



**Daffodil**  
*International*  
**University**

**“An Analysis of the Marketing Activities of Papyrus  
Communications Limited”**

**Submitted To:**

**Professor Dr. Mohammed Masum Iqbal  
Department of Business Administration  
Faculty of Business & Entrepreneurship  
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**Submitted By:**

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**Date of Submission: 30-01-2019**

## Letter of Transmittal:

Date- 30-01-2019

Professor Dr. Mohammed Masum Iqbal  
Department of Business Administration  
Faculty of Business & Entrepreneurship  
Daffodil International University

**Subject: Submission of Internship Report.**

Dear Sir,

It's a great pleasure for me to submit an elaborate internship report after a successful three month. Internship attachment at the Papyrus Communications Limited. The internship report concentrates "An Analysis of the Marketing Activities of Papyrus Communications Limited".

This report titled, An Analysis of the Marketing Activities of Papyrus Communications Limited. This report discusses the marketing activities of Papyrus Communications limited.

Have concentrated my best offer to achieve the objective of the report and hope that my endeavor will serve the purpose. The particular knowledge and experience gathered during report preparations will immeasurable help in my future professional life.

Sincerely,



-----  
Md. Shahinur Islam

ID No: 142-11-3899

BBA Program, Batch- 38<sup>th</sup>

Department of Business Administration  
Faculty of Business and Entrepreneurship  
Daffodil International University

## Letter of Acceptance:

This is to certify that Md. Shahinur Islam, ID- 142-11-3899, BBA program, Major in Marketing, has completed the internship report entitled **An Analysis of the Marketing Activities of Papyrus Communications Limited**, under my supervision as the partial fulfillment for the award of BBA degree. He has done his job according to my supervision and guidance. He has tried his best to do this report successfully.

The report is recommended for submission.



-----  
Professor Dr. Mohammed Masum Iqbal  
Department of Business Administration  
Faculty of Business & Entrepreneurship  
Daffodil International University

## Declaration

I am Md. Shahinur Islam, My bearing ID is 142-11-3899 from 38<sup>th</sup> batch hereby truly state that the presented report titled “An Analysis of the Marketing Activities of Papyrus Communications Limited”, in this internship report is prepared by me. I also confirm that the report is prepared only for the requirement of completion of BBA Degree, not for any other purpose.

The work I have presented does not break any existing copyright and no portions of this report copied from any work done earlier for a degree or otherwise.



.....

Md. Shahinur Islam

ID No: 142-11-3899

BBA Program, Batch- 38<sup>th</sup>

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

## **Acknowledgement:**

First at all I am highly grateful to almighty Allah who gave me the power and blesses to complete this report within a short period successfully.

I would like to thank the management of Papyrus Communications Limited for giving me the opportunity to accomplish my internship in their company. Papyrus Communications Limited authority for giving me their expertise, knowledge and opportunity of having a practical experience through this internship program.

With profound regard I gratefully acknowledge my honorable supervisor Professor Dr. Mohammed Masum Iqbal, Department of Business Administration, Faculty of Business and Entrepreneurship, Daffodil International University, for giving me her generous help and day to day suggestion in the process of my internship report.

I am grateful to Mr. Tariqul Islam Tarek, Assistant Manager (Event & Activation) and other members of Papyrus Communications Limited who provides me required information, documents, necessary assistance, valuable suggestion through his long working experiences and intellectual effort to prepare this report.

## Executive Summary:

This internship report stresses on the work experience I have gathered as an intern in the client service department under the BTL (Below-the-line) team at Papyrus Communications limited from February to May 2018. In this report, I mainly have included my experience at BTL department especially campaign management, event management and activation works etc.

In this internship report, I have tried to know the “An Analysis of the Marketing Activities of Papyrus Communications Limited”. To this analysis I have used relevant information and I had to go through the company profile to have a strong sense on the strategies they follow. This report consists the marketing analysis and marketing activities of Papyrus Communications Limited. They’re establish a good relationship and promising to maintain good will and create value every single customer.

This report also consists the marketing promotional activities of Papyrus Communications Limited in which I found out the marketing mix they have been doing. Such as by segmenting, targeting and positioning themselves in the market as a better advertising agency compare to other agencies. Papyrus Communications Limited is usually a service providing agency. So I have found 7ps marketing mix is much more preferable to analyze the services.

I have also discussed SWOT analysis of Papyrus Communications Limited, where I found strength of the company as they have strongly try to maintain the brand image of their company and they also have large network at top rated organizations. On the other side they have few weaknesses also such as not having experienced employee and efficient workplace. Opportunities are also available for Papyrus Communications Limited and also have to look after few threats such as day by day in this sector new comer are available. I found some problems that the company is facing and some recommendations that might solve the problems in this report.

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# Chapter-1

## Introduction

## 1.1 Introduction:

Advertising is a marketing communication that employs an openly sponsored, non-personal message to promote or sell a product, service or idea. Sponsors of advertising are typically businesses wishing to promote their products or services. Advertising is differentiated from public relations in that an advertiser pays for and has control over the message. Advertising is communicated through various mass media including traditional media such as newspapers, magazines, television, radio, outdoor advertising or direct mail and new media such as search results, blogs, social media, websites or text messages. The actual presentation of the message in a medium is referred to as an advertisement, or "ad" or advert for short.

Papyrus Communication limited one of the renowned advertising agency is a sister concern of Gemcon group. Papyrus Communications limited is one of the very successful advertising agency which is a local brand for our country. At Papyrus Communications they provides to service brands and they believe that each brand has its own story. Papyrus Communication does not only let build a strong brand that is a must for today's competitive market but also helps improve brand vision, thus helping to create a brand story that is told through generations.

In marketing, promotion refers to any type of marketing communication used to inform or make target audiences of the relative merits of a product, service, brand or issue. The aim of promotion is to increase awareness, create interest, generate sales or create brand loyalty. It is one of the basic elements of the market mix, which includes the four P's (Product, Price, Place and Promotion), Papyrus Communications limited can promote themselves to make awareness to their target audience by various way like, Road game, TV, Radio, Poster, Banner, Exhibition etc.

