



Daffodil International University
INTERNSHIP REPORT ON

“An Analysis of Marketing Activities of ZANALA Bangladesh Ltd.”

Submitted To:

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Batch 39th

Major in Marketing

Program BBA

Daffodil International University

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Internship Report on

“An Analysis of Marketing Activities of

ZANALA Bangladesh Ltd.”



ZANALA Bangladesh

Letter of Transmittal

Date:

Mohammad Shibli Shahriar

Associate Professor and Head

Department of Innovation & Entrepreneurship

Faculty of Business and Entrepreneurship

Daffodil International University

Subject: Submission of internship report on An Analysis of Marketing Activities of ZANALA Bangladesh.

Dear Sir,

I am here by submitting my internship report. This report is the fulfillment of all the requirements of BBA program. My pleasure is to completing my internship report under your supervision.

My working area is very interesting and beneficiary for my upcoming career. I am working in ZANALA Bangladesh, which is an advertising agency and definitely related to my academic knowledge. ZANALA Bangladesh gives me the practical knowledge about marketing in many sectors. I believe without practical knowledge it was impossible for me to write-up the report.

I am giving my best efforts to make this report successful. Now, please read the report and judge me isn't I successful or not. I will always ready to provide you any further information that you may require.

Yours faithfully,

.....

Israt Jahan Ananna

ID: 143-11-4187

Program: BBA (Major in Marketing)

Department of Business Administration

Daffodil International University

Letter of Approval

This is to certify that, Israt Jahan Ananna, ID No. 143-11-4187, Program BBA, Batch 39, Major in Marketing is a regular student of Department of Business Administration, Faculty of Business and Economics, Daffodil International University. She is successfully completed her internship program at ZANALA Bangladesh. She has completed this work under my supervision and prepared this report according to my guidance and direction. Her assigned internship topic was “An Analysis of Marketing Activities of ZANALA Bangladesh”. She presented her report on fulfilling all the requirements of BBA program.

I wish her happiness in every success of life.

.....

Mohammad Shibli Shahriar

Associate Professor and Head

Department of Innovation & Entrepreneurship

Faculty of Business and Entrepreneurship

Daffodil International University

Acknowledgement

I would like gratitude to my almighty Allah who gives me the strength to complete the report. I feel honor and lucky to submit this report under my respected honorable supervisor Mohammad Shibli Shahriar, Associate Professor and Head, Department of Entrepreneurship, Faculty of Business and Economics, Daffodil International University. I have to give thanks to my supervisor sir for his unconditional support, guidance, patient and encouragement for making this. It looks not easy but for me it's easy for his cordial cooperation. I would like to also thank the marketing manager of ZANALA Bangladesh Mr. Kauser Mahmud. He is very helpful during my internship period. He helps me a lot to carry out my final result during internship to give me many information, guideline, pros and cons etc. My all the colleagues, senior, junior every person is helped me to know organization behavior and its services.

Executive Summary

This report has been prepared on the basis of three months internship period in ZANALA Bangladesh Ltd. ZANALA Bangladesh established in 2001. It was the 17th years of journey in the field of advertising agency. This internship report is based on my real life work experience which I have practically learned the agency work by ZANALA Bangladesh.

ZANALA have branding & re-branding, promotion, digital, activation & audio visual services. Here I learn the target market, marketing strategy of the agencies, strength and weakness etc. There are lots of career buildup opportunities I have found in this three months journey. The objective of the study is to – explain the marketing mix in advertising agencies of Bangladesh.

In this report my purpose is to find out the objectives of these sectors, SWOT analysis, discuss 4p and many more marketing terms.

Internship is the obligatory part for the students of Bachelor of Business Administration. And this internship is valuable for the students because it gives us the opportunity to real life learning.

