

An Analysis  
On  
Promotional Activities of Concord Entertainment Company Ltd.



## An Analysis on Promotional Activities of Concord Entertainment Company Ltd.

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**Letter of Transmittal:**

December 11, 2019

Mr. Mahbub Parvez,  
Associate professor  
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Subject: Letter of Transmittal

Dear Sir

With due respect I would like to inform you that I have completed my internship report on “An Analysis on Promotional Activities of Concord Entertainment Company Ltd. I have attempted my level best to set up this report an adequate shape and make suitable at instructive to satisfy the targets of the investigation. I have appreciated a great deal of time amid the planning of this report. I additionally attempted to set up this temporary position report for consistency with the ideal standard under your profitable course. I offer my thanks to you for your kind supervision and I trust that you will consider every one of my oversights liberally.

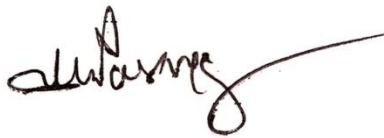
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**Certificate of Approval:**

I am pleased to certify that the internship report titled “An Analysis on the Promotional Activities of Concord Entertainment Company Ltd” prepared by Md. Masud Karim bearing ID: 152-11-4669 of BBA program, Department of Business Administration, Faculty of Business & Entrepreneurship, Daffodil International University has been recommended for submission & presentation.

Md Masud Karim bears a good moral character and a very pleasing personality. It has indeed been a great pleasure working with him. I wish him all success in life.



Mr. Mahbub Parvez

Associate Professor

Department of Business Administration

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### **Acknowledgement:**

Fruitful achievement of this report is the result of the commitment of number of individuals, particularly the individuals who given time to share their insightful direction and proposals for me.

At the simple starting, I might want to offer my most profound thanks to Almighty Allah for giving me this kind and the levelheadedness to finish the temporary job report.

Most importantly, I in fact appreciate to my respectable teacher Mr. MahbubParvez, Associate professor of Daffodil International University.

I might want to thank the expert of "Concord Entertainment Company Ltd" (CEnCL) to give me the esteemed chance to do my entry level position in their lofty association. The experience and information picked up at (CEnCL), helped me massively to address and see every one of the components identified with my report, which I generally would not have seen so well.

To finish my entry level position was in fact an extraordinary pleaser and a remarkable affair for me. It was likewise testing and energizing occasion for me as it gave the opportunity to investigate the private Service industry.

## **Executive Summary:**

**“An Analysis on Promotional Activities of Concord Entertainment Company Ltd”** has been designed to have a practical experience while passing through the theoretical understanding. The report is the result of one month’s internship program in (CEnCL) .This Company provides different services to the customer in different sectors. The objective of this analysis is to identify the promotional strategies of this company based on the promotional mix. This analysis has been done to identify the problems related to the promotional strategies of (CEnCL). The methodology is used to collect data to complete this report from primary and secondary sources.

(CEnCL) provides eight different entertainment services like fantasy kingdom, water kingdom, Heritage Park, extreme racing, foe’s lack amusement park, see world, foe’s lack resort, the resort at Atlantis. Concord has created a new destination in entertainment and hospitality industry in

Bangladesh. Concord has many firsts in this sector the country’s first world class theme park water park theme hotel and full scale luxury resort. They can do it by advertising, sales promotion, publicity and so on.

Concord has faced a lot of problems by doing this promotional activities. They mainly focus on sales promotion which is not enough to sustain in the market. Their advertising and online activities are degenerating day by day. But have a strong recommendation for Concord Company, to sustain in the competitive market it has to improve its advertising activities and they can take sources as facebook, twitter, instagram and so on.

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## **Chapter: 1**

### **Introduction**

## **1.1 Introduction:**

SM Kamaluddin created Concord Group, and it is a Bangladeshi total. The endeavors under this total advancement, land, building and plan, correspondence, entertainment, settlement, and bits of attire.