Papyrus is a new age full-service marketing communications advertising agency. Papyrus Communications offers end-to-end communication solutions for its clients. They have a dedicated cohesive group of young, experienced and creative team to cope with new challenges to Clients are faced with. Curiosity is at the heart of everything they do. Papyrus Communications insight mining leads to develop communication platforms that are extendable and adaptable. At Papyrus Communications create ideas that don't die young. They deliver Marketing Communication solutions and their creative expressions evolve from deep strategic insights that work to make communication visible in the clutter. Papyrus are a well-knit creative design, branding &

marketing communication agency, who work to empower brands through crafting desired perceptions and creating the brand-to-people connect.

## 1.2 Background of the Study:

I am the student of Business Administrative as a fulfillment BBA degree I have to a complete an internship report. My honorable supervisor **Professor Dr. Mohammed Masum Iqbal, Department of Business Administration, Faculty of Business & Entrepreneurship** of assigned me to prepare this report on “**An Analysis of the Marketing Activities of Papyrus Communications Limited**”. This had the formal approval of my supervisor of Business Faculty. This report is prepared based on the qualitative research.

## 1.3 Objectives of the Study:

The study has been carried out with the following objectives;

- ✓ To describe marketing activities of Papyrus Communications Limited;
- ✓ To make a SWOT analysis of Papyrus Communications Limited;
- ✓ To find out problems related to the marketing activities of Papyrus Communication Limited;
- ✓ To make recommendations to solve the problems;

## 1.4 Methodology of the Study:

At the time of my internship period, I tried to use both primary and secondary data that I have gathered from different sources. For preparing this report primarily I got some data from informal conversation of different employees of Papyrus and some from different reports and features of others ad agencies.

I have collected data from two relevant sources. These are as under:

1. Primary Source
2. Secondary Source

### **The primary source of data includes the following:**

- ❖ Having clear conversation with the Executive Chairman of Papyrus Communications Limited.
- ❖ Observed different parties and their transaction from a very close eye.
- ❖ Experiencing the marketing strategies by working with the company.
- ❖ Communicating with the vendors that easily get services from Papyrus Communications Limited.
- ❖ Getting basic information from D2D marketing.

### **The secondary sources of data includes as under:**

- ❖ Official data, Referred book and Internet.
- ❖ Web site link: [www.papyrus communication limited.com](http://www.papyruscommunicationlimited.com).

### **1.5 Limitations of the Study:**

Everything comes with a price it's either money or something else, nothing is perfect. The study is based, no doubt, on the review of published works coupled with practical research. I found some limitations and this are;

#### **Lack of Knowledge:**

As a student in working field, we have no experience in data collection, how to Communicate with clients and collecting information properly.

#### **Busy Professionals:**

Employees of this company works all day long and getting information related from the report towards the company while they are working or on working hour is not that much easy as it sounds.

**Shortage of time:**

I am working as an employee in this company, I find it hard to make time to prepare my report while I am working here.

**Fears to disclosure:**

The administration was afraid to disclose the organizational information. It was also constraint for the study.

**Lack of experience:**

I have never done any internship report before, so it was hard for me too at first to understand the situation of my report.

# Chapter-2

## Organizational Profile

## 2.1 Profile of Papyrus Communications Limited:



Papyrus Communications Limited is a full service Advertising Agencies; it is established on 2008. Advertising is a one of the crucial factors in brand and a business communication which provides information which may help take a great buying decision by the customers or consumers. Actually, purposeful communication is the ultimate product of advertising which may sell business products or services to the target group. This purposeful communication charms, encourages and most importantly it may inform and sell. When this purposeful communication is very effective, it reaches the customer or consumer and the ultimate goal of communicating is achieved. The few seconds TV commercial, an attractive insertion in the magazines or newspapers, the eye-catching packaging, the ear-soothing brand theme songs or radio scripts are all results of a great teamwork of different creative professionals and that's where an advertising agency or organization Papyrus communication comes in. Papyrus communication Limited is a renowned advertising agency in Bangladesh. I was really very privileged to be a part of the great team during my three months of attachment as an Intern with this organization; I have learnt how to implement the academic knowledge into practical arena of marketing especially advertising. Thanks to the wonderful mentors who took their time to teach me everything about modern day advertising and marketing.

In recent years, advertising industry in Bangladesh is evolving a lot. Among the top advertising agencies in Bangladesh, Papyrus Communications has successfully placed its name doing great

works for the advertising industry in Bangladesh. Papyrus Communications as an advertising agency is a very renowned agency worldwide for its creative works and now it is becoming unimpeachable as Digital and Event management advertising agency as the time demand. The increasing Event Management activities demand in Bangladesh made Papyrus communications focusing more on the Event & Activations media. In this report, the knowledge and resources from Papyrus Communications is used to understand the promotional Activities over conventional of marketing.

Papyrus is a Full-Service Advertising Agency. So Papyrus Communications provides the following services;



## **2.2 Clients of Papyrus Communications Limited:**

Papyrus Communications is currently servicing a list of global client's gsk, ACI, Meena Bazar, Santa Holding, RFL, Quazi Enterprise ltd, Kazi & Kazi Tea, Lovello, Boshundhra LPG etc. are also worth mentioning. Papyrus Communications limited Clients are given below;