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Chapter One: Introduction

Introduction

The internship report is the absolute combination of both theoretical and practical experience which I was experienced at my three months working period. The title of the report is- **“An Analysis of Marketing Activities of ZANALA Bangladesh Ltd.”** This is the complete true experience from the expectations and findings from the clients. The advertising agency of Bangladesh is not new. It is running the fast growing industry day by day. For many years, organizations have to exposure or disclose their products. To disclose the product organizations main need is, a competitive and creative agency where they can trust, share product information and believe they can reach their target audience by the activities. Competing with the public industry private industries are more competitive day by day. The advertising industries are very challenging and competitive throughout the world. Companies believe that they are the game changers of a product or service.

This report consists of six chapters. These chapters consist of various aspects of ZANALA Bangladesh Ltd. This report is focuses on all the learning and experiences which I have gather at my internship.

Origin of the Report

To understand a practical situation theoretical knowledge is not enough we have to go outside learn and gather experience. The BBA internship program is an effort to a real life experience and this is the platform where we apply the classroom learning's on job life. During my internship I learn how agencies are work. There nature of competition, strategies, client servicing, how a creative made etc. My working area is business development intern my supervisor Mr. Kauser Mahmud helped me a lot to prepare my report properly. He follows up and gives advices to me regarding job and the report. I tried my level best to make this report fruitful. By this report I provide the understanding and nature of the competition on the advertising agency and analyze them in their marketing strategy.

Objective of the Report

There are two types of objective:

1. General Objective
2. Specific Objective

General Objective: General objective is to identify marketing activities of ZANALA Bangladesh Ltd.”

Specific Objective: Specific objective is –

- To identify the marketing mix of ZANALA Bangladesh Ltd.
- To analyze marketing activities of ZANALA Bangladesh Ltd.
- To find out some problems of this marketing mix and activities.
- And suggest some suggestions to overcome those problems.

Methodology

Types of the Research:

This report is based on qualitative research. And this is the descriptive research report.

Types of Data:

This study is the evaluation of marketing activities. To make this report correct I collect data from primary and secondary data.

Sources of Data

Primary sources:

- Face to face conversation with MD, Business Development Manager.
- Practical work experience in ZANALA Bangladesh Ltd.

Secondary sources:

- Social Network Page
- Website of ZANALA Bangladesh Ltd.
- Magazine & Newspaper

Limitations:

Within this short duration to prepare this report is not easy task. It is known that every report have some limitations. The major limitation of this report is no previous report is made on this topic - “An Analysis of Marketing Activities of ZANALA Bangladesh Ltd.” I faced so many problems because of the time limitation and collecting information about the company. But I tried my level best to make it useful. Some problems and limitations that I have found in preparing this report are following:

- The employees are very helpful and cooperative but they didn't get enough time to discuss with me.
- There are some confidential issues that they are not share with anyone. For that it is difficult to find out the accurate information.
- Maximum cases, up to date the information not published.
- Some employees have lack of sufficient information.
- Though I collect some information about their website but it is not enough on my study.

Chapter Two: An Overview of ZANALA Bangladesh Ltd.

Background of the company

ZANALA Bangladesh Ltd. is a 360 degree integrated market communication company operating for more than 17 years and counting, driven by the strong urge for creating meaningful impact on their clients brand, perception, customer loyalty and overall sales.

They are market communication agency and they provide their assistance in complete strategy planning, design & printing; audio & visual; event management & market activation, also in web & digital media. They address challenging communication problem with our tools, content, planning and fined-tuning execution. ZANALA Bangladesh always intends to break the conventional practice of communication. They don't call themselves different, they claim it. Because they don't believe in shortcuts, emphasize on the absolute execution, maintain professionalism by exercising proper corporate culture, equal participation in brainstorming and operation.

They started their journey 17 years ago, by combining their passion, imagination, intellect and courage to create the ideas which speak for the brand identity. Now, they have gathered the experience of working with over 200 clients in 20 different industries. And their constant efforts ensure clients to flourish and influence results.

