

Internship Report On “Techniques of client handling” With Colour spray Ltd.



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**Internship Report
On“Technique of client handling ”With
Colour spray Ltd.**

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LETTER OF TRANSMITTAL

20th august,2019

Syed Mizanur Rahman Raju

Associate professor, FBE

Daffodil International University.

Subject: Submission of the Internship Report.

Sir,

This is my pleasure to present my internship report entitled “Technique of client handling. I have conducted my internship program in colour spray ltd. with your kind supervision. I have tried my level best to collect the information properly and create an internship report. During the time of this time of internship I gather knowledge and experience which will be helpful in my future career.

I will be grateful to you if you accept this report. I will be available for defense on this report at any time in your convenience.

Thank you.

Sincerely

Md. Khalidur Rahman

ID No: 161-11-293

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SUPERVISOR'S DECLARATION

It gives me immense pleasure to certify that the report titled “Technique client handling “With Colour spray Ltd.” has been completed by Md. Khalidur Rahman , ID No:161-11-293 a student of BBA program, Department of Business Administration, Daffodil International University, under my supervision and guidance. This is for the partial fulfilment of four years graduation degree of BBA program Major in marketing of daffodil international University.

Now he is permitted to submit the internship report. I wish him success in his future life.

Syed Mizanur Rahman Raju

Associate professor, FBE

Daffodil International University.

STUDENT'S DECLARATION

I'm Md. Khalidur Rahman, ID:161-11-293 student of BBA program Daffodil International University declaring that the report on **technique of client handling with colour spray ltd.** has been carried out by me and has not been previously submitted to any other University/Organization for an academic qualification.

MD. Khalidur Rahman

ID: 161-11-293

Major in marketing

Batch- 43

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ACKNOWLEDGEMENT

As my academics and internship experience are success. I express my deepest appreciation to all those who provided me the opportunity and guidance. A special thanks to the Syed Mizanur Rahman Raju sir who gave me the Internship report topic according to my practical experience. I want go give thanks Md. Rasedul Islam, managing director of colour spry ltd. who me gave the opportunity to work his company in communication sector.

From colour spry ltd. I could learn about branding, communication, especially how to manage client. I'm very much passionate about branding & communication.

EXECUTIVE SUMMARY:

Colour spray ltd. is an IT & advertisement agency. They provide IT & advertisement services to corporate level. They worked with many renowned company. The growth of the company is great according to the industry.

I got the opportunity to work here as an intern student. My departmental subject & my office responsibility was related & that was communication & manage client. I'm pleasure that I could work with my passionate things. I learnt from my office about organizational behavior, how to handle client, about new strategy of marketing, corporate presentation & many others things.

I think this intern will help me to involve with professional life.

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1.0 INTRODUCTION

1.1 Background of the Report

The company where worked for internship is colour spray ltd. the company provide basically two services IT services & advertising services to corporate level. IT team provide website services & creative team focused on advertisement & branding .I was working in marketing department.my responsibility was manage client & increase the company's brand value. In this report I want to express my practical experience how I handled client. How to communicate with client, how to build positive relationship with client. Company over view,situation of the industry, everything is included in this report. I got all necessary guidelines, cooperation, and advice from them to complete this complicated task. I am very much thankful to colour spray ltd. its management, especially employees for supporting me.

1.2 Purpose of Attachment/Expected Output.

The company provided me the opportunity to gather some work experience relevant to my studies and their professional work field. It helped me to learn discipline and principles of working ethics.

- I can understand client's mind after talking few minutes.
- I gathered knowledge about branding how different company make a brand.
- My presentation skill increased by giving presentation to corporate level.
- Learnt about management.
- Time management.
- I can convince people easily.
- I learnt how to deal with corporate level.
- Get connected, develop professional network.

1.3.0 Profile of the Organization

1.3.1 Background

Colour Spray Ltd. started its journey in 2010 and is located in Uttara, Dhaka, Bangladesh. The **Colour Spray** team may be small in numbers we maintain a distinct passion for great design and small business. We have experience work with international and national clients. Over the 5000 International clients we handle and 30,000+ hour worked done. Our main services are Documentary, Docudrama, Cinematography, TV Commercial, Animation, Motion Graphics, VFX, Design & Branding, Web Design & Development, Software Development, App Development, Photography & Digital Marketing.

Colour Spray Ltd. know as Colour Spray Communication. The other concerns of the group are Colour Spray Institute, Raikhic Printing & Packaging Ltd., and vshopbd.com

Colour Spray Communication is a Graphics Agency represents the strength, innovation and dedication of the people behind it. We are passionate about what we do and put our maximum effort to fulfill our clients' requirements. We are having different backgrounds and ideas everyone's creative around here.