Bayer CropScience



do more  
feel better  
live longer



**TOTALGAZ**



*bringing freshness to your life*

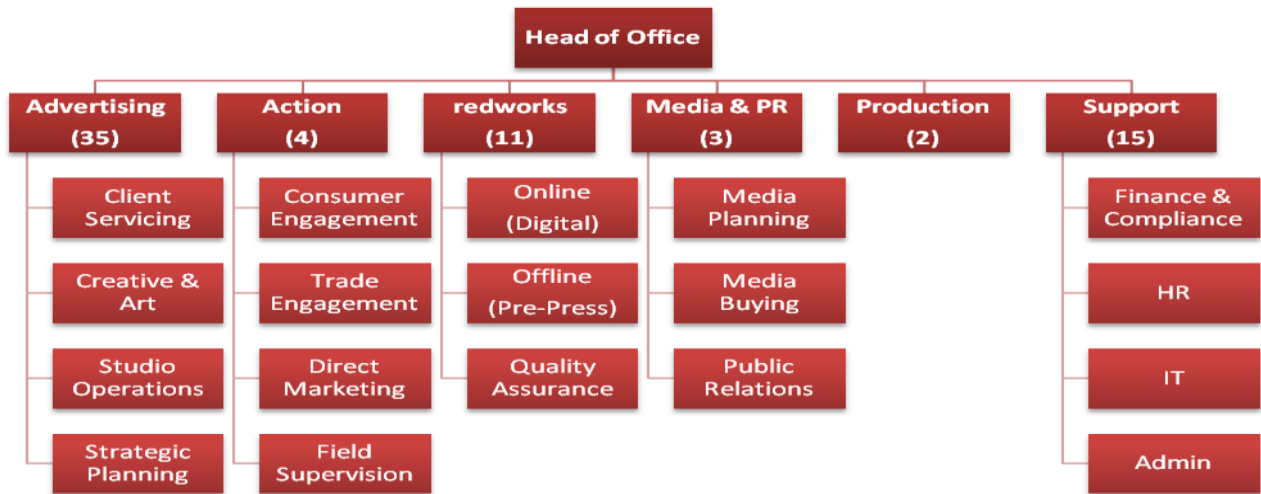


**RFL PLASTICS**



## 2.3 Organizational Hierarchy:

Papyrus Communication has different departments for maintaining the operation. The complete organization hierarchy is illustrated below-



## 2.4 Recent notable work:





## 2.5 About BTL (Below-the-line) advertising:

"BTL" or "Below-the-line", suggests that the advertising is going to target a specific group of potential consumers. BTL advertising agencies will be hired to help companies to develop ads and promotion strategies directed to certain groups of people, using tools like direct e-mailing or direct product demonstrations for a specific group of people.

Below-the-line advertising is an advertising strategy in which a product is promoted in mediums other than radio, television, billboards, print and film. Types of below-the-line advertising commonly include direct mail campaigns, trade shows and catalogs, and targeted search engine marketing. This advertising type tends to be less expensive and more focused.

### Below-the-line Advertising Advantages:

- ✓ Perhaps the biggest advantage to below-the-line advertising is the cost. While TV and radio ads tend to hit the pocketbook hard, direct mail and search engine marketing are not only more reasonable but can be scaled up or down in cost much more easily.
- ✓ It is also easier to track conversions with below-the-line methods. When relying on TV or radio ads, the only way to gauge effectiveness is to ask customers how they heard about the business.
- ✓ Below-the-line marketing allows for better engagement with customers. This is critical in a 21st century business landscape where reputation matters more than ever

## BTL Activities:

BTL activities or BTL activations are a typical method utilized for "touch and feel" items, where the buyer can have a direct engagement with the brand. Innovative BTL activities or methods guarantees review of the brand while in the meantime highlighting the components of the item. Below the Line marketing activities, an immediate force to buy, interact or communicate through cash or kind, and has a short duration. BTL promotions activities are a proficient and cost-effective means for focusing on a target audience and particular gathering.

### BTL activities examples

- Door to door sales
- Telemarketing
- Direct mail
- Exhibitions
- Road Shows
- Mall Promotions
- Product launch
- Brand Activation
- Sales promotion
- Dealer meets
- Communication meets

### BTL Marketing Example Image



### **Below-The-Line (BTL) Promotional Activities:**

Below-the-line (BTL) advertising is one of the promotion methods. Commonly, BTL promotion method is conducted by company itself because BTL advertising activities are handled by company itself, the cost is less than ATL advertising activities. BTL promotions target individuals based on their needs or preferences and can lead directly to sales. The results can be easily measured providing valuable data to estimate return-on-investment. BTL promotion are;

- **Direct mail:** Direct mail is the process to communicate target people easily by sending mail in their personal mail account. Its work like letter with branding image. Recently is one research that show 8% of life style online shop sales originated from email in 2016.
- **Free Delivery Service:** When buyer order their product in online or phone then seller deliver their product on free cost. It's one of the part of BTL promotion.
- **Trade Show:** Trade show is held by business type, such as: fashion trade show, food and beverages trade show etc. Branding stall, road side branding is the part of BTL promotional activity where promote brand image by organizing the show.
- **Exhibition:** By attending and joining in the exhibition, Company can create initial communication with targeted prospective buyer. Every people ask information from company in this exhibition show their interest to product or service. So Organization can build a list of prospect here and they can follow up this via phone, email, or visiting them directly to build strong relationship with them.
- **Personal or one to one meeting:** This is performed at initiation phase. It is done by sales people. If product is hi-tech, then sales people to meet and deliver a presentation to prospective buyer. Usually this activity is called pre-sales consulting, pre-sales assessment. This meeting goal is assess what are the customer needs, and then sales team propose a solution for them.
- **Gift offer:** This activity is mostly done if carry out an up-selling or cross-selling. It is one of the part of BTL promotion.
- **Shopping center stand/Mall stand:** Similar to an exhibition, hiring a stand at your local mall or shopping center can place your product or service in front of prospective buyers. Where Brand promoters wearing branding t-shirt and hanging catalog.

- **Event sponsorship:** This activity main goal is raise organizational brand awareness among their target audience's people who attend the event. Event sponsorship is one approach of brand reputation strategy. With this activity company can put a good image in their customer's mind.
- **Distribute business card:** By giving organization business card to their audience, they hope that he give his name card too. As a result, the more business card they give to others, the more name card you will get.
- **Local sports team sponsorship:** This option is BTL method, although it's a great way of reaching a local market or community. Organization can promote their logo associated with a local sports team can do wonders to help their business target a particular demographic.
- **Door-to-door selling:** In this process brand promoters takes the product to the buyer's door and buyer can know about the product easily.
- **Catalogues and Leaflet Distribution:** People have signed up to look at what you have on offer so the response rate is usually pretty good. Catalogues and leaflet can be issued digitally or through the traditional post. This can be an excellent way of advertising products to both new and existing customers.