Harmony set up Fantasy Kingdom in 2002 in Ashulia, Dhaka in a record breaking time of just 10 months. Dream Kingdom is Bangladesh's first world class diversion mecca. Dream Kingdom Complex incorporates four world class parks - Fantasy Kingdom, Water Kingdom, Heritage Park and Extreme Racing (Go kart) and a lodging named Resort Atlantis. Dream Kingdom was assigned a place of excitement by the Government of Bangladesh in 2002. The Foy's Lake Entertainment Complex is set more than 350 regions of spot that is known for stunning lakes and inclinations in the focal point of Chittagong. It includes Foy's Lake Amusement World, Sea World, and Foy's Lake Resort. Congruity parks are visited by more than 2 million visitors reliably. Understanding has made another goal in the Entertainment and Hospitality industry in Bangladesh. Friendliness has different firsts in this part; the nation's first – class diversion mecca, Water Park, go-truck track, point lodging and full scale richness resort.

In 2004, the Government of Bangladesh leased the significant Foy's Lake to Concord Group for quite a while to frame into an inn and stimulation mecca. In 2007, Concord Group started the improvement of Police Plaza. The shopping complex, Police Plaza was worked in relationship with Bangladesh Police Welfare Trust of Bangladesh Police. The Plaza is arranged in Gulshan and was done in 2015.

## **1.2 Background of the Study:**

This Internship Report is begun as fractional satisfaction of the BBA program from Daffodil Worldwide University. I have doled out to Concord Entertainment Company Ltd. Arranged in Gulshan-2 Dhaka, to assemble fractional information. This Internship Report titled "An Analysis of Promotional Activities of Concord Entertainment Company Ltd" Suggested and guided by the respectable educator Professor Mr. MahbubParvez, Associate Professor. I am exceptionally appreciative to my decent educator for his assistance and direction.

### **1.3 Objectives of the Study:**

The study has been carried out with the following objectives:

- To identify the promotional strategies of Concord Entertainment Company Ltd;
- To explain the promotional mix (advertising, direct marketing, sales promotion, public relation) of Concord Entertainment Company Ltd;
- To find out the problems related to the promotional activities of Concord Entertainment Company Ltd;
- To make some recommendations to solve the problems of Concord Entertainment Company Ltd.

### **1.4 Scope of the study:**

It is adequate to get familiar with the section time position program. I need to complete my report. I have completed my report unmistakably. The report covers a great deal of things like philosophies, organizations, activities and philosophy of harmony organization amusement ltd.

### **1.5 Methodology of the study:**

The investigation requires different sorts of data on present approaches, strategies and techniques for showcasing administrations and activity. Both essential and auxiliary information accessible have been utilized in setting up this report.

#### **Primary data resources:**

Down to earth advertising work: accord organization diversion ltd needs to do their showcasing exercises in field. They need to confront their objective client legitimately and take data from them. Individual exchange with the officials and administrators: The Company needs to take data from the worker. Based on this data they can take choice effectively. Individual meeting with the clients: Concord organization stimulation ltd needs to take meet from their client. They can take various sorts of meeting like what they need, what the organization needs to accomplish for them, etc.

## **Secondary Data Sources:**

Web Site: Concord Company has its own site. So here a great deal of data are accessible. So individuals can take the data about accord organization stimulation constrained whatever they have required.

Article: Concord organization stimulation constrained and others have distributed a great deal of articles from various print media. From the article individuals can accumulate data whatever they have required.

Online networking criticism from clients: In internet based life, The Company needs to gather their client input. Harmony Company has their very own site, face book page. That is the reason they can without much of a stretch gather the data.

