



Daffodil
International
University

Internship report

On

Competitive Analysis on Marketing Mix Strategies of Spellbound Leo Burnett

Submitted To

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Letter of Transmittal

Date: 00 February, 2019

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Subject: Submission report on “Competitive analysis on marketing mix strategies of Spellbound Communication Ltd”.

Dear Sir,

I am very glad to submit my internship report title as, “**Competitive analysis on marketing mix strategies of Spellbound Leo Burnett**” that was requisite for graduation of BBA Program. I have learned a sound knowledge and understand on the basic event management of spellbound. I believe that the experience I acquired from this study will be an invaluable asset in my life.

In introducing this report, I have attempted my dimension best to incorporate all the applicable data and the clarification to make the report enlightening and exhaustive.

Now, I might want to accept this open door to ask you to benevolently experience the report and judge it for yourself how far have I been fruitful in the endeavors. Please be considerate to any unintentional errors.

Yours Faithfully,

Nashtara Aktar

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Supervisor Certificate

This is to certify that the Internship Report on “Competitive analysis on marketing mix strategies of Spellbound Leo Burnett” in the bonfire record at the report is done by Nashtara Aktar bearing ID: 151-11-4461 as a partial fulfillment of the requirement of Bachelor of Business Administration (BBA) under the Faculty of Business & Entrepreneurship of Daffodil International University.

The report has been prepared under my guidance and is a record of confide work carried out successfully.

Dewan Golam Yazdani Showrav

Senior Lecturer

Department of Business Administration

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Declaration

I allege that the Internship Report on “**Competitive analysis on marketing mix strategies of Spellbound Leo Burnett**” symbolized the results of my own research works, pursued under the arrangement of Spellbound Leo Burnett.

I further affirm that the work reported in this internship is original and no part or whole of the report has been submitted to, any other university or institution for any degree or award or any other purpose.

The work I have presented does not breach any existing copyright. I further undertake to indemnify the University against any loss or damage arising from breach of the forgoing obligations.

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Acknowledgement

At first, I would like to express my gratitude to the Almighty who has given me the opportunity to go through the process of internship report writing on Competitive analysis on marketing mix strategies of Spellbound Leo Burnett.

I am highly indebted to my supervisor Dewan Golam Yazdani Showrav, Senior Lecturer, Department of Business Administration, Faculty of Business & Entrepreneurship, Daffodil International University for providing me the opportunity to learn about the marketing mix strategies of Spellbound Leo Burnett. Without his proper guidance, it is impossible for me to prepare the report. I am very great full to my supervisor Dewan Golam Yazdani Showrav for providing me guideline for the completion of this report.

I am very much grateful to Sabiha Matin, Senior Lecturer, Department of Business Administration; Faculty of Business & Entrepreneurship who gave me the chance to complete my internship in Spellbound Leo Burnett. Then, I am thankful to Md. Sadequl Arefeen, Managing Director of Spellbound Leo Burnett, and Tasfia Hassan Hreditha, Management Trainee officer, Planning & Strategy of Spellbound Leo Burnett who has proper concentration on my duties and responsibilities.

Moreover, it has been great pleasure for me to work in Spellbound Leo Burnett as an employee. At last, I must mention the wonderful working environment and group commitment of my colleagues of their team that has enabled me many deals to do and observe the event management activities during my three months of working life in Spellbound Leo Burnett.

I feel great pleasure on the accomplishment of this report.

Executive Summary

The principal motive of the report is to know about the Competitive analysis on marketing mix strategies of Spellbound Leo Burnett. This is a short range to Competitive analysis on marketing mix strategies of Spellbound Leo Burnett.

To identify the competitive analysis on marketing mix a survey was driven in this organization on subsists employees for collecting information. The study finds that Spellbound Leo Burnett is a collaboration of a group of young entrepreneurs working to deliver the best output for the industry at the lowest competitive price. It has been an uphill task to maintain the quality, but they have managed to do it every time. Spellbound Leo Burnett provides services through its diversified segments of communication, advertising, PR & events.

In this report, it was mentioned that the overall services of Spellbound Leo Burnett has been offer to their clients. The findings prove that the spacious majority of the clients are happy with existing conducted quality.