## **2.6 Business philosophy of Papyrus Communications Limited:**

### **Vision:**

There can be one and only vision which is to see themselves as the top Advertising agency in Bangladesh.

### **Mission:**

Main focus is to maintain the good will and provide the service as the customer wants and demands by upholding the quality of service through using promotional activities to become one of the market leaders in event & advertising sector in Bangladesh.

### **Goals:**

To develop and consolidate a strong client base and ensure all kinds of modern marketing facilities by expanding business and service situation to full fill the expectations of the customer.

**Quality Service:** To ensure quality service by maintaining the value of the service. Quality service builds company image as well as a strong market positions to be mentioned.

**Acquire Image:** Acquire, build and hold on to brand image that derives from quality service and also with company's good will.

**Expand Service List:** Expanding the service list creates new customers and also decreases the risk of getting out of market. Staying with market situation, knowing what's new customer needs and demands from the company.

## 2.7 Objective of Papyrus Communications Limited:

- ✓ The company focusing on finding out the market situation and demand according to the country and also reach all customers across the country to aware them the service.
- ✓ Their objective is to increase sales by market offerings and by using promotional tools so that they can maintain customer demand and wants.
- ✓ The company is looking up to overcome competitors with marketing strategies and after that they create innovative ideas for customer to build up a strong position in market.



## 2.8 Product and services offering Department:

### Client service:

Papyrus Communications limited can support their client to increase corporate sales and business development strategy in marketing sector. Client service manager is often the primary point of contact for clients and ensures client satisfaction with the organization's product or service.

**Brand Communication:** Client wants big ideas to drive business results and address their challenges. Papyrus Communications limited can create break-through traditional and social media campaigns that deliver and it works as the all-important contact point between commercial clients and the agency. Brand communications team is comprised of media relations experts who not only understand how their work leads to business returns, but also possess unique, multichannel experience that can unite and maximize the impact of client's communications way.

**Social Communication:** This one is another part of client relations. Papyrus Communications can establish their client relation between social communication and social activities. Papyrus deal with the assignments relating to social development and behavior change communication issues for her customer needs. So they can arrange different type of awareness works, helping campaign, sport events etc.

### Strategic planning & creative:

Papyrus communication have highly skilled members for create innovative ideas that gains the brands on the edge over the competition. Creative members always have to be focus on the human life and their emotion so that they can craft ads that spark off the top of a strong brand-consumer love-story in the minds of the consumers.

### Media:

Papyrus Communications limited offers full range of media buying and planning, channel strategy and digital strategy. Papyrus communications brings a proper thorough approach all media practices with media planner and brand planners working together as a team in close collaboration with creative and account management. Papyrus have personalized service coupled with strong



media and activation plan development, execution and maintenance has proven especially successful or smaller clients looking to punch above their weight in the market place.

### **Event:**

Papyrus communications provide to her client event management service from product launching to contract signing ceremonies, to press conferences to plan tours or any type of event or non-traditional promotions, event management that meets the client's promotional objectives. The event management team members have moved the standards in the local event management scene a few marks higher.

### **Digital:**

Papyrus communications have fully integrated digital team strategists, creative and account servicing offers a complete set of digital capabilities to her client. Papyrus believe in reacting to social media audience based on their behavior, attitude and preference.

### **Advertising:**

Papyrus communications is a full service advertising agency with expertise in all marketing discipline. Because Papyrus believe that great work is a something convinced, nurtured, produced and evaluated together, they maintain all of their discipline and specialty expert under one roof. Papyrus don't wait for their clients to tell that what service they want; they work together as a team to determine what they need. Call it integration, collaboration or team work. Papyrus simply call it the everyday practice of doing what's right.

### **Activation:**

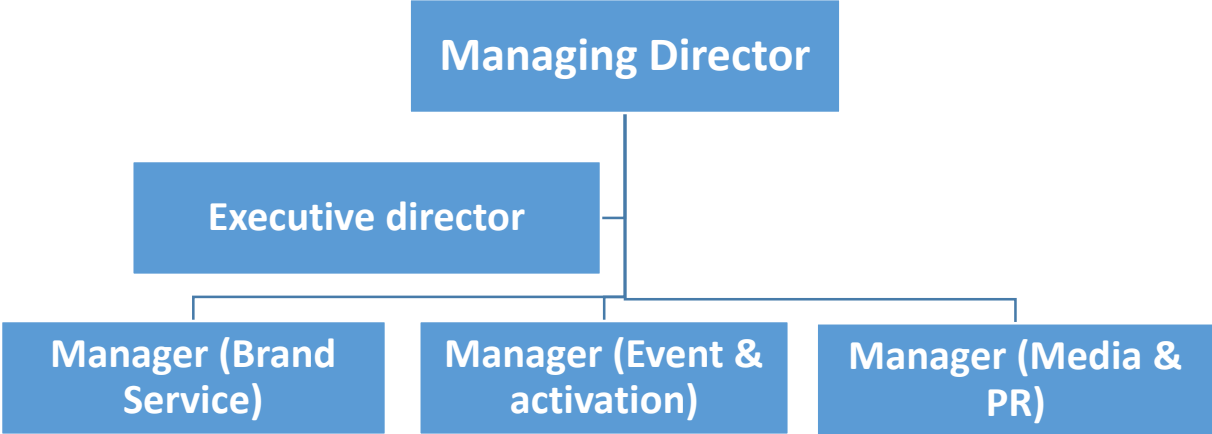
Papyrus award-winning activation team develops and produces famously effective integrated works for their clients by connecting brand to culture- People, place, trends, event and partners- in ways the capture the interest of consumers and spur them to action. Core practices areas include experience, events, grassroots, promotion, strategic partnership, influence, entertainment and celebrity programs. Papyrus activation expert partners with PR to drive maximum program to awareness and work closely to creative, design, digital and social team to ensure flawless integration.