Corporate Profile

Name of the Company: ZANALA Bangladesh Ltd.

Year of Establishment: 2001

Status of the Company: Private Limited Company

Corporate Slogan: We Build Strong Brands

Number of Employees: 40

Corporate Office: 4th floor, BDBL Bhaban, Karwan Bazar, Dhaka.

E-mail: info@zanala.com

Website: www.zanala.com

Services of ZANALA Bangladesh Ltd.

ZANALA is one of the most experienced advertising agencies in Bangladesh. They have provided many services in advertising and branding field. And their current services are:

- Branding & Re-Branding
- Promotion
- Digital
- Activation
- AV

Organizational Structure

Organizational structure is the foundation of a company. Organizational structure divided in task allocation, coordination and supervision. Organization needs a flexible, innovative and efficient people to achieve the sustainable competitive advantage. Nowadays agencies are increased. Agency work is not easy because it fully depend on creativity so how much you can keep your employees creative it will be beneficial for the organization. An organization must be defined in many ways by its organizational objective. The motto or tagline of ZANALA Bangladesh is “We Build Strong Brands” and this will show that we are aware of your brand and we are very much capable to build your brand. ZANALA Bangladesh is divided in four departments:

- Client Service
- Business Development
- Creative
- Audio Visual

Mission Statement

ZANALA Bangladesh Ltd's mission is made by its leaders by their desires and intent for the organization. Mission statement defines organizations continuous, ongoing purpose and focus. Mission statement is a short statement. It builds on organizations purpose and identifying the goal of its operation. Mission statement helps ZANALA's client to give proper direction and clear purpose. Their concern is to provide best experience to their clients.

Vision Statement

Vision statement is the foundation of strategic planning. The purpose of the vision is to focus on company's core competence. It is the declaration of company's objectives.

Chapter Three

Marketing activities is not just only sale of a product but also, it is maintaining customer's relations and collecting feedback.

ZANALA Bangladesh operates two types of marketing. Those are following:

- Offline Marketing &
- Online Marketing

Offline marketing:

ZANALA Bangladesh mainly focuses on offline marketing. When the marketing activities is performed beyond the internet that's call offline marketing. In ZANALA they did their offline marketing is many ways. Like-

- They attend many pre-bid meeting. On those pre-bid meeting they share their experience, strength among clients.
- They approach different organization's to tie with them. Experience their strength.
- ZANALA Bangladesh is dominion almost 17 years of advertising industry. They have a positive word of mouth through their clients on the market. This positive word of mouth enriched them.
- Although they have give presentation on their company profile. Share their current and past works and how those works can help to the company's brand image, financial condition etc.
- They also tie-up with different universities; did career boot camp.
- And their most important offline marketing is organizing events. Like- Dhaka Challenge, Longest Walk, Goal-E fest.

Online marketing:

Online marketing is internet marketing. These marketing activity uses via web or email marketing. ZANALA Bangladesh also did online marketing activities. Those activities are following:

- They have Facebook, Messenger, LinkedIn account. They boost their works via Facebook, Instagram to connect people.
- In their website they put company information, works, clients, career etc.

Chapter Four

Competitive Analysis

SWOT Analysis of ZANALA Bangladesh Ltd.

The strength and weakness is the reflection of company's health and vulnerability. The strength, weakness, threats and opportunities of ZANALA Bangladesh are below:

Strength:

- Equitable price of every service.
- One of the experienced advertising agency of Bangladesh.
- Positive word of mouth.
- In-house equipment.
- Submit work time to time.

Weakness:

- Lack of efficient people.
- Less understanding of client's feedback.
- Experienced but still far behind.
- Late uses of new approaches.
- Lack of promotion.

Opportunity:

- Have capability of in-house production.
- Positive word of mouth can increase sales.
- Develop client servicing.
- Capability to expand services.

Threats:

- Loose the market share.
- Risk of drop out from communication industry.
- Competitors have efficient employees.
- Competitor could promote more.