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Chapter – 1

Introduction

1.1 Introduction

An Advertising agency, a proclaimed institution orderly mentioned to as a fanciful organization, is a business obedient to creating, executing, and stirring advertising and now and then several form of advancement and uplifting for their clients. A promotional institution is generally free from the clients; it might be an inside department or office that gives a beside aspects to the enthusiasm of motile the customer's terms or an outside firm. Offices can similarly vocation within common exhibiting and creating methodologies progression for its customers that may cover sales as well.

Normal Ad agency clients comprise businesses, non-govt.organization, government industries, and exclusive agencies. Agencies might be collected to offer TV advertisements, radio commercial, digital promotion, out-of-home promoting, campaigns, mobile marketing, and AR promoting, as a key sight of a promoting campaign.

1.2 Background of the Study

The report has been formed as a gratification of the midway required of the internship program as elected by Department of Business Administration, Daffodil International University (DIU). The basic motive of the internship program is to send at work insertion to the understudy and to mass authentic message from working organization. I am glad to inspire scope to task as an internee in Spellbound Leo Burnett. The project time durability is three months.

Chapter – 2

Objective of the Report

2.0 Objective of the report

To occupy the claim of internship program of Bachelor of Business Administration (BBA) is the key objective of the report. After complete all necessity, this report objective has been divided into two parts-

1. Broad objective
2. Specific objective.

2.1 Broad Objective

The broad objective of the report is to learn about marketing mix strategies and competitive analysis of spellbound Leo Burnett in Bangladesh.

2.2 Specific Objective

- To analyze the marketing mix (product, price, place, promotion) strategies of Spellbound Leo Burnett in Bangladesh
- To analyze the STP (segmentation, targeting, positioning) strategy of Spellbound Leo Burnett in Bangladesh
- To describe the competitive analysis (SWOT, Growth-share matrix, PLC) of Spellbound Leo Burnett and other event management and agencies firms in Bangladesh.

2.3 Scope of the Study

Spellbound Leo Burnett is a boost of a community of young entrepreneurs working to grant the ideal result for the industry at the inferior competitive price. It has been a stiff obligation to sustain the attribute but they have guided to do it every time they took obligations. Spellbound Leo Burnett provides services through its diversified segments of Marketing Communication, Branding, Campaign, Digital marketing, Events & Activation. I am specially glade to inspire an opportunity to do assistant in this organization. I am inspired to work in an event management. The scope of the study limited above event management.

Chapter – 3

Methodology

3.0 Methodology

Methods repeated to make an assignment or producing functions to fulfill a task is called methodology. In this study, the following methodology was obtained in collecting data and information and prepare of reports etc. The methodology of report is given below-

3.1 Primary Data

- Practical work.
- Face to face conversation with the associates of Spellbound Leo Burnett.
Direct observation.
- Informal conversation with the clients.

Taken interviews of the following person:

- Md. Shipluman Akter Mithun, HR & Admin, Spellbound Leo Burnett.
- Md. N.A.S Babu, Asst. Manager Operation, Spellbound Leo Burnett.
- Tasfia Hassan Hreditha, Management Trainee officer, Planning & Strategy.

