



## **An Analysis of Marketing Activities of STUDIO IMAGINE**

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# LETTER OF TRANSMITTAL

17 October, 2019


Mr. Mohammad Shibli Shahriar  
Head  
Dept. of Innovation & Entrepreneurship  
Daffodil International University

Sub: Letter of Transmittal.

Sir,

With best respect and honor, I would like to inform you that I have completed my internship report on “Marketing Activities of Studio Imagine”, I have tried my best to focus on how Studio Imagine manage marketing activities by complying with the tools of effectivity and efficiency. I have also tried to prepare this internship report in consistence with the optimal standard under your valuable direction.

I express my gratitude to you for your kind supervision and I hope that you will consider all my mistakes generously.



.....  
Ragib Ashsan Shamrat  
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## **CERTIFICATE OF APPROVAL**

This is to certify that the internship Report on “Marketing Activities of Studio Imagine” has been prepared by Ragib Ashsan Shamrat, (ID: 181-14-2697) under my supervision for the purpose of completion of MBA Program.

This report or the information will not be used for any other purpose.

Signature of the supervisor



.....

Supervisor

Mr. Mohammad Shibli Shahriar

Head

Dept. of Innovation & Entrepreneurship

Daffodil International University

## STUDENT'S DECLARATION

I do hereby truly state that the work presented in this internship report has been carried out by me and has not been previously submitted to any other university for an academic certificate degree.

The work I have Presented does not break any existing copyright and no portions of this report copied from any work done earlier.



.....  
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## **ACKNOWLEDGEMENT**

In preparation of this Report, I acknowledge assistance given by a number of employees from Studio Imagine. I am grateful to Mr. Rifat Tareq (Creative Director) and other employees of Studio Imagine for their cooperation and valuable suggestions.

I would like to express my gratitude to my supervisor Mr. Mohammad Shibli Shahriar for sharing his ideas and interests about my study. His contribution helped me to finish my study on time.

## **EXECUTIVE SUMMARY**

This Internship Report is on the basis of three months long internships program which I have successfully completed in Studio Imagine as a required of my MBA program on department of Business Administration, Daffodil International University. As being completely new to practical, corporate world setting, every hour spent in the office gave me some amount of experiences all the time. This report includes many information such as, about Studio Imagine, activities, Products and Services, marketing activities and promotional tools for their customers.

I have completed 6 chapters.

First chapter is the introduction part which includes introduction, origin, objectives, scopes, methodology, and limitations.

Second chapter is the history of the Studio Imagine such as mission, vision, values and etc.

Third chapter consist marketing management process of Studio Imagine.

Fourth chapter is about marketing mix and SWOT analysis.

The fifth chapter contains major findings and recommendations.

And the six chapter is for the conclusion.

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# **CHAPTER ONE: INTRODUCTION**



## **1.1 Introduction**

Present world is changing rapidly to face the challenge of competitive free market economy. To keep pace with the trend every organization need executive with modern knowledge. To provide fresh graduate with modern theoretical and professional knowledge in agency and all other different institution management, Daffodil International University of Bangladesh has assigned the Internship Program for the students to help them out to have a practical knowledge to work in a real official environment. Under this course the students are sent to gather practical knowledge about working environment and activities. As a prerequisite for the Bachelor of Business Administration Degree I was required to complete this internship program. I had been selected as an employee in Studio Imagine. After discussion and getting consent, I started to work on the "**Marketing Activities of Studio Imagine**".

## **1.2 Origin of the Study**

As a part of the Bachelor of Business Administration (BBA) course requirement, it is a **12** weeks long internship program to introduce the students with the real life business administration. I took the employment with Studio Imagine which stands renowned B2B 360° communication Service Provider Company. I am proud to work as an employee with Studio Imagine and this experience will surely help me in my future career. This advance working report has been prepared as a part of the Internship Program. The internship program and the study have following purposes: To get and organize detail knowledge on the job responsibility.