Competitor Analysis

Identifying your competitors and evaluate their strategies is important to an organization. By knowing competitors plan you can establish your marketing plan in different and unique way. Advertising industry is increasing nowadays. ZANALA Bangladesh haslots of competitors. And the competitors are following:

Asiatic Digital:

Asiatic digital is the number one advertising agency in Bangladesh. They are similar to ZANALA. But they are number one because of their creative thought, competitive workforce and following the trend.

Adcomm Limited:

Adcomm Limited is another competitive agency for ZANALA. They are older advertising agency than ZANALA. They are doing very well. They are using unique strategies of their services. Adcomm handles a wide variety of products ranging from consumer goods like soap, toothpaste, soft drinks and many more.

Pink Creative Limited:

Pink creative is the junior advertising agency. But they are doing a great job on their field. By seeing their marketing terms, strategies and approaches it could me one of the tuff competitor for ZANALA Bangladesh.

Chapter Five Marketing Mix

Marketing Mix of ZANALA Bangladesh Limited

Marketing mix is a blend of components that can be controlled by an organization to impact shoppers to buy its items. The marketing mix alludes to the arrangement of activities, or strategies, that an organization uses to advance its image or brand in the market. Marketing mix is very simple it is all about to put down the right decision in a right place, in a right time and in a right price. But the difficult part is do all this work well. If you know the terms properly, know the strategy then definitely you will be succeeded. Marketing is just not about 4P's it also have 3 more P's that means the marketing mix is develop in 7P's. In the following I briefly discuss about 7P's of marketing mix.



Product:

Product is the core thing of an organization. The advertising agencies main product is their services. ZANALA Bangladesh gives services to their clients at a reasonable price in a high quality service. ZANALA provide unique service strategies to meet clients need.

Price:

Price is another key important P of marketing mix. Clients are very conscious about price related issues. They know every expenditure details about their promotion, branding or other services cost. So determining right price in a right work is very important issue in agency.

Place:

Choosing place for your office is very important. It helps clients to easily reach. The agency is situated mainly in commercial areas. It will easy to run the business and get all the facilities.

Promotion:

In advertising agency PR, Sales Promotion, Personal Selling, Event & Activation, Social Media Advertising all are related. Organizations depend on agencies because of their promotional strategies of your product or service. The promotional activities bear an organizations message, this message should reach the correct audience it could be rational or emotional.

People:

People are the main driving force of an organization. Clients first know the employees after that they have a positive or negative thoughts about the organization. Sometimes it's called face value. In agency life it is very important to build a strong relationship with clients. Without building a good relationship it will be harder for an organization to earn profit.

Process:

Process is the way to delivery of your product or service. Process is the operational flow of an organization. By which medium you provide the service to the customers.

Physical Evidence:

Almost all services are including physical evidence. Physical evidence like- brochure, letterhead, business cards, reports, signage etc. Physical evidence means tangibility. Interaction with clients, follow up, meeting all this are physical evidence.

Chapter- Six

Findings, Recommendation, Conclusion, Appendix, References

Findings:

Lack of trust:

There is a trust issue between ZANALA's clients. Sometimes clients are not feel reliable to work with ZANALA because of their irresponsible behavior.

Misuse the power:

Abuse of power is another problem of ZANALA. They are always tried to push down to their stuff which is very sad. They create pressure and forces to juniors. And it hampers productivity.

Lack of management:

There are many lacking of management system and this is the threat for the organization growth. The organization system is not followed by the other reputed agencies. That's why there are lots of miscommunication create.

Internal conflict:

Conflict is everywhere. But in ZANALA there is huge internal political issue which is undesirable. Those conflicts are hampering internal relationship.

Lack of sponsorship:

Lack of sponsorship is very high because they are not fully trust to the organization. They need to working on the approaching way for sponsorship.