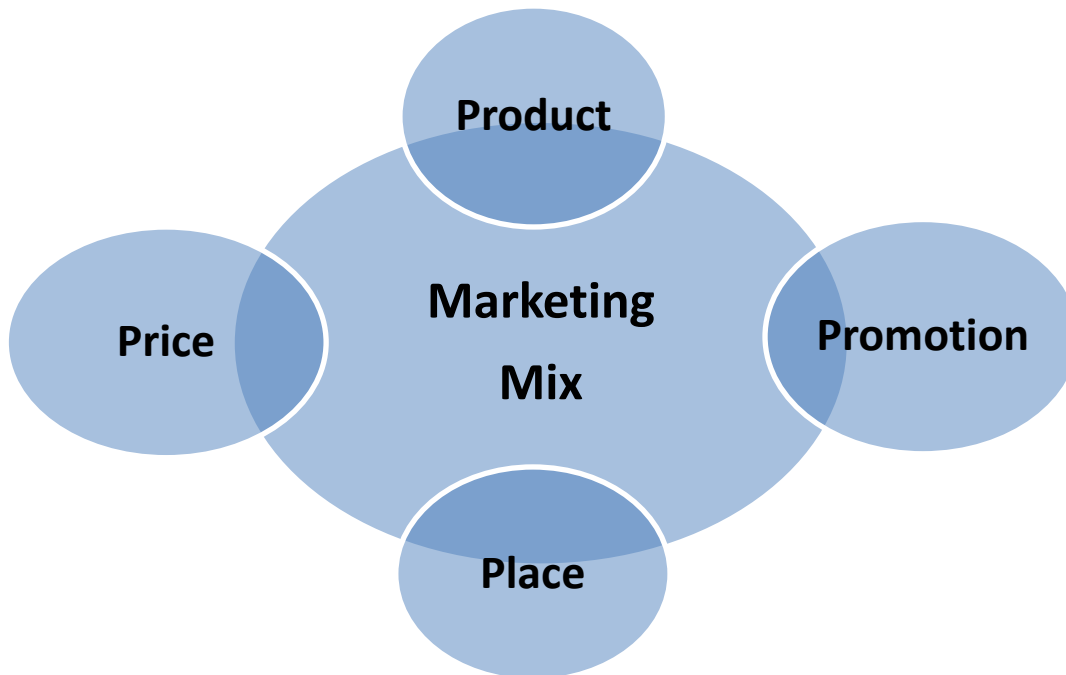
3.2 Secondary Data

- Sales record
- Website of Spellbound Leo Burnett
- Files and folder
- Different online article
- Clients Feedback

Chapter – 4

Marketing Mix Strategy of Spellbound Leo Burnett

4.0 Marketing Mix



The marketing mix has been prescribed as the "set of marketing tools that the firm uses to explore its marketing objectives in the target". The major marketing mix tools are classified into four board groups, called the 4Ps of marketing:

- **Product**
- **Price**
- **Place**
- **Promotion**

4.1 Product

Product means the goods-and-services cohesion of the company offers to the target market. A product refers to an item that fulfills the client's needs or wants. It may be Substantial (goods) or insubstantial (services, ideas or experiences).

List of Products of Spellbound Leo Burnett:

- Event & Activation
- Branding

- Digital marketing
- Public Relation(PR)
- Creative
- TVC making
- Print and media

4.2 Price

The volume of money that customers must pay to obtain the product is called price. It may also refer to the immolation consumers are prepared to make to attain a product. It is the only variable that has conjugation for profit. It also comprised regard of customer perceived value. Spellbound Leo Burnett prices depend on their services and category. Spellbound Leo Burnett has different packages for every possible budget and tries to provide best quality service on this budget. Spellbound Leo Burnett has charged 10% service charge of total cost.

4.2.1 Pricing Sample Invoice:

SL	Item Name	Item Details / Service Description	Quantity	Unit Price	Amount
1	Event Setup	Entry Gate, hanging Banner, Standees, Photo gallery, Registration Table Branding, Stage Backdrop with base, Branded podium, Light, Photographer, Labor, Transport for caring items.	**	**	**
Sub Total					**
Service Charge 10%					**
Grand Total					**

Pricing Strategy: Spellbound Leo Burnett deals with a variant market of clients. Among each market segment, closing of deals will vary. Each approach is described as follows:

1. **Individuals:** Sales will be resolved with a follow-up phone call one to two days after the events and activations. This call will interpret the total cost of the event, number of attendees, and information concerning the billing. Feedback forms will be added in these packets to ensure the client is being served, as they regard applicable. Thank-you cards will follow each individual event

Spellbound Leo Burnett will take some sales strategy too. Like:

- Relation build up
- Networking

- 2. Private and Public Organization:** Sales will be stable one or two days after the end of the event. A follow-up phone call will be notifying the clients of the total cost, number of attendees, and information about the billing packet that will arrive at their offices. Feedback forms will be added in these packets to ensure the clients.