## **1.3 Scopes**

This report has been prepared through discussion with the Officials and with the clients. Annual report provided the agency mainly helps to prepare the report. At the time of preparing the report, I had a great opportunity to have an in depth knowledge of all the marketing activities theoretically by the Studio Imagine.

## **1.4 Objectives of the Study**

The main objective of the study is to analyze the marketing activities of Studio Imagine.

The specific objectives of the study are as follows:

1. To identify the marketing mix of Studio Imagine.
2. To analyze the marketing activities of Studio Imagine.
3. To identify the problems of those activities.
4. To suggest some recommendations based on the findings.

## **1.5 Methodology**

> The methodology indicates the selection of sample, sources of data and the method of data analysis followed by indicating the limitation of the study. Data has been collected from both primary and secondary sources. Informal meeting with the senior officer was also helpful. In order to make the report more meaningful and presentable, two sources of data and information have been used: primary data and secondary data.

## **Primary sources:**

- Consultation with the officials
- Observing the activities of different departments
- Discussion with the supervisor
- Face to face conversation with the clients

## **Secondary sources:**

- Annual reports and documents of Studio Imagine
- Web site of Studio Imagine

## **1.6 Selection of the topic**

- The topic selected for the study was assigned by my supervisor Mohammad Shibli Shahriar Sir. After having selected my topic, I discussed with Studio Imagine Officials on various aspects of marketing activities to prepare a well-organized Internship Report.

## **1.7 Limitation of the Study**

- I have tried my best to provide with all necessary information. But there is some limitation for preparing this report. These barriers, which hinder my work, are as follows:
  - **Secrecy:** Every organization has its own secrecy that is not revealed to others. While collecting data the firm did not disclose much information for the sake of confidentiality.
  - **Personal Knowledge:** Since knowledge have no bound, so this report is incapable to fill the knowledge that was required to learn all activities well.

# **CHAPTER TWO: OVERVIEW OF Studio Imagine**

## **2.1 Introduction & History**

Studio Imagine offers B2B 360° communication support that range from collecting simple case stories to producing hi-end audio visual documentaries. It provides organizations with strategic consultancy regarding communication campaign design, impact measurement and documentation for regulatory & promotional purposes. This company was founded in 2012.

Besides the core service of audio visual, as a one stop solution provider, Imagine also offers a wide array of inter-connected supporting services. Service list includes creative design consultancy, social media promotion, educational and training module design.

## **2.3 Mission of Studio Imagine**

Mission of this company is to build a beautiful tomorrow, keeping in mind the frequent changes in taste and needs of a modern lifestyle. Combining practicality with aesthetic qualities, we will constantly endeavor to maintain our clients' valued confidence. Studio Imagine has become a trusted name in the B2B 360° communication support. From beginning, the company has earned the confidence and goodwill of its clients, within a short span of time, Studio Imagine has grown into a renowned and dependable organization.

## **2.4 Vision of Studio Imagine**

Studio Imagine sets its vision to give the best and prominent services to its clients and to go to the highest level in the communication support services in the record of Bangladesh and also take the company to every next generation level of communication.

## **2.5 Strategies & Core Strengths**

- › Capable to fulfill any requirement to providing hi-end audio visual documentaries.
- › Capable to deliver the services within a very short span of time.
- › Capable to give best creative design consultancy and media promotion.
- › Ability to maintain corporate relationship.
- › Capable to give best educational and training module design, application design for smartphones and VR.

## **2.6 values**

- Honesty
- Efficiency
- Accountability
- Transparency
- Reliability
- Security
- Effectiveness

## **2.8 Company Profile**

Studio Imagine has created an era of communication by giving the best and not beaten services. Although it happens for the employees but the firm structure was as helpful for this success behind to build this trust of clients.

The firm currently has 10 employees working; most of them are highly qualified and experienced in their respective fields.

Employees are trying to maximize long-term return through performance, innovation, and leadership. They are trying to build long-term customer relationships and loyalty through responsiveness, innovation, flexibility, and value-added superior performance.