## 2.9 Organogram of Papyrus Communications Limited:

Papyrus Communications is a sister concern company of Gemcon Group. Here Kazi Shahid Ahmed is the chairman of both of the company and Mr. Rahbar Khan is the Managing Director of the company. As this company is fitted with short number of professionals but everyone here in the company work as a family.

### Managerial Level:

<b>Name</b>	<b>Designation</b>
<b>Kazi Shahid Ahmed</b>	Chairman
<b>Mr. Rahbar Khan</b>	Managing Director
<b>Kazi Musfiqur Rahman</b>	Executive Director
<b>Md. Samim Ahmed</b>	Brand Service Director
<b>Joy Chanda</b>	Manager (Brand Service)
<b>Tariqul Islam Tarek</b>	Manager (Event & activation)
<b>Ziaul Haq</b>	Manager (Media & PR)
<b>Mr. Shahrear Alom</b>	Executive
<b>Md. Rakibul Islam</b>	Executive
<b>Nahidul Islam Fida</b>	Executive



# Chapter- 3

## Marketing Activities of Papyrus Communications Limited

### **3.1 Market Segmentation:**

Product and service can be improved by dividing the market into smaller segment, the uniqueness and needs from customers towards Papyrus Communications Limited can be found. After marketing few of theories, in this case market segmentation is more important to follow by Papyrus Communications for getting more opportunities in the market, finishing the needs from the client and for developing more profitable profiles for every market segmentations. Papyrus follow the market segmentations. Such like;

#### **Demographical Segmentation:**

Papyrus Communications limited segmented package services to her client by using demographical base with variables like organization age, income, maturity, religion. Such as Eid and Puja promotion service has been segmented by religion, client organization flexible packages by income, client promotional, awareness, and campaign demands with segmented by age and maturity.

#### **Psychographic Segmentation:**

Papyrus Communications Limited segments its services by agency budget of individual's client. As in variable like social promotion, campaign duration, brand promoter quantity, event decoration, activation maturity etc. Some customers are conscious about budget and some doesn't even bother to care about it. By segmenting thorough budget Papyrus Communications decides what customer seeks from specific services. Papyrus Communication can charged all customer from 15% agency commission but some time it's variable for her special client. Such as AKIJ Plastic recently held puja activation program and Papyrus Communications can provide all brand promoter free at this program, for this service Papyrus Communications used psychographic segmentation.

#### **Behavioral Segmentation:**

This type of market segmentation Papyrus Communications divides their client on the basis of their behavior, usage and decision making pattern. Such as client preferred normal day or special

day activation pattern like GSK organized their shareholder meeting in normal day but on the other side Dhaka Tribune arranged their Media Conclave 2018 event in 6<sup>th</sup> October and Quazi Harpoon held their World Toilet day activation in 19<sup>th</sup> November, 2018. Papyrus Communications offering this type of behavior based segmentation to her client.

### **3.2 Market Positioning:**

As a advertising agency Papyrus Communications limited has always tried make themselves unique from the other competitor agency. They have been providing their services as they have promised to her customers. The difference they have created by far with other competitors in market with giving better service to customers by reaching out to them from door to door. Which means they provide customers door to door services as like if a customer is unable to visit due to lack of time or any other issues Papyrus Communications limited will reach to them for providing any kind of advertising related services. Suppose if a customer want their product or Brand image known across the country Papyrus Communications can take step to promote their brand image by TVC Ad, Bill Board Ad, High way road side with brand printing, Sport day branding T-shirt distribution, Door to door leaflet distribution etc. So Papyrus Communications have good feedbacks from the customers who have already purchased services from them by this process. Even with door to door service they offer it in much more effective than the other competitor advertising agency. They disclose everything about the specific rather than hiding them.

### **3.3 Market Targeting:**

It is a time for the company to decide which target market needs to be focused after analyzing the market segmentation and so on the first is to identify target customer by organization size, growth and activities. Identifying market potentials also for the segmentations. By market targeting company can actually find out what approaches the most from other segments. Papyrus Communications Limited build marketing strategy for all the target markets. As for marketing strategy for target market Papyrus Communications Limited follows:

- ✓ Papyrus Communications is offering customer from reputed organization age are actually the targeted customers for provides the ATL or BTL service packages. Such like GSK recently arranged “To a New Beginning” event for her shareholders and Papyrus Communications where offer to Media & PR service to published their event in socially. On the other side Papyrus Communications offer Leaflet and Newspaper news service package for Quazi mosquito coil activation to promote their social cleaning campaign by his income.
- ✓ Papyrus Communications Limited targeted customer higher class satisfaction for segmenting specific service. Such like Bangladesh Premier League-BPL will be held in January 2019 where any company wants to be a sponsorship partner to any team Papyrus Communications can provides this service.
- ✓ Sometimes, Customer often does or do thing to promote or advertising their own terms. How they can customize their ad plan, execution plan and working root map implementation Papyrus Communications helps them to implementation their own terms. ICP (International Consumer product) launching program Papyrus Communications helps them to launch their product by using event management theories and promotional mix activities.

### **3.4 Marketing Mix (7Ps):**

More and more organizations are competing one another strategically to distinguish themselves in the area of service and quality within a market. Successful organizations strongly focus on the service pattern with investment in people, technology, personnel policy and remuneration systems for their employees. This is very important as the behavior of the employees can have a direct influence on the quality of the service. They translate the services provision into services for the customer across all sectors.

In times to thanks to Boom and Pitner, they extended three more service Ps and they are- People, Physical evidence and Processes. Nowadays for reviewing competitive strategies 7Ps is

Considered for conducting s SOWT analysis, to process competitive analysis and set of objectives 7Ps model are used by companies like Papyrus Communications Limited.