## **1.6 Limitation of the examination:**

To set up a give insights about the subject like this as a concise term isn't the straightforward task by any means. There are a ton of constraints to think about here. A couple of issues and obstructions have encountered which are according to the accompanying:

- (1) Lack of opportunity to get the mediocre data: There is less chance to get the second rate data. Since the organization has various destinations. Each worker needs to gather data all alone site.
- (2) Legal information available: once in a while it is seen that various representatives needs to work in various territories. So it is a lot of hard to get legitimate information open.
- (3) Instability: In harmony organization excitement ltd, a few representatives are formally taking every necessary step and some just takes the necessary steps in the field. So they are instable to offer the organization. Some of the time the authority couldn't pay sufficient opportunity to take care of the issue.

**Chapter: 2**

**An Overview on Concord Entertainment Limited.**

## **2.1 History**

Harmony Group was established in 1975. Accord Group finished Fantasy Kingdom, a multimillion dollar entertainment mecca, in 2002 in Savar. In 2004, the Government of Bangladesh rented the notable Foy's Lake to Concord Group for a long time to form into a retreat and entertainment mecca named Foy's Lake Concord. In 2007, Concord Group began the development of Police Plaza. The shopping complex, Police Plaza was worked in association with Bangladesh Police Welfare Trust of Bangladesh Police. The Plaza is situated in Gulshan and was finished in 2015.

## **2.2 An Overview of Concord Entertainment Limited.**

Accord is an energy and neighborliness industry progressing with the true objective to surpass desires in the present valiantly forceful business condition it is basic to dynamic and can change and look for after new business openings at reasonable events since (CEnCL) begin in 2002. (CEnCL) have chosen and built up their quality in the business sections from the foundation of the association incitement and media outlet and it have work power and master approach to manage business card has a hoisted necessity of field of excitement and redirection improvement (harmony gather the mother of CEnCL) have an of being the essential anything no country whether it is applying at any rate Technology using biologically safe advancement materials or building something which has never been worked in land progression and make improvement materials the movement business and Hospitality event congregation and Resort hotel readymade pieces of clothing of attire and the headway of engravings required sensible cabin checking trust could without much of a stretch contrast with ever in the present business condition variable director contact our business that reflect obligation in higher standard institutional reliability and sound corporate governments guarantee to Business Ethics has a strong Foundation on which harvests to end up speedier by continuing with make brilliant things and amusement for our customers in the coming years the authority might want to see indicate progressively imperative high by sitting concentrated on destinations and endeavoring to achieve them their commitment is to upgrade the individual fulfillment and people of Bangladesh through master inclusion in this field they seize the opportunity to express there or their diversion and stuff around the country that have shaped into it today Concord set up Fantasy Kingdom in 2002 in Ashulia, Dhaka in a

record breaking time of only 10 months. Dream Kingdom is Bangladesh's first world class event congregation. Dream Kingdom Complex contains four world class parks. The Foy's Lake Entertainment Complex is set in excess of 350 areas of place that is known for superb lakes and inclines in the center of Chittagong. Harmonies parks are visited by in excess of 2 million guests consistently. Harmony has made another objective in the Entertainment and Hospitality industry in Bangladesh. Harmony has various firsts in this division; the country's first – class carnival, Water Park, go-truck track, subject motel and full scale indulgence resort.

### **2.3 Objective of Concord Entertainment Ltd:**

- To give quality excitement and administration.
- To give World class office in standard expense.
- To make best traveler place as Bangladesh.
- To empower youthful and youngsters individuals to make the most of their relaxation time.
- To develop a solid correspondence with the advanced world.

To present Bangladesh as a world class office for traveler and guest.2.3

### **2.4 Mission:**

- Use excellent instrument and innovation to give amazing administration.
- Fast and exact client benefit.
- Always endeavor to keep up the nature of administration.
- Always try to maintain the quality of service.

### **2.5 Vision:**

Concord e amusement and friendliness industry developing with the end goal to exceed expectations in the present boldly aggressive business condition it is essential to dynamic and have the ability to change and seek after new business openings at fitting occasions. The only one vision of (CEnCL) is to improve the quality of life of the people of Bangladesh.