4.3 Place

Place involve company activities that makeup the product available to target consumers. Spellbound Leo Burnett office is located on House 147, Lane 1[East] Baridhara DOHS, Dhaka-1206. This is quite a convenient place for their regular clients. They also can reach through social media: Facebook, Instagram,, What's app and LinkedIn.

4.4 Promotion

It is refers to activities that communicate the merits of the product and persuade target customers to buy it. Promotion mention to market communication. There are some elements like as; Advertising, PR, Direct marketing, Sales promotion, Special offer and Public relation.

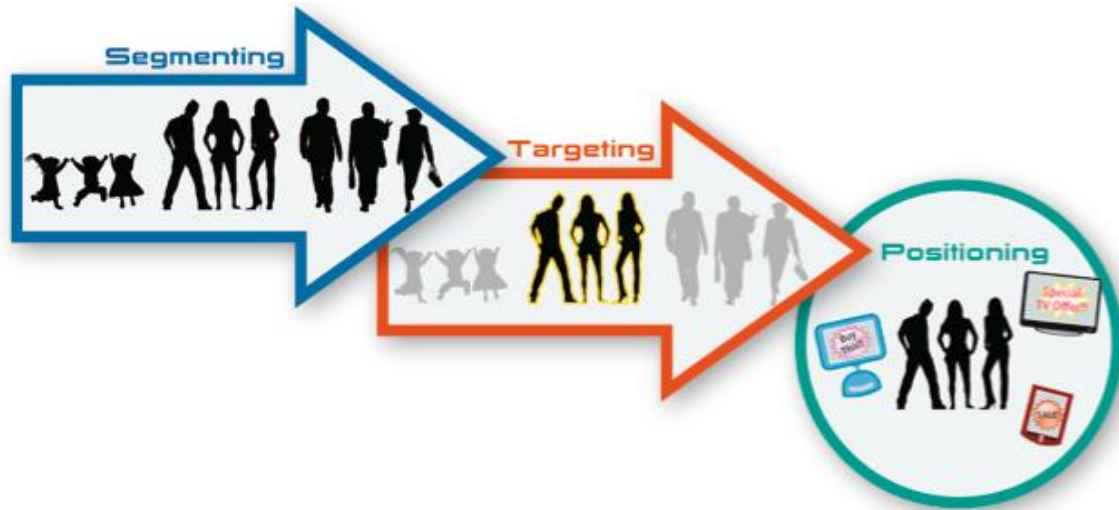
Communication strategy:

- Social media
- Email
- Face to face
- 3rd party Reference

Chapter – 5

Segmentation, Targeting, Positioning of Spellbound Leo Burnett

Segmentation, Targeting, Positioning (STP)



5.1 Segmentation

It is the process of dividing mass markets into groups with similar needs and wants.

A group of consumers who react the similar way to given set of marketing efforts. The market composes of various customers, products, and needs. Marketers are must be ordain that which segments offer the best opportunities.

Segmentation strategy: Spellbound Leo Burnett can be divided into three major segments-






- The Corporate Clients
- The NGO Clients
- The Government Clients



The Corporate Clients: It contains s many more multinational companies, local public and private limited companies, financial and non-financial institutions, joint ventures and franchises, small businesses, research institutions, private and public educational institutions, social marketing companies, theater groups, cultural forums etc. Spellbound Leo Burnett clients are Dhaka Chamber of Commerce & Industry (DCCI), RR Imperial, The World Bank, Aman Group.

The NGO's Clients: Non-Government Organization of Spellbound Leo Burnett clients are Concern Worldwide Bangladesh, USAID.

The Government Clients: Ministry of Finance, Bangladesh Security Exchange & Commission, International Finance Corporation (IFC), Bangladesh Investment Development Authority (BIDA) those are Spellbound Leo Burnett clients. Every year Bangladesh Governments are hosts a variety of programs. Spellbound Leo Burnett manages government organization's event.