The team Colour Spray is not a simple team of professionals at business disposal but it complements the activities of the marketing and communication. Unity of purpose and a common vision allow the teamwork to achieve settled goals. Here are worked 40 people they are almost expert in different side. We have DTP expertise, Graphic Designer, Web Developer, Motion Graphics expertise, DOP, Director, Copywriter, Video Editor, Photographer, Interior Designer and Software Developer. So we hope you will not disappoint to work with us.

1.3.2 Mission

To provide quality and innovative service & products, maintain stringently ethical standard in business operation also ensuring benefit to the shareholders, stakeholders and the society at large. We work:

- To recognize the customer's right to Quality, Services, Timely Delivery and Cost
- To ensure maximum satisfaction to the clients
- To continue to maintain ethical practices, legal, social, personal conscience framework
- To encourage individual growth to fullest potential
- To maintain high degree of efficiency and attain international standards
- Quality through people and technology

1.3.3 Objectives

- ✓ To be a leader in connectivity
- ✓ Valuing customers and constantly building key relationships.

Colour spray ltd. offer the following services;

- Web design & development.
- Software & App development
- Digital marketing
- Branding
- Print & packaging

The company focuses on advising organizations on how best to use information technology in achieving their business objectives. I got the opportunity to learn about every services. Before communicating with client i have to keep proper knowledge of the services.

2.0 FIELD OF EXPERIENCE

The clients of the company are

Al modina Group

Jams Group

Action Aid

Dream agro ltd.

Bikroy.com

Royal toiletries ltd.

Talukdar Group

& various company.

My responsibility was maintaining relationship, understand the client's requirements & project done by the Creative team & web developer. I learnt how talk with client. I'm very much focus on verbal and nonverbal communication. The most effective thing that I learnt from my working experience is time management. I managed my class & club & office time & responsibility as well. During my working time I observed other department like HR, accounting, Finance how they work actually. My colleagues were so supportive & the working environment was good.

As I mention that colour spray provide web development services to corporate level. When a client say me their requirements I can understand their business policy. & I handled a large number of client & gather the experience.

The things that I applied to manage client.

➤ **Listen first.**

To manage client I listened first what actually want from our company what is his requirement. In every business consumer is first. If company want to run the business successfully they need to listen first what they want actually otherwise company never can sale their product & services. Colour spray ltd. is trying to provide best services to their clients according to the client's requirement.

➤ **Observed client's activities & personality.**

Before talk with client I observed his personality, attitude, dress up & want to capture his mentality because to convince client I have to talk in that way that client feel interested to talk with me. Basically before talk with client I tried to study about the person. I checked his Facebook or LinkedIn profile or I talked with someone who knows him better. If he's religious minded I talked with him about religious matter. If he likes sports I talked about sports. If I can get close with him i asked about his family matter. Sometime some clients were close with me they shared their family matter.

➤ **Find out client's area of interest.**

When I talked with client asked many thing except project. Try to understand his area of interest about his business. If I asked him any topic that he has interest then he feel comfortable to talk with me about this matter & its helps to build better relationship with client.

➤ **I kept proper knowledge what I'm going to talk about.**

Colour spray ltd. provide IT service to corporate level. They are making web site for different company according to their requirement. Before talk with them I kept little knowledge about WordPress, PHP, HTML to say something how actually website IT team are making. Creative team making the video ads for promotion. Before I talked with client about any project I kept proper knowledge about how creative time work.

➤ **I kept my mind always calm.**

Before meet with client kept my mind always calm. If I get excited or nervous I can't talk with properly with client so before meeting with client I kept my mind always calm. & I tried to give proper answer according to their question.

➤ **Sent wishes message on birthday & festival.**

To build better relationship with client. It is necessary to send wishes messages on birthday & any festival. Its feel the client how important he is to you. It's one kind of psychological thing to manage a client. Company has to show that client is valuable to them. This is simple policy to convince client & get more project. Colour spray send birthday cake on company's annual program every year to some listed company.

➤ **I tried to understand the psychology.**

If you can understand the psychology of the client you can manage client easily. This is not easy to understand the psychology. It's all about experience. To see the Facial expression, voice tone & attitude, behavior you have to understand the psychological things.

➤ **Agree on a schedule.**

As I mention that in business world consumer first priority so that for any meeting we have consider our time at client's convenient time. Because big client is much busy to have many work. So project manager have to agree with client's schedule.

➤ **Don't hurry them.**

To get the project I never force them. The meeting date was fixed by client time convenience.

Failure experience.

Sometime i gave presentation to different company to get project but every time I didn't get the project. I didn't get the project for various reason like price, others company convince them to get the project. More experienced company got the project. Company has lost come client because our team could not provide the expected service that's why client moved on to another company. I happened with me that client call me but somehow I could not receive the call & client moved on to another client.

2.1 Duties and schedules

In my university in maximum semester I got 4 days class of a week. 4 for days I work half time & 2 days full time. I finished the project over the phone communication. existing list & or expected new client list stored on data base. Every week in any day I had to visit a new company to know about our services.