## **2.6Goal**

Concord has one aim to improve the quality of life of the people of Bangladesh.

## **2.7 SWOT Analysis:**

### **Strength:**

- (CEnCL) has strong brand image to customer.
- They have the first mover advantage.
- Enough human resource.
- They are the owner of that land and structure.
- They have enough media support.
- They have different CSR activity.
- They have government support.

### **Weakness:**

- Sometime they face electricity problem.
- Ride and equipment are not completely fit.
- They don't adopt updated technology.
- Huge amount of lone
- This service is mostly for Dhaka and Chittagong area.

### **Opportunity:**

- They are the only theme park in Bangladesh.
- Adequate space and cash flow.
- Strong word of mouth.
- They are getting support from every authority.
- They have enough opportunity to special selling.
- People are want to spend money on leisure.
- Increase transport facility.



**Threat:**

- Sometime our political situation is unstable.
- Sometime people are become demotivated because of traffic jam.
- Environmental instability is another factor.
- Now there are some competitor are coming in to this market.
- Tax ret is now become increase.

**2.8 Product and Services**

1. Engineering & hospitality.
2. Real estate Development.
3. Entertainment & hospitality
4. Architecture & Designing.
5. Communications.
6. Garments.

## **Chapter-03**

### **Promotional Activities of Concord Entertainment Ltd**

### 3.1 Promotion:

Publicizing and progress are fundamental pieces of our all-out cash related and social frameworks. Any place all through the world the extensive generally speaking relationship to medium and even little firms see that there is no best option than movement to chat with customers and raise them to buy their things or associations (Belch & Belch).

Burp and Belch depict progress as "the coordination of all vendor started endeavors to set up channels of data and contact with the genuine target to offer things and undertakings or advance a thought." It is exhaustively perceived that movement reinforces short terms deals. "Some compelled time exercises may make gathering, increment affectability to expenses, and diminishing post phenomenal game plans, while others may pull in new clients or expansion use.

### 3.2 The Promotional Mix:

In the promotional mix there are six major elements. Figure 2-1 shows the important components of promotional mix.



#### 3.2.1 Advertising:

Advertising is extraordinary compared to other known and most talked about type of limited time blend. Promoting is essential devices for organizations whose items and administrations are focused at mass consumer markets.

Advertising is *“any paid form of non-personal communication of ideas or products in the prime media, i.e. television, the press, outdoor, cinema and radio.”*

To advance their advance (CEnCL) likewise utilize this apparatuses for advancement they utilize distinctive print media like ProthomAlo'they additionally utilize diverse electronic media like Chanel I, Bangla vision,(cancel) dependably use TV radio and paper for promoting, (CEnCL) trust that normal publicizing can move their item in our nation numerous individuals imagine that (CEnCL) isn't for them they can't exertion it to illuminate this misconception they needed to utilize TV radio and every day paper and additionally giving their diverse offer to client Another purposes behind promoting is to pull in customers by the nature of the items that are prompted. In the event that the buyers are persuaded that the quality is a similar that is publicized, they proceed with buying.(CEnCL) dependably worry about their characteristics and they generally attempt to give what they guaranteed as they have their quality administration (CEnCL) publicizing strategy fundamentally giving information about their new offers for client on various event as like 14 April Pohelaboishakh they sorted out various social occasion in dream kingdom at that point and also in EID celebration they mutually composed diverse show in dream kingdom and foy's lake with Chanel I sezan juice or Pran amass for their promotion.(CEnCL) advertisement additionally got immense reaction from the client. They offered advertisement to ProthomAlo paper at first. The appealing picture of imagination kingdom and foy's need and got great client center. As there is some weakness of ad which (CEnCL) needed to confront. Notice passes on a noteworthy utilization which is truly increase cost of the item that is the reason there is a monstrous likelihood of getting setback if the ordinary customer are note coming to take their organization.



### 3