Spellbound Leo Burnett Clients List:

Brand Name	Logo
Dhaka Chamber of Commerce & Industry(DCCI)	 <p>ঢাকা চেম্বার অব কমার্স অ্যান্ড ইন্ডাস্ট্রি</p>
Bangladesh Investment Development Authority(BIDA)	 <p>Bangladesh Investment Development Authority</p>
Lafarge Surma Cement	
UNDP Bangladesh	
Chevron	

Runner	 The logo for Runner, featuring the word "RUNNER" in a bold, blue, italicized sans-serif font. A small red triangle is positioned to the left of the first 'R'.
Metrocem Cement	 The logo for Metrocem Cement, featuring a red stylized bar chart icon above the text "METROCEM CEMENT" in a bold, black, sans-serif font.
Concern Worldwide Bangladesh	 The logo for Concern Worldwide Bangladesh, featuring the word "CONCERN" in a large, green, hand-drawn style font, with "worldwide" in a smaller, green, lowercase sans-serif font below it.
EO Bangladesh	 The logo for EO Bangladesh, featuring the letters "EO" in a large, black, bold font. The 'O' contains a stylized orange and black graphic. Above the letters are three small grey dots. Below the letters is the word "BANGLADESH" in a smaller, black, sans-serif font.
International Finance Corporation	 The logo for the International Finance Corporation (IFC), featuring a blue globe icon to the left of the text "IFC" in a large, bold, blue font. To the right of "IFC" is the text "International Finance Corporation" in a smaller, blue font, with "WORLD BANK GROUP" in a smaller, black font below it.

5.2 Targeting

After identify the market segmentation, it can turns one or many of these segments. Market targeting involves assessing each market portions appeal and choosing at least one fragment to enter. Target portions of a company in which it would profitability be able to produce the best customer esteem and continue it after some time.

Spellbound Leo Burnett will also target the local service companies, private and public educational institutions, financial and non-financial institutions, and small businesses.

- **Differentiated:** In differentiated, Spellbound Leo Burnett do various in terms of product, price, place, promotion for the target customer. They are present the standard and unique services for their clients.

5.3 Positioning

Positioning is the make up for a product to hold a clear, distinctive, and desirable place relative to competing products the minds of target consumers. Marketers positioning their products from competing brands and give them the greatest advantage in their target markets.

Spellbound Leo Burnett are trying to be differentiated by customers, like as



- Corporate Customer
- Government Customer


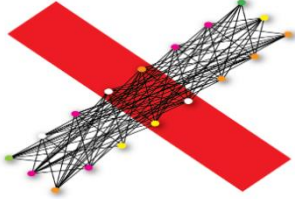




Chapter – 6

**Competitive Analysis
of
Spellbound Leo Burnett**

6.0 Competitive Analysis

6.1 Competitor List

Company Name	Logo
Grey Dhaka	
Step Media Ltd.	
Adpeople Worldwide	
Asiatic Experiential Marketing Ltd.	
TBWA/Benchmark	

Mattra	 The logo for Mattra features the word "mattra" in a lowercase, sans-serif font above the Bengali word "মাত্রা" in a stylized, bold font. The Bengali characters are black with a red accent on the first character.
We are X	 The logo consists of a red 'X' shape overlaid on a network of black lines connecting various colored dots (pink, yellow, green) in a complex, web-like pattern.
Codesign	 The logo features a large, white infinity symbol (∞) centered on a dark gray square background.
Roop Bangladesh	 The logo shows the word "roop" in a lowercase, red, sans-serif font, surrounded by several overlapping, light gray, hand-drawn-style loops.
Rectangle Communication Ltd	 The logo features a red square icon with a white shape inside, followed by the word "rectangle" in a lowercase, gray, sans-serif font.
Red Rocket Inc	 The logo depicts a red rocket with a white nose cone and a yellow flame, launching upwards from a white cloud against a dark blue circular background.

6.2 SWOT Analysis of spellbound Leo Burnett



6.2.1 Strengths

1. **Experienced Event Team:** Spellbound Leo Burnett has an event team who is experienced in monitoring the any event.
2. **High Motivational Level:** Spellbound Leo Burnet teams are motivated clients easily by using motivational level.
3. **Excellent PR:** Their team has strong public relation for improving products or services.
4. **Good Market Share:** Now, their market share grows up and positions the best event market.
5. **Handling of large number of client:** Spellbound Leo Burnett has many clients and they are needing many things that spellbound team managed easily.