Lack of popularity:

In advertising agency field ZANALA is in threat. They have some bad rumors and they are not working o solve this issue. Still many people don't know who are the ZANALA, what they are doing. They are not successful to create their brand image.

Recommendations:

- On this time they have to give more concern about their employees. Think about employee benefit and opportunities. Should avoid internal conflict and build a strong relationship with each other.
- Working on trust issue is with client is very important. Communicate properly with them, submit projects on time, and maintain a good relationship. Should be more productive and creative in the work.
- Should have to avoid misuse of power in the workplace. It will hamper workplace environment. ZANALA have to remove this type of issues.
- Uses new marketing tools, approaches, strategies to find potential clients. By this they will be on trend not be outdated.
- The website must be more informative and creative. Be more communicable in online. Explore your current work; show your strength through website. By this company will know more about you.

Conclusion:

ZANALA Bangladesh still is a growing advertising agency in Bangladesh. They are giving services from 17 years. They are doing great job on their capacity. ZANALA Bangladesh is the gold winner of commward 2018 in the category of Market Activation Campaign on Burger King Bangladesh. They organize many top ranking NGO's events like World Food Program, UN Organization, World Bank, BRAC etc. They are the most experienced people they give the best branding strategy to their clients on the bases of market status. They are loyal with their customer. Maintain a high and quality full service to their clients. ZANALA is always ready to meet customers need at any time. ZANALA charges a valid and reasonable price from their clients. The main goal of ZANALA is to build strong brands of their clients which will be the customers top of the mind.

Appendix:

Sir/Madam

Greetings, I am a student of BBA program, major in Marketing from Department of Business Administration of Daffodil International University. I am making a report on “An Analysis of Marketing Activities of ZANALA Bangladesh Ltd.” This study is done by academic purpose. Your information and opinion will be extremely useful for making this report.

Name:

Gender: (a.) Male, (b.) Female

Age: (a.) 20-25, (b.) 26-30, (c.) 31-35, (d.) 36-40, (e.) 40 and above

Rating scale:

A	b	c	d	E
Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree

Internship is the obligatory part for the students of Bachelor of Business Administration. And this internship is valuable for the students because it gives us the opportunity to real life learning.

1. ZANALA Bangladesh is the fast growing advertising agency in Bangladesh?
 - a. Strongly Agree, b. Agree, c. Neutral, d. Disagree, e. Strongly Disagree
2. ZANALA Bangladesh have in-house production unit.
 - a. Strongly Agree, b. Agree, c. Neutral, d. Disagree, e. Strongly Disagree
3. ZANALA Bangladesh is one of the top creative advertising agencies in Dhaka.
 - a. Strongly Agree, b. Agree, c. Neutral, d. Disagree, e. Strongly Disagree
4. ZANALA’s goal is to increase sales.
 - a. Strongly Agree, b. Agree, c. Neutral, d. Disagree, e. Strongly Disagree
5. ZANALA Bangladesh is expert in Audio Visual.
 - a. Strongly Agree, b. Agree, c. Neutral, d. Disagree, e. Strongly Disagree
6. ZANALA Bangladesh helps clients to reach their target demographic.
 - a. Strongly Agree, b. Agree, c. Neutral, d. Disagree, e. Strongly Disagree

7. ZANALA maintains a strong relationship with their clients.
 - a. Strongly Agree, b. Agree, c. Neutral, d. Disagree, e. Strongly Disagree
8. ZANALA Bangladesh has strong business development team.
 - a. Strongly Agree, b. Agree, c. Neutral, d. Disagree, e. Strongly Disagree
9. ZANALA did different campaign to change the society.
 - a. Strongly Agree, b. Agree, c. Neutral, d. Disagree e. Strongly Disagree
10. ZANALA's digital marketing way helps to increase clients.
 - a. Strongly Agree, b. Agree, c. Neutral, d. Disagree, e. Strongly Disagree

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Website & URL:

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