am very thankful to my honorable teacher for his help and guidance.

## **1.3 Objectives of the Study:**

The study has been carried out with the following objectives:

- To identify the promotional strategies of Concord Entertainment Company Ltd;
- To explain the promotional mix (advertising, direct marketing, sales promotion, public relation) of Concord Entertainment Company Ltd;
- To find out the problems related to the promotional activities of Concord Entertainment Company Ltd;
- To make recommendations to solve the problems of Concord Entertainment Company Ltd;

#### **1.4 Scope of the Study:**

The span of the investigation was 1 months. It was insufficient to get a full down to earth learning all through the entry level position program. It was especially difficult to finish a report. Along these lines, I needed to finish the report with a brief timeframe. The report covers just broad limited time methodologies, administrations, exercises, and methodology of accord excitement organization ltd.

#### **1.5 Methodology of the Study:**

The study requires various types of information on present policies, procedures, and methods of marketing services and operations. Both primary and secondary data available have been used in preparing this report.

##### **Primary Data sources:**

- Practical marketing work.
- Personal discussion with the officers and executives of (CEnCL).
- Personal interview with the customers.

##### **Secondary Data sources:**

- Website of (CEnCL).
- Articles from different print media.
- Social media feedback from customers.

## **1.6 Limitation of the Study:**

To set up a provide details regarding the subject like this in a brief term isn't the simple assignment by any means. From the earliest starting point to end, the examination has been directed with the entry level position of making it as an entire and honest one. Amid the setting up, a few issues and impediments have experienced which are as per the following:

- Lack of chance to get to the interior information.
- Legal data isn't accessible.
- Due to time impediment.
- Since the authorities were exceptionally occupied, they couldn't pay enough time.
- Instability in offer the administration.

**Chapter: 2**

**An Overview of Concord Entertainment Limited.**

## **2.1 An Overview of Concord Entertainment Limited.:**

Concord is an energy and neighborliness industry progressing with the true objective to surpass desires in the present valiantly forceful business condition it is basic to dynamic and can change and look for after new business openings at reasonable events since (CEnCL) began in 2002. (CEnCL) have chosen and built up their quality in the business sections from the foundation of the association incitement and media outlet and it has work power and master approach to manage business card has a hoisted necessity of field of excitement and redirection improvement (harmony gather the mother of CEnCL) have an of being the essential anything no country whether it is applying at any rate Technology using biologically safe advancement materials or building something which has never been worked in land progression and make improvement materials the movement business and Hospitality event congregation and Resort hotel readymade pieces of clothing of attire and the headway of engravings required sensible cabin checking trust could without much of a stretch contrast with ever in the present business condition variable director contact our business that reflect obligation in higher standard institutional reliability and sound corporate governments guarantee to Business Ethics has a strong Foundation on which harvests to end up speedier by continuing with make brilliant things and amusement for our customers in the coming years the authority might want to see indicate progressively imperative high by sitting concentrated on destinations and endeavoring to achieve them their commitment is to upgrade the individual fulfillment and people of Bangladesh through master inclusion in this field they seize the opportunity to express there or their diversion and stuff around the country that have shaped into it today Concord set up Fantasy Kingdom in 2002 in Ashulia, Dhaka in a record breaking time of only 10 months. Dream Kingdom is Bangladesh's first world class event congregation. Dream Kingdom Complex contains four world class parks. The Foy's Lake Entertainment Complex is set in excess of 350 areas of place that is known for superb lakes and inclines in the center of Chittagong. Harmonies parks are visited by in excess of 2 million guests consistently. Harmony has made another objective in the Entertainment and Hospitality industry in Bangladesh. Harmony has various firsts in this division; the country's first – class carnival, Water Park, go-truck track, subject motel and full scale indulgence resort.



**Services of Concord Entertainment Ltd.**

**Fantasy Kingdom:**



**Heritage Park:**



**Water Kingdom:**



**Resort Atlantis:**



**Xtreme Racing**



**Foy's Lake:**



**See World:**

**See world motel:**



## 2.2 **Objective of Concord Entertainment Ltd:**

- To provide quality entertainment and service.
- To provide World class facility in standard cost.
- To make best tourist place as Bangladesh.
- To encourage young and children people to enjoy their leisure time.
- To build up a strong communication with the modern world.
- To introduce Bangladesh as a world class facility for tourist and visitor.

## 2.3 **Mission:**

- Use excellent instrument and innovation to give amazing administration.
- Fast and exact client benefit.
- Always endeavor to keep up the nature of administration.
- Always try to maintain the quality of service.

## 2.4 **Vision:**

Concord e amusement and friendliness industry developing with the end goal to exceed expectations in the present boldly aggressive business condition it is essential to dynamic and have the ability to change and seek after new business openings at fitting occasions. The only one vision of (CEnCL) is to improve the quality of life of the people of Bangladesh.