6. **Multi-lingual staff:** Spellbound Leo Burnett has different kinds of staff who are known multi language.
7. **Most trusted person:** They have most trust person who knows all details about their strategy. They are trying to help for spellbound Leo Burnett profits.

6.2.2 Weakness

1. **Lack of funds:** Organizing events with the insufficient budget may contribute to its failure. Check if you have the right buffer in case of unforeseen expenses.
2. **Low Energy Level:** If event team has low energy level, they are not fulfilling the work in timely.
3. **No behavior change:** All events are continuing same way but some event style or structure will be changed.
4. **Insufficient time:** Before an event, event team has got few times for arranging the event.

6.2.3 Opportunity

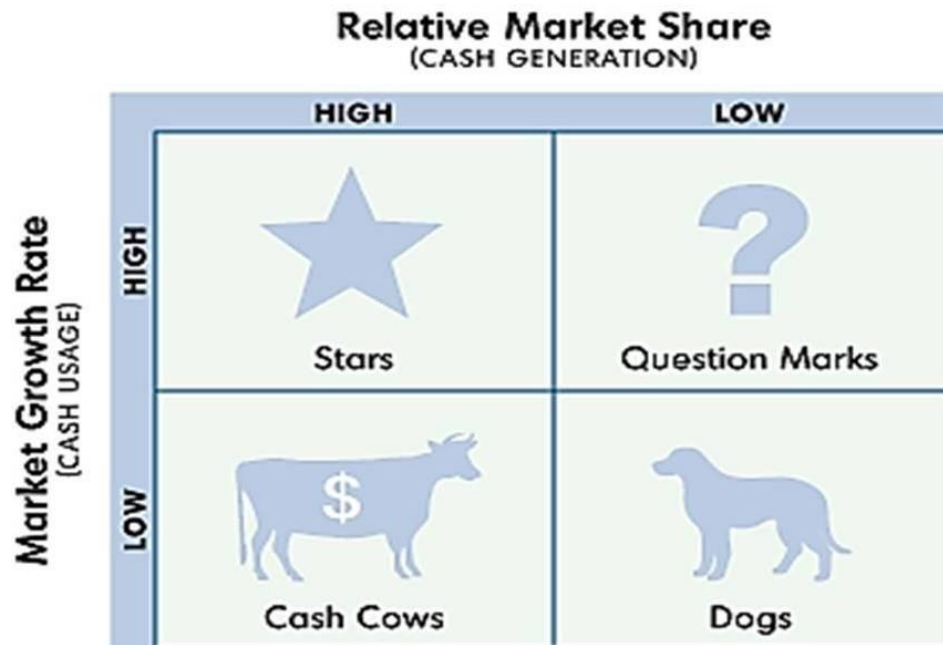
1. **Favorable Economic Condition:** The market situation is your ally; use it to prepare for potential “bad times”.
2. **Good image in market:** If Spellbound Leo Burnett is showing their best performance, they get good images in the market.
3. **Good and initiative employees:** They have some employees who are more good and initiative.
4. **New related business:** Spellbound Leo Burnett is event and advertising agency, somehow Spellbound Leo Burnett got the new idea for new business, and they will add the business in this.
5. **Support from the local authorities:** If you have the opportunity to cooperate with local governments or local respected NGO’s, it is great! Use this chance to work on the image of both, the event and your company.

- 6. Little Competition:** If you operate in a niche market, you have the chance to strengthen your position and prepare for the times when your competitors become strong.

6.2.4 Threats

- 1. Strong Competition:** This is not a reason to give up organizing events in a given industry, but it can be a significant factor affecting the achievement of your goal.
- 2. New companies are engage in this business:** Now-a-days new companies are added in this sector and competitor will increase day by day.
- 3. Government:** Government is passing the new rules for public. Some rules are seriously threats for event team.
- 4. Inflation:** Inflation is the problem for all sectors, if inflation rate will increase, spellbound are facing some problem.
- 5. Poor infrastructure:** Choosing the place of the event, which is still “under construction”, but for the time of the event is to be ready, may expose you to Murphy’s merciless law.
- 6. Unavailability of raw materials:** In event arranging, many raw materials are not available in market then searching another option.
- 7. Bad Weather:** This is a particularly serious threat when organizing an outdoor event.