Studio Imagine is trying to keep their commitment in our people by recognizing performance, creativity and innovation, and by providing communication support that range from collecting simple case stories to producing hi-end audio visual documentaries.

## **2.9 Company Structure**

- ▶ Creative Director – 1
- ▶ Assistant Creative Director – 2
- ▶ Script Writer – 1
- ▶ Director of Photography – 2
- ▶ Assistant Director of Photography – 2
- ▶ Executive, Communications – 2

## 2.10 Prominent Services:

Studio Imagine produced similar set of success stories for both NGO (Traidcraft) and corporate client (IPDC Finance). Descriptions and links of some similar projects are given below:

### **Indomitable Ronjina (TX)**

This is the story of an indomitable spirit. She went on from having nothing to employing many local women & became a role model in the community.

This video is structurally very similar to the documentaries proposed here. It includes the testimonies of the surrounding people along with the protagonist's own words.



<https://studioimagine.page.link/kajoli>

This was produced for a particular event where Ronjina and all her fellow tea growers were present. Her face is revealed at the very end of the video and right after that she was called on stage to speak.

### **Winning Julekha (TX)**

Julekha Begum's struggle began after her husband was killed by robbers. This is the story of her winning back in the game of life.



<https://studioimagine.page.link/julekha>

### **Life of a Territory Manager - Farhana's Day (GP)**

Her day starts at 6 AM and often ends after 11 PM. She roams around the busy streets of Dhaka on a motorbike. She is doing the so called 'man's job' day in day out. She is Farhana Akter, the first female territory officer in Grameenphone.



<https://studioimagine.page.link/farhana>



**CHAPTER THREE:  
MARKETINGMANAGEM  
ENT PROCESS OF Studio  
Imagine**

### **3.1 Significance of marketing management of Studio Imagine:**

The marketing management process of this firm is as great as the leading consultancy firms across the world. Studio Imagine are sending their marketing executives as a visitor at every large corporate companies to get the opportunities to provide the services. Since its inception in 2012, Studio Imagine has come a long way and established itself as the go-to choice for audio visuals to the major corporate houses like British American Tobacco, Grameenphone, HSBC, CITI NA, Banglalink. Studio Imagine also regularly works with a number of government divisions and NGOs like ICT Division, Power Division, UNDP, Unicef, Traidcraft, Save the Children, BRAC and Oxfam.

**► Some Basic significance of marketing management that Studio Imagine will get:**

1. The performance of the management will be much better than before.
2. The innovation of the marketing management process will be enhancing and will be ensured at a high level.
3. It will help to build the long term customer relationship with customers.
4. It will help to build trust and loyalty with the clients.
5. It will help to introduce the new creative support and services.
6. It will help to reduce the cost of media production.
7. Development in communication and modes of transportation within and inside the country.
8. Studio Imagine can get Procuring Maximum Results with Minimum Efforts by marketing management process.

# **CHAPTER FOUR: MARKETING MIX AND SWOT ANALYSIS**

## 5.1 Marketing Mix:

The 4Ps were designed at a time where businesses sold services and the role of customer service in helping brand development wasn't so well known. Over time, Booms and Pinter added three extended 'service mix P's': Participants, Physical evidence and Processes, and later Participants was renamed People. Today, it's recommended that the full 7Ps of the marketing mix are considered when reviewing competitive strategies.

The 7Ps helps companies to review and define key issues that affect the marketing of its products and services and is often now referred to as the 7Ps framework for the digital marketing mix.



## **1. Product of Studio Imagine:**

We already discussed all of the products and services of Studio Imagine briefly in chapter Two. So the service of this firm is intangible and also gives various services with their core service. Studio Imagine offers B2B 360° communication support that range from collecting simple case stories to producing hi-end audio visual documentaries. It provides organizations with strategic consultancy regarding communication campaign design, impact measurement and documentation for regulatory & promotional purposes.