A particular time worked for company's promotion to get new client & a particular time manage client. Sometime I researched about my passionate things like marketing, branding, anchoring, documentary & many others thing.

2.2 Contributions of mine to the Organization.

I have some unique quality that is my attractive voice, People love my voice & I can convince people by my strong personality, attitude & my behavior. I gave many presentation to corporate level to increase their client's list & selling the services as well. I have another experience that I gather from my university & that is anchoring. It's helped me to build up my confidence level i could provide best output in corporate level I increased the client list. I sold services to many client & increased the profit growth. I made plan to increase the brand value of the organization & execute the plan to promote the company. I supported my colleague that help me to gather knowledge & contribute to the organization. To create brand image to client's I always maintain regular communication with them. I provided some idea to top level management how to promote the company & how to get new client. I made deferent strategy for different company because every company's policy is different. i researched about the others advertising agency how they work actually.

2.3 Application of Theories to Real Life Situation

Communication is the exchanging of information by speaking, writing or using some other medium. It gives an explanation of the basic process individuals go through in order to gain information and knowledge about other people. The intern had learnt communication skills the intern exceptional interpersonal communication skills that made him understand how to approach, talk and respond to different people of different backgrounds at the work place. The intern found out that being able to apply communication theories to real life scenarios made him a better communicator.

3.0 LESSONS LEARNT

During the internship i learnt the following lessons:

➤ **Developed communication skill**

I think to convince client nonverbal communication is more effective than verbal communication. Gesture, posture, Attitude, voice tone every single tings is important to manage client. I learnt how to talk professionally over the phone. How to approach. How to communicate with company's target client through social media to increase company's brand value & get new project as well.

➤ **Time management.**

Office environment helped to learn about time management. I tried my best to deliver the project timely. If creative or IT team needed more time to complete the project. I managed my university time & office time parallelly.

➤ **Team work.**

I worked with two team, IT team & creative. My responsibility was to understand the client's requirement & project done by the team. It helped me to learn how to work with many people, how to cooperate & how to approach if anything needed to me. My colleagues were so supportive. I could learn many things from my colleagues.

➤ **How to maintain relationship with client.**

My major responsibility was maintain relationship with client. I communicate with client. Sometime i went their office to show that we are always with them. Sometime I provide gift something to client to buildup proper relationship. I maintain relationship with them by deferent way.

➤ **Developed presentation skill.**

To increase the sales of the services company need to new client. To get the new client went to various corporate office & gave presentation to represent the company & services. It helped me to increase my presentation skill. I learnt something about corporate environment.

➤ **Ads & promotional video content.**

I worked with creative time & different company as well. As my departmental subject was marketing so I have interest on branding. I have interest on content writing. Creative did this work. I worked with creative team behind the camera. I worked with editor as my responsibility was full fill the client's requirement. I gave idea to client & creative team as well because I have knowledge about TVC or any ads.

➤ **Learnt the culture of the IT industry.**

As I mention that colour spray ltd. IT base organization. They provide website to corporate level. Before work with this company I research about IT company. I worked with web developer. I noticed that how they work. How they make a website. I have visited another IT company like, jaman IT, Uttara info tech, Creative IT.

➤ **Learnt why client go? how to maintain relationship with them.**

Clients are so judgmental. They want better output. If any client think the I can get better services from others company then he will shift to another company. Sometime price is major reason to shift the company. Sometime client don't think about quality. They think about price. Sometime If he get lowest price then he shift to another company. Every clients are deferent. I manage different client in deferent way. Clients accepted me easily & It's helped me a lot to get the project.

4.0 CHALLENGES

Every company want to get another company's project in B2B business. To get project company had to prove that they are best in the industry. Convince the client was challenges to me. I handled client effectively. There is huge competitor on the market. The major challenge was i faced was a new Lifestyle. Time management was the challenging tings during my working experience. I was always confident that I can get the project because my price of the services & presentation was better than others company.

5.0 CONCLUSION:

The company is growing day by day. In digital world every one bothered about technology. IT sector is growing day by day & the company getting new project from various company. Mid-level organization doesn't have branding department so they dependent with 3rd party organization. Colour spray have to focus more on consumer satisfaction with regards to project based marketing activities. Truly they are very successful in this area. They are the most pioneer in this area.

6.0 RECOMMENDATIONS

In this modern time the market is so much competitive. clolor spray ltd. also have lots of giant competitor in market. In this situation AFBL can focus below things for keep their rank and also in consumer mind:

- Need to developed new service in market.
- Need to increase the promotional activities.
- Increase the brand awareness.
- Decrease the communication gap with client.
- Gives more focused on customers need.
- Try to mutual the external and internal problem.

Competitor in increased day by day So colour spray ltd need to handle this thing very carefully and provides healthy product to consumers for keep their best position in consumers mind.

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