6.3 Growth-share matrix



Stars: Stars are high-growth, high-share businesses or products. They often need heavy investments to finance their rapid growth. Stars can in the end move toward becoming money dairy animals on the off chance that they continue their prosperity until the point when a period when the market development rate decreases. Organizations are advised to invest in stars.

Spellbound Leo Burnett has event management that is placed on the stars product. Because spellbound event team are the top in Bangladesh and also their high performance in the market.

Cash Cows: Cash cows are low-growth, high-share businesses or products. These established and successful Strategic Business Units need less investment to hold their market share produce a lot of the cash that the company uses to pay its bills and support other Strategic Business Units that need investment.

Spellbound Leo Burnett Digital marketing sector are placed on the cash cows. In the Spellbound Leo Burnett, Digital marketing is performance online promotion for clients.

Question Marks: Question marks are low-share business units in high-growth markets. They require a lot of cash to hold their share, let alone increase it. Management needs to contemplate which question marks it should endeavor to incorporate with stars and which ought to be eliminated. Organizations are encouraged to put resources into question marks if the item has the potential for development, or to move on the off chance that it doesn't.

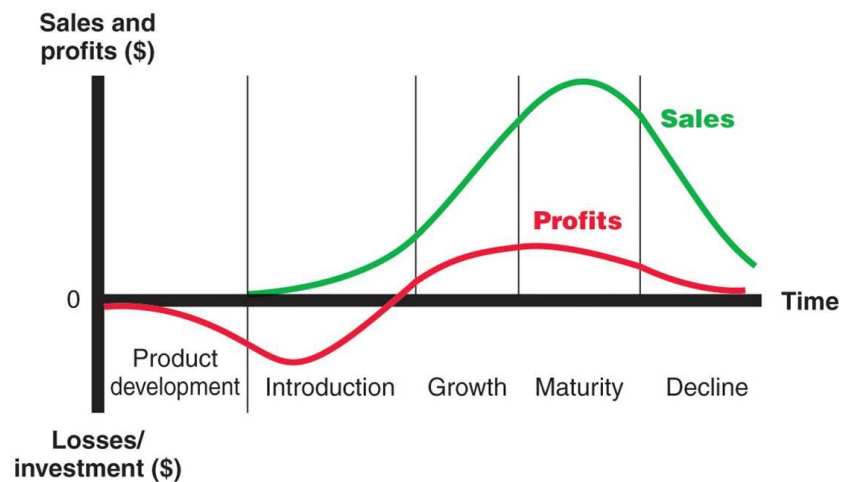
Spellbound Leo Burnett Brand sector are placed on the question marks. Brand is promoting the other companies name. Actually Brand team are performance or focusing on clients promoting.

Dogs: Dogs are low-growth, low-share businesses and products. They may produce enough cash to keep up themselves however don't guarantee to be large sources of cash.

Spellbound Leo Burnett are Public relation sector are placed on the Dogs position. Because of the public relation sector performance are not high in the competitor market.

6.4 Product Life-Cycle Strategies

Product life-cycle (PLC) is the progression of techniques by business the executives as an item experiences its life-cycle. The condition in which an item is sold (advertising, saturation) changes after some time and should be overseen as it travels through its progression of stages.



The course of a product's sales and profits over its lifetime. It involves five distinct stages:

Product development, introduction, growth, maturity, and decline.

1. **Product development** begins when the company finds and develops a new idea. During product development, sales are zero, and the company's investment cost mount.
In 2005-2006, Spellbound Leo Burnett was on the product development stage. Spellbound Leo Burnett was made a strategy for starting their business in this stage.
2. **Introduction** is a period of slow sales growth as the product is introduced in the market. Profits are nonexistent in this stage because of the heavy expenses of product introduction. When Spellbound Leo Burnett starts the first work, they were on this stage.
When Spellbound Leo Burnett started their organization, since 2007, they were on introduction stage. In 2007, Spellbound Leo Burnett launched their organization in event management market.
3. **Growth** is a period of rapid market acceptance and increasing profits.
In 2015-2016, Spellbound Leo Burnett was on the growth stage. They were quickly compete their competitor and struggled or survived in this market to reach the growth stage.
4. **Maturity** is a period of slowdown in sales growth because the product has achieved acceptance by most potential buyers. Profits level off or decline because of increased marketing outlays to defend the product against competition.
Now, Spellbound Leo Burnett is reaching maturity stage. They are performing the best event and branding. Clients are satisfied of spellbound services.
5. **Decline** is the period of when sales fall off and profits drop. Spellbound Leo Burnett will be declined after 40-50 years.