Besides the core service of audio visual, as a one stop solution provider, Studio Studio Imagine is one of the few dedicated AV agencies in the country i.e. not only does it provide the concept, planning and scripting, but also the production and post production is done in-house. Since its inception in 2012, it has gained a name for itself as the go-to solution for AVs to the major corporate houses like Grameenphone, HSBC, British American Tobacco etc. Studio Imagine also works with a number of government divisions and NGOs.

A few projects for such NGOs, MNCs and some local companies are given in the link.

[https://www.mediafire.com/folder/nctmejt1acgnm/Imagine\\_Portfolio](https://www.mediafire.com/folder/nctmejt1acgnm/Imagine_Portfolio)

## 2. Places of Studio Imagine

As Studio Imagine is a B2B 360° communication support service giving company it has no place limit or boundaries. We have our Corporate office in Malibag from where we control our operation and manage all the activities that we are needed for. All of the operations goes down there and as we produce Audio Visuals for our corporate clients, for that we always need various video editing panels to edit the audio Visuals. Se we have editing panel in Shaymoli, Mohakhali and Dhanmondi. But we have done various Documentaries across the country as places like Chattagram, Barishal, Chandpur, Sherpur, Sylhet, Bogura, Panchagarh, Dinajpur, Rajshahi, Jamalpur, Gaibandha, Khulna, Jessore and some other districts.

► One of the example is we consider that we have no place boundaries for our business. This is the picture one of our documentaries made in remote char of Bogura. We cannot even explain how remote that place is. People probably can just survive.



### 3. Pricing of Studio Imagine:

As Studio Imagine gives the best service to its prominent clients so that it takes a good amount of price. The documentaries that Studio Imagine make bears a good amount of price.

► **Relevant services carried out in the last three years that best illustrate qualifications are listed below:**

Name of the Assignment	Digital link	Client name	Contract value in Taka
HSBC Water Aid Climate AV	<a href="http://bit.ly/2qNCdKd">http://bit.ly/2qNCdKd</a>	Corporate Sustainability Manager HSBC Bangladesh	290,000
Third Gender	<a href="http://bit.ly/2n1BLnX">http://bit.ly/2n1BLnX</a>	Consultant IFC Bangladesh	330,000
JDP Promotion	<a href="http://bit.ly/2n9nKFq">http://bit.ly/2n9nKFq</a>	Country Director Traidcraft Bangladesh	450,000
CDMP e-Library	<a href="http://bit.ly/2n1XKqG">http://bit.ly/2n1XKqG</a>	Communication Specialist UNDP	425,700
Let's Win - Territory Approach	<a href="http://bit.ly/2wlckzI">http://bit.ly/2wlckzI</a>	Head of Digital Services Grameenphone Ltd.	1,046,500

#### **4. Promotional Activities of Studio Imagine:**

Promotional activities became very competitive because of the extremely competition with all the other competitors. Business competitors are always trying to beat the other one for making the profit and making the relationship with the customers than the other dose before in the same product or service.

##### **▶ Promotional Activities of Corporate sales & marketing:**

Studio Imagine has a vast area of connection in the corporate market. I noticed that the corporate sales of Studio Imagine were massive. For maintaining that they have to carry a large number of promotional activities such as corporate visit, giving a good price in Audio Visuals and give Prominent services etc.

▶ Marketing & Communications team take lead & create the new ideas and concepts that how to implement that promotional activities on market.

▶ Executives decides area of their promotion on the basis of B2B market and also on basis of need.

▶ Executives take appointment and meet their clients all of the large & corporate companies across the country.

▶ Executives locks the deal with the clients and then go for the implementation of the service and support.

#### **5. People**

People are one of the most basic element of Studio Imagine. They represent the company. Studio Imagine hire the most trained and skillful employees from various background and specially focus on the marketing background for the corporate sales and marketing department that I have noticed in this three month of internship.



## **6. Process**

We have already discussed the marketing management and other primitive process that Studio Imagine follow to run their company. It seems that Studio Imagine creates a very good concept of marketing and go through those process and they are quite successful to show their ability in the technology business.

## **7. Physical Evidence**

Although the extended 7ps is for service marketing but Studio Imagine is just for services because it just gives services. For example, Studio Imagine sales Audio Visuals, documentaries. So actually there is no physical evidence except the firm assets.