## **Chapter-03**

### **Promotional Activities of Concord Entertainment Ltd**

### 3.1 Promotion:

Publicizing and headway are essential parts of our total money related and social systems. Wherever all through the world the far reaching overall associations to medium and even little firms see that there is no best alternative than progression to talk with clients and raise them to purchase their things or organizations (Belch & Belch).

Burp and Belch portray headway as "the coordination of all merchant began attempts to set up channels of information and impact with the true objective to offer items and adventures or advance an idea." It is comprehensively recognized that progression bolsters short terms bargains. "Some constrained time activities may make gathering, increase affectability to costs, and decrease post uncommon arrangements, while others may pull in new customers or addition use.

### 3.2 The Promotional Mix:

In the promotional mix there are six major elements. Figure 2-1 shows the important components of promotional mix.



### 3.2.1 Advertising:

Advertising is extraordinary compared to other known and most talked about type of limited time blend. Promoting is essential devices for organizations whose items and administrations are focused at mass consumer markets.

Advertising is *“any paid form of non-personal communication of ideas or products in the prime media, i.e. television, the press, outdoor, cinema and radio.”*

To advance their advance (CEnCL) likewise utilize this apparatuses for advancement they utilize distinctive print media like Prothom Alo' they additionally utilize diverse electronic media like Chanel I, Bangla vision,(cancel) dependably use TV radio and paper for promoting, (CEnCL) trust that normal publicizing can move their item in our nation numerous individuals imagine that (CEnCL) isn't for them they can't exertion it to illuminate this misconception they needed to utilize TV radio and every day paper and additionally giving their diverse offer to client Another purposes behind promoting is to pull in customers by the nature of the items that are prompted. In the event that the buyers are persuaded that the quality is a similar that is publicized, they proceed with buying.(CEnCL) dependably worry about their characteristics and they generally attempt to give what they guaranteed as they have their quality administration (CEnCL) publicizing strategy fundamentally giving information about their new offers for client on various event as like 14 April Pohela boishakh they sorted out various social occasion in dream kingdom at that point and also in EID celebration they mutually composed diverse show in dream kingdom and foy's lake with Chanel I sezan juice or Pran amass for their promotion.(CEnCL) advertisement additionally got immense reaction from the client. They offered advertisement to Prothom Alo paper at first. The appealing picture of imagination kingdom and foy's need and got great client center. As there is some weakness of ad which (CEnCL) needed to confront. Notice passes on a noteworthy utilization which is truly increase cost of the item that is the reason there is a monstrous likelihood of getting setback if the



ordinary customer are note coming to take their organization.



### 3.2.2 Direct Marketing:

As of late direct advertising one of the real parts of the limited time blend. Coordinate advertising is utilized to focus on the buyers and impact them to get reaction rapidly through utilizing direct showcasing procedures, advertisers can pick up and keep client without the utilization a middle person. Coordinate showcasing can be characterized as "The distribution of products, information and promotional benefits to target consumers through interactive communication in a way that allows response to be measured." Direct promoting is an important instrument for administration and item advertising where quick reaction is required and in mass focused market.

Though (CEnCL) is not a small organization that's why it's not so much effective for them but now a days it's a competitive market that's why they also go for direct marketing they organized different campaign for direct selling in different places they collect data from online and use telemarketing they provided leaflet in different school college university as well as different sopping moll to young and children.



Capon for school student

### 3.2.3 Interactive/ Internet Marketing:

One of the freshest kinds of direct publicizing is web displaying. The web offers opportunity to the two customers and sponsors to relate progressively and individualization. This is two way correspondence channels promoting where buyers can reply in the wake of getting the message from sponsors. By and by the world is season of information,

"Clients will characterize what data they require, what contributions they are keen on, and what costs they will pay"

(CEnCL) dependably endeavor to utilize this instrument adequately they have utilize diverse online stage like Facebook YouTube and other social webpage for advancing their administration they give distinctive move offer in various event through Facebook in Facebook they have their very own page they advance distinctive occasion that they sorted out as like "U15 Inter School Kart Championship" they composed diverse online test rivalry as like in football world glass they composed a test and give dream kingdom's entrance ticket to challenge victor, they sorted out various selfie challenge in various celebration they post on Facebook on various social/and celebration occasion they generally post their cost and offer rundown in web based life with the goal that individuals will urge and go to dream kingdom and their other office to take their additional conventional administration.