### **Product or Services:**

To begin with, develop the habit of looking at product or service as though were an outside marketing consultant brought in to help company decide whether or not it's in the right business at this time. So basically when it comes to 7Ps model the first thing is to evaluate and is knowing about the product or service the company is providing also promising. Companies needs have that much knowledge and idea about their product or service for how much it is needed in the markets now. Papyrus Communications limited these mentioned services:

- **Creative Services:** Papyrus Communications limited has expert employee in creative fields that provide quality, professional services.
  - Copywriters provide the text for print ads, and scripts for television or radio advertising.
  - Graphic designers are responsible for the presentation of print ads.
  - The art department is responsible for providing the necessary images for whatever format advertisement is decided upon.
  - Technical staff with expertise in web design and implementing an online advertising campaign.
  - Papyrus Communications also have personal photographers and printer service.
- ✓ **Media Buying:** An important function of the advertising agency is the placement of the ad in various media. Papyrus Communications provides media buying service to her client. This activity is aimed at achieving the largest targeted audience at the lowest cost. This includes TV and radio time, outdoor (billboards, posters, printing), magazine and newspaper insertions, internet, banners and commercial signs on public buses, subways or trains.
- ✓ **Strategic Planning:** Papyrus Communications have highly skilled members constantly to provide innovative strategy plan and ideas for her client that gains the brands on the edge over the competition. Strategic planner are responsible for;



- Developing the advertising platform on brand, brief and product.
- Sets the theme and tone of the ad campaign.
- Sketching the brand roadmap.

### ✓ **Digital Marketing:**

Sometimes, Papyrus Communications offers to her client digital marketing service. Nowadays digital marketing is the key objective to promote brands through various forms and using digital channels to reach consumers easily. Papyrus Communications provides three major components of digital marketing to her client. This are:

- **Online Marketing:** It includes communication options such as websites, search ads, display ads or banner ads, email ads, etc.
- **Social Media Marketing:** It advertises products or services through forums, blogs and social networking sites such as Facebook, Twitter, YouTube, etc.
- **Mobile Marketing:** It uses text messages, MMS, mobile applications and ads to build traffic.

On the other side Papyrus Communications also offers:

- **Internet-based digital marketing:** It include search engine marketing, e-commerce marketing and email marketing.
- **Non-internet based:** Non-internet based marketing through radio, television etc.
- **Event Management Service:**

When it comes to event management services, Papyrus Communications have a clear vision to provide expert assistance, deliver superior events and offer an unrivalled service to her clients. Papyrus Communications also helps to arrange a program successfully and well-planned professional business event or conference can help to achieve any number of objectives: like raise client corporate profile, change public opinion, launch a new product or service. Papyrus Communications corporate event services this are;

- Event cost reduction
- Reduced overheads
- Tracked savings
- Benchmarking
- Strong account management discipline
- Venue satisfaction promise
- Venue sustainability ratings
- Audio Visual production partners supply
- Production and Logistic Support

- **Activation:**

Activation is a marketing discipline and is a relatively new term in the advertising industry. Activation is the art of driving consumer action through brand interaction and experiences. In simple terms, the key aim of these sorts of campaigns is to get consumers to act. Papyrus Communications provides this kind of activation service;

Consumer promotions

- Experiential Marketing
- Digital campaigns
- Shopper Marketing
- Sampling campaigns


- **Production & Coordination:**

This includes digital printing, data processing and web development. Papyrus Communications must be good at production. So that they can be able to advertise and market their client products in the right manner on the other side. Papyrus Communications brings a good coordination between the advertiser, itself, media and distributors.

## Price:

Price is a big deal for any company to stay alive in the market company needs know about the market. Charging money for the products or service as it should be is what companies needs to focus on. Advertising agency helps an advertiser to prepare his ad budget. It helps him to use his budget economically and make the best use of it. Without a proper advertising budget, there is a risk of client's funds getting wasted or lost. Papyrus Communications set their price or budget by customer needs and service durations.

Real budget of ACI Freedom Activation are given below;

1							
2	<b>Estimate</b>						
3							
4							
5							
6	<b>CLIENT:</b>					<b>Date</b>	01st Aug 2018
7						<b>Estimate No</b>	PCL/ACI/19/Aug/18
8	<b>Name</b>	: ACI Consumer Brands					
9	<b>Address</b>	Ninakabbo, Level-11, 227/A, Gulshan Tejgoan Link Road, Dhaka-1208				<b>For</b> :Transport Hub Activation (Bus Stop and Railway station)	
10							
11							
12							
13	<b>Sl</b>	<b>Description</b>	<b>Day</b>	<b>Unit</b>	<b>Unit Cost</b>	<b>Total</b>	
14	<b>A</b>	<b>Permission</b>					
15	1	Bus Stop Permission, (Rajarbag, Kolabagan, KallyanPur, Malibag, Arambag, Gabtoli, Fakirapool, Gopibag.) Railway Station, (Kamlapur Railway Station & Airport Railway Station)	1	10	3000	30,000	

16	<b>B</b>	<b>HR</b>				
17	2	Male BP' Including Food & Transportation 20 BP's 5 day Working	5	20	1350	125,000
18	3	Supervisor Including Food & Transportation Cost 2 Supervisor 5 Day Working	5	2	1000	10,000
19	<b>C</b>	<b>Production &amp; Branding</b>				
20	4	Brand promoter & Supervisor Costume Brand T-shirt, per person 2pcs,	1	44	100	1,000
21	5	Branded Shoulder Bag For BP	1	22	100	1,400
22	6	Shopping Bag Provided by Client	1	2000	-	-
23	7	Leaflet Production Provided by Client	1	5000	-	-
24	8	Stationary Clip Board Paper Pen & Other Item	1	1	100	3,100
25	<b>D</b>	<b>Transport</b>				-
26	9	Product Delivered to Activation Zone	5	10	0	1,000
27					<b>Total</b>	<b>24,000</b>
28					Agency Service Charge 10%	2,400
29					<b>Sub-Total</b>	<b>26,400</b>
30					VAT 15%	3,960
31					<b>Grand Total</b>	<b>30,360</b>

32

33 In words: Taka Lakh Eight Thousand &amp; Hundred Twenty Five Only.

34

35 Please Note:

- 36 1) All payments are to be made by A/C Payee cheque in favor of Papyrus Communications Ltd.  
37 2) 70% Advance along with Work order & 30% Balance payment after 15 days upon Completion the work.  
38 3) Total amount is excluded design charge & 10% ASF.