## ► SWOT Analysis of Studio Imagine:

### ► Strengths:

- **Strong Manpower:**

The firm has strong manpower in its marketing and media production deploying team.

- **Training Facility:**

They have provided training for employ, which is modern, highly soft skill development and have skilled and experienced trainers.

- **Meeting Arrangement:**

They have arranged the service quality meeting project ways. Because every day Media and media communications process and services are rapidly changing so they have to keep up with that and take initiatives for their every new project.

- **Top Management:**

Top management of any organization is very important. The personnel of top management are highly experienced and skilled to take decision.

- **Market Coverage:**

They have covered the top level Media market in Dhaka city. For that Studio Imagine is in first position on their business.

### ► Weakness

- **High Price:**

Due to economic condition and for VAT & TAX imposed by the Government Studio Imagine has to take some product at a high price. And sometimes they don't have any option to minimize the price of the product because of the VAT TAX and also for the economic condition.

## ► Opportunists

- **Good Image in Market:**

The company is one of the oldest company in the media production firm in our country. It always tries to reasonable profit. So of 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.

## ► Threats:

- **New companies are engage in this business:**

Many such companies are interested on such this business. Because digital marketing and media production is growing rapidly day by day. So many of company are interested to invest to this media production firm. So it is the number 1 threat for Studio Imagine.

- **Government:**

Government action is good in 2017 for this business. But the Political environment are extremely harmful for media business. Political situation is not controlled in our country.

- **Inflation:**

Inflation and slow growth of the economy are the main danger for media production business because as we know already the price of media product and service is higher than the other country so if inflation gets higher than it will be a bigger problem for Bangladesh.

# **CHAPTER FIVE: MAJOR FINDINGS & RECOMMENDATIONS**

## 7.1 Major Findings

- ▶ **Product:** The media documentaries that Studio Imagine makes that sometimes are not relatable with the current market documentaries.
- ▶ **Promotion:** Sometimes Studio Imagine lose their clients because of their less amount of marketing activities.
- ▶ **Price:** Although the firm keeps good price for its clients but for the adding of VAT & TAXS the price is always going high.
- ▶ **Physical Equipment:** Studio Imagine continue their corporate activities in poor infrastructure office.
- ▶ **Process:** The management runs the process of product selling and service proving is very well. But sometimes the firm hires some outside documenters to run the project while in rush. But as they don't know the work lineup of Studio Imagine, it becomes not very fascinating to the client.

## **7.2 Recommendations for the Internship Company**

- ▶ Studio Imagine should make their documentaries more relatable to their clients to understand it.
- ▶ Studio Imagine should take more initiatives to deploy more marketing activities so that clients get more attraction.
- ▶ The government has taken a good initiative for the tech and IT business. They deduct the VAT and TAX for this kind of products. So from now firms like this have to give zero VAT and TAX for its services. So they can take a lower price at a good production of documentaries.
- ▶ Poor infrastructure of office is not appreciable by clients. But 1<sup>st</sup> January Studio Imagine will shift them in a luxury apartment. I think it helps to attract the client.
- ▶ For the continuation of best service providing Studio Imagine should hire more professional own employee for the firm. So that they can provide the best service.

# **CHAPTER SIX: CONCLUSION**

## **8.1 Internship Experience Summary & Conclusion:**

The past months of my internship have been very instructive for me. I gained a lot of experience, especially in the marketing field. A lot of the tasks and activities that I have worked on during my internship are familiar with what I'm studying at the moment. This gave me the chance to find out which areas I want work in after my education. The area that I found most interesting is marketing & communication. I learned many things about marketing by using and learning about social media tools. Interning at Studio Imagine was definitely a learning experience. I am grateful and thankful that I got to experience and learn many practical things.

## **8.2 References**

### **Prospectus and Report:**

Studio Imagine portfolio  
Studio Imagine product list book

### **Internet:**

<http://www.Studio Imagine.com.bd/>