### 3.2.4 Sales Promotion:

Deals advancement is one kind of boost that gives an additional motivator to purchase item or administration. Deals advancement can be characterized as "an immediate instigation that offers an additional esteem or motivating force for the item to the business power, merchants, or a definitive purchaser with the essential target of making a prompt deal." According to Laroche et al., (2003) deals advancement is "an activity centered advertising occasion whose reason for existing is to affect the conduct of the association's customers." " Sales advancement is intended to accelerate the moving procedure and make amplify deals volume through giving additional motivators. As (CEnCL) is Consumer situated and it's the best limited time devices for this association and (CEnCL) generally utilize this instruments for advancing their administration they sorted out various open occasion and give distinctive coupon of various offer in various event they go to various school college and give diverse coupon, they additionally go to various sopping moll's proprietor affiliation and attempt to persuade them and give them distinctive coupon with the goal that they can come and accept this extraordinary open door and make the most of their relaxation time.





### 3.2.6 **Personal Selling:**

Singular offering is generally called very close offering in which one person who is the agent attempts to convince the customer in obtaining a thing. It is a restricted time procedure by which the business delegate utilizes his or her aptitudes and limits endeavoring to make an arrangement. The Company needs to spread care about the thing for which it grasps a man to-singular strategy. This is by virtue of offering incorporates singular touch, a business delegate realizes better how to pitch a thing to the potential customer.

Yet, (CEnCL) doesn't go for individual moving apparatuses as they imagine that its client reach is restricted through close to home deals. Therefore they figure it will require stretched out day and age to make item mindfulness. Especially in the event that you don't utilize different types of promoting deals delegate need to conceal one locale or place at once. (CEnCL) suspected that as a business delegate you can just converse with twenty five potential clients for each day and set up together 3-5 introduction. At some point individual moving is what's more exorbitant, especially when remembering the business agent compensation, reward, commission and travel time.

## **Chapter-4**

### **Problems Identified**

#### 4.1 **Problems Identified:**

:The problems which is identified is given below:

- Concord Entertainment Limited made their last TVC in 2012, but still now it is the most important tools in Promotional activities.
- Concord Entertainment limited has to do its promotional activities by selecting some particular areas. But they can't try to reach those areas in where they can capture their target customer.
- Concord Entertainment does not focus on their modern advertising tools like Google AdWord, Netflix entertainment, SEO. They don't do so many activities in this sector.
- They provide less importance on online marketing when it is the era of internet. They are not using Pop-Up ads, Paid search, YouTube ads which is widely used for promotional activities.
- Concord Entertainment Limited mainly focuses on their sales promotion. But day by day their target people are going to be showing on their interest on online platform.

## **Chapter-5**

### **Recommendations And Conclusion**

### 5.1 **Recommendations:**

After analyzing the promotional activities of Concord Entertainment Limited I have some suggestion that there are some areas where they should improve for capturing their customer. The recommendation for Concord Entertainment Company Limited is given below:

- Concord Entertainment Limited should pay more attention for making TVC, because still now it attracts the customer mind.
- They can promote their services like Fantasy Kingdom, Fy's Lake, and Water Kingdom through YouTube thrilling ads, Netflix free access by providing facilities like One can get 2 days subscription to Netflix without any payment selection,
- They should pay more attention on Google AdWord, SEO. Because now a days it is widely known to the customers.
- Unfortunately, sometimes it is seen that Pop-Up advertising is the most irritating but they can use this tool by taking permission from the customer. They also can focus on Paid Search & YouTube ads because now a day's most of the people take a search on internet and YouTube.
- They should focus on new form of advertising like free rides for special kids, announcing VVIP care for those people who is above 65 years, they also can promote it.
- They can also reach their target people by using of social media promotion like Facebook, Instagrm, linkedIn and so on.

## **5.2 Conclusion:**

In the midst of the section level position program at Concord Entertainment confined, for the most part restricted time practices have been observed practically other than power development. This commonsense program, at first, has been arranged getting data of convenient constrained time activities to differentiate this valuable and theoretical learning. Differentiating feasible data and theoretical incorporates recognizing verification of deficiency in the activities and making proposals for settling the inadequacy perceived. Through all workplaces and territories are tried to cover in which I found the chance to collect suitable data. It's unfeasible to go to the significance of each activity of the branch because of time imperatives. In any case, most imperative undertakings have been given to achieve the goals of the section level position program.



**Reference:**

- Khonokar Iftekhar-UI-Alom (Senior Executive) Marketing
- Medhad Nasser Chowdhury (Senior Executive) Marketing
- Practical participation
- Over phone & face to face communication with the employees of (CEnCL)

**Websites:**

- [http://concord\\_group.net/](http://concord_group.net/)
- [http://concord\\_group.net/#entertainment &hospitality](http://concord_group.net/#entertainment&hospitality)
- [https://en.wikipedia.org/wiki/Concord Group](https://en.wikipedia.org/wiki/Concord_Group)