39

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41

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43 Tariqul Islam Tarek

44 Asst. Manager, Event &amp; Activation

45

46

47

48

49 Jagodbandhu Halder

50 Sr. Manager, Finance

Kazi Musfiqur Rahman

Executive Director

### **Place/Access:**

In marketing mix distribution option are for the customers to gather new knowledge and idea about specific product or service. The more distribution option companies can provide the more customer they can let to access and let know easily about the products and services also. Papyrus Communication Limited is offering their services through their personal web site and Facebook page. So customer can easily get to know about all the services of Papyrus Communications Limited. In our country we have some advertising agency so people easily knowing about Papyrus Communication and get their services. Papyrus Communications web site page is the biggest source to acquire customers. Their web site link is <http://www.papyrusbd.com/organization/>

### **Promotion:**

Promotions can be paid, owned and also earned through the help of media channels. When Papyrus Communications promote their customer business, they are engaging in persuasive communication: Papyrus Communications want to convince others to move from their client. Through Promotions customers can actually be aware of the product or service that is in the market. Papyrus Communications limited uses a lot of promotional tools, such as;

**Advertising:** Papyrus Communications has been doing advertising through which is any paid form of media communication. They offers print ads in magazines, trade journals and newspapers, radio and TV announcements, Web-based visibility-building and billboards services.

**Sales Promotion:** Papyrus Communications uses sales promotion also, such as recently they came up this good idea about TVC making package like indoor or outdoor shooting, when customer buy this package Papyrus Communications get off 5% from the regular price of the package.

**Public Relations:** Sometimes Papyrus Communications come to Facebook live their Facebook page for promotional activity and for promoting their services. These activities promote a positive image, generate publicity and increasing sales or brand value.

**Direct Marketing:** Papyrus Communications limited directly at target customers usually in their homes or offices, such as ordering a product, branding coupon, phoning a toll-free number or

visiting a store, catalogs and leaflet distribution forms of direct marketing. Recently, Papyrus Communications organized Khulna Titans presents road show “Ball akta six koyta” program so this is direct marketing activates of papyrus Communications limited.

**Personal Selling:** Papyrus Communications arranged a program Bashundhara LPG gas dealer conference which is Face-to-face communication between buyer and seller.

### **Physical Evidence:**

Papyrus Communications measure their customers and know about their service quality that they provide is important. Such as having well trained staff can handle troublesome situation instantly by their method. On the other side good web site can create good impression among customers. So Papyrus Communications limited have use personal web page and Facebook page which is social media where they try to maintain all the good reviews and maintain continuous likes in their page to prove customers about how they are keeping things good around them. They have 4.5 rating star in reviews for their Facebook page and they already have 2 thousand like on their Facebook page.

### **People:**

Company needs to good idea about what type of people it includes and if there is any gaps between skills or not. Companies needs to questions themselves by asking them who are their people indeed. Papyrus Communications has lots of fresh and young minds who are working side by side with experts. Having knowledge about who are working within the company is important. Papyrus Communications follows up these facts about the people within the company to maintain their service quality. Papyrus Communications divides its people with many sections and they are;

- ✓ **Public Relation (PR) Experts:** Public Relation (PR) is very important things to maintain company good relation to buyer and seller in directly. It also includes social media to promote good work. So Papyrus Communications manage to give training every individuals of the company and create PR expert only to look after PR issues.

- ✓ **Digital Marketing Experts:** For Digital marketing there are specifically few people who are doing continuous visit to their personal Facebook page and boosting to giving replies immediately, also promote new work and looking for new posts from other companies.
- ✓ **Strategic Planner Experts:** Papyrus Communications get the change for every young people who showing his or her best. New idea generate and implement its work for new innovation. So Papyrus Communications have strategic planner expert to work new idea and implement the plan.
- ✓ **Client Service Experts:** Client related issues are handled by client consultant or client consultation experts. They actually handles customers by providing utmost service from the list.

### Processes:

While doing business companies needs to have a good track about their outcomes that they have been achieving since they started. Through outcome they can have pretty much review of their past strategies and all the other on going processes. Papyrus Communications have been communicating with customers to learn about their customer needs and wants. With this outcome they can build up their next marketing strategy. To gather information they are doing some small research frequently to keep track about the lacking and strengths from others.

### 3.5 Typical work flow in Papyrus Communications limited

<b>Stage</b>	<b>Work Performed at Stage</b>
Briefing Stage	<ul style="list-style-type: none"><li>• Briefing from the client</li><li>• Internal briefing to the creative and media</li><li>• Any research briefing if required</li></ul>
Creation Stage	<ul style="list-style-type: none"><li>• Ad campaign and media plan development</li><li>• Internal review and finalization</li><li>• Presentation to client and approvals</li><li>• Any pre-testing if required</li></ul>
Production Stage	<ul style="list-style-type: none"><li>• Budget and estimate approvals</li><li>• Production of film, press ads, collaterals</li><li>• Media Scheduling and media booking</li><li>• All release approvals for creative &amp; media</li></ul>
Post Production Stage	<ul style="list-style-type: none"><li>• Material dispatch to media</li><li>• Media release monitoring</li><li>• Any post-testing if required</li><li>• Billing and collection</li></ul>



# **Chapter- 4**

# **SWOT ANALYSIS**

## **SWOT Analysis:**

Since the intern period was completed under the supervision of corporate office of the Papyrus Communications limited the SWOT covers in the time of my intern period.

SWOT analysis of the Papyrus Communications Limited;

### **Strength:**

#### **✓ Strong Manpower:**

The company has strong manpower in its management. For this reason it can take any kinds of decision quickly.