Chapter – 7

Findings, Recommendation and Conclusion

7.1 Findings

- The conduct of workers of Spellbound Leo Burnett offers certainty to the client. I have discovered that most respondents feel that they feel secure by speaking with the spellbound Leo Burnett.
- I found that they are a coordinated effort of a gathering of youthful business people attempting to convey the best yield for the business at the most reduced focused cost.
- It has been a tough undertaking to keep up the quality however, they have figured out how to do it each time they took a task.
- Spellbound Leo Burnett gives benefits through its differentiated segments of Marketing Communication, Digital Services, and Events & Activation.
- From the employees reaction I understand that a portion of the employees imagine that time need to be expanded for some specific work.
- They have a positive development rate in net benefit for the 10th year.
- Their association with the client is high and client feedback about spellbound is highly satisfied for their co-operative working activity.
- They have gained the reputation of being on the list of top 10 advertising agencies of Bangladesh & have earned clients'trust through dedicated & proficient teamwork.
- I found that Spellbound Leo Burnett team is like to teamwork and working share to each other.
- I found that Spellbound Leo Burnett are record their transaction, voucher, challan, quotation by Halkatha apps.
- Spellbound Leo Burnett team are helpful to each other.
- I analyze that spellbound are provide the best service for their clients without any hesitation.
- Spellbound Leo Burnet has a title “Young but experienced”

7.2 Recommendation

In my intern period I got chance to work in the Event team and Branding sector. I have seen there is lots of work pressure for preparing event and promote the brand. There most importance thing was for me this department is more confidential. So, there do not have much work for me as intern. So in this case I have to collect my required information by asking to clients and employees of Spellbound Leo Burnett of event management, branding, and I also did some task what gave my supervisor to me.

After complete my internship, there will some recommendation from me. Spellbound Leo Burnett website formation must be redeveloped. There website has some problem that are clients don't contact or show their product correctly. They needs to hire more experienced person for control the factual situation and manage clients using their experienced skill. Spellbound Leo Burnett should be improved digital marketing. Recently all activities are converting to online, so their digital marketing sector will be improved immediately. Spellbound Leo Burnett needs to part time worker for event and brand team. When event are arrange the setup, than lack of workers for helping hand on event. They improve the HR and accounts activity. HR activity will be improved, their benefited to hire experienced employees. Accounts activity will be improved, they are managed their transaction and profits easily. Copywriter and creative should be mutual work and build up team working ability. Spellbound Leo Burnett should be improved IT sector for controlling the all-online sector, like as digital marketing, Spellbound Leo Burnett website.

7.3 Conclusion

From the working experience, I understand that “Spellbound Leo Burnett” is without a doubt an efficient organization. They are building up their organizations effectively, because they do not trade off about quality, commitment, and discipline. It has turned out to be likewise conceivable by intensity of the perpetual work and dependable duty of the talented representatives of the organization. Therefore, it must be recognized that “Spellbound Leo Burnett” is notable and entrenched organization in advertising sector in Bangladesh.

After my investigation I can state that, their services are acceptable to clients yet they require even more ceaselessly support to address the difficulties of growing new services to coordinate the explicit necessities of clients. Getting me involved in such a company is now a matter of satisfaction to me because I have had a substantial experience of marketing activities. I found that practical experience is much wide than experiencing the books. It additionally told me, in compatibility with what, an organization designs their advertising system and how would they execute them. I have additionally experienced corporate way of life where I needed to experience a solid strategy, which has positively affected my present life. Accordingly, I can state that from this time term of this entry-level position, I have learnt numerous things, which are extremely fundamental for my career and education.

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