#### **✓ Meeting Arrangement:**

They have arranged the service quality meeting to weekly, monthly and yearly.

#### **✓ Brand Image:**

They strictly follow their process of maintaining their image. They follow all the small things what should they do.

#### **✓ Skilled and expertise people:**

The people this company consists are way ahead their market league. This organization is well known because of its people who think every individual as a family. Much more professional on handling clients. Everyone in this organizations knows what they are promising.

#### **✓ Large Network:**

Wider distribution network gives the employee better opportunity to explore as their quality and knowledge and open the door to be more professional in the business community.

## **Weakness:**

- ✓ There is no employee training and development center. This is needed to provide experiences and guidance to new employees so that they can deal with customers smoothly.
- ✓ Low space on office that leads to unstructured administration as an office environment it is important and needed not only for customers also for employee so that they work healthy and feel energetic.

## **Opportunities:**

### ✓ **Good Image in Market:**

The company on of the oldest company in our country. It always tries to reasonable profit. So its quality and price it has good image.

### ✓ **Good and initiative Employees:**

Good and initiative Employees want to give effort, which is a great asset for the company.

### ✓ **New Related Business:**

They can start Brand image developing business, as it is a most growing business so they can capitalize this business opportunity.

## **Threats:**

- ✓ New market entries can create new strategies but also new competitions. Papyrus Communications limited is not getting prepare for the future circumstances that can appear near soon which leads to big thread.
- ✓ Some organization often find themselves as being cheated by few of the advertising agencies so organization do have a negative impression on them which creates threat.

# **Chapter: 5**

## **Problems,**

### **Recommendations**

#### **& Conclusion**

## Problems Identified:

While conducting my report towards Papyrus Communications limited I have come across with some of the lacking and problems they face doing business every day, such as;

- ✓ Advertising agencies like Papyrus Communications are actually advertising agents, this company needs to keep a good relation with vendors. I find there is a big gap in this company for maintaining good relations with customers and also with vendors. While maintain relations with customer they usually forget that they also have to maintain a good relationship with vendors. Doing business with vendors, keeping track with them is another way to solve this matter.
- ✓ This market is emerging every day organizations are looking for something they can rely on. Some advertising agencies couldn't keep their promise as they should have towards customers which create negative perception towards advertising agencies. Not all they advertising agency follow same method, but organization often them in situation where advertising agencies didn't kept their promise as they showed to their customer. So Papyrus Communications limited needs to be more specific about what they are offering to the customers, so that they don't create any barricade in the mind of their customers. They need to focus on what customers are actually expecting from their offers and services.
- ✓ Papyrus Communications limited needs young and fresh minds in the work place but when you look for fresh and young minds you forget the main thing which are they even qualified for the position properly or not. When it comes to qualifications, it's not always about education it also means experiences towards advertising and promotion activities. At least having a good idea about in this sector. Papyrus Communications sure have such young and brilliant minds in their work place but when you seek for a good knowledge about promotion, they might need more from it. Papyrus Communications limited needs recruit, inspire and mentor these young minds.

- ✓ Bangladesh is a developing country and every business needs to have a good idea about what is going on in the country, knowing the ups and downs of the country's economic conditions is a big deal. Sometimes Papyrus Communications doing research about customers but never did a research about the whole market they are dealing with. I guess they need to be pretty much more active on doing research about the market side by side doing research on customers.
  
- ✓ Internet is one of the biggest platform for any business to run in the market. Using digital market is important but Papyrus Communications limited have some lacking here. As Papyrus Communications doesn't have expertise employee to control this department and they not up to date their daily basis work in their personal web site page. For that reason some organization cannot know what should they do in recently and people find it hard to look out what they are offering. So I think they must focus on their personal web site development and also using other social Medias like Facebook.

## Recommendations:

For each of the points I have developed few of the suggestions they can use in future;

- ✓ Papyrus Communications limited needs to be more specific about what they are offering to the customers, so that they don't create barricade in the mind of their customers. They need to focus on what customers are actually expecting from their offers and services and for this they need to disclose everything they are through services specially.
- ✓ Papyrus Communications limited sure have such young and brilliant minds in their work place but when they seek for a good knowledge about promotion activity, they might need more from it. Papyrus Communications needs recruit, inspire and mentor these young minds. To do so they need arrange more training sessions for their employees.
- ✓ To have a good relationship with vendors they need to keep doing business with vendors, keeping track with them is another way to solve this matter and even if some vendors stops communicate with them they need make sure that their vendors don't fall behind from their business.
- ✓ Papyrus Communications limited needs to be pretty much more active on doing research about the market side by side doing research on customers. Do more and more research on current market conditions frequently to know what other competitors are offering which they are not to the customers and to do so they need to hire some staff only research on market situation.
- ✓ Papyrus Communications limited needs to think more than Facebook as platform. Such as using their own website and also using other social Medias rather than only Facebook. Developing their own website and up to date all daily basis new work. It will be increase their market positioning and they will create good brand value, perception in customers mind but they have to develop a good, decorative and also informative website.

## **Conclusion:**

Papyrus Communications limited is the sister concern of Gemcon group. I have been working with them as a member of this company since April 2018. While doing my report towards this company for my educational purpose I have come up with my lot of ideas and discussions. This market is growing here in Bangladesh very rapidly and this company has a lot of potentiality with such great staff and members. The working environment is undoubtedly great despite of the office space and some administration problem. In this report, I have discussed about the company history about how this company started their journey, how they develop since the foundation, how they are competing the market. This report describe the market condition and the competitive market where the discussion highlight the vision, mission, objective and goals. Looking back to the report we can see I had some limitation while conducting it. In my report, I used to types of research methodology, which is the primary and secondary data collections method. I have been through their market strategy. As this company is mostly about service the traditional marketing mix is not enough to describe, so I described Papyrus Communications limited products, price, place, promotion, people, processes and physical evidence. After doing so I did a little analysis that helped me to find the company's strength, weakness, opportunities and threats. I found some of the things that they needs to look after and recommended some of the idea which can prevent these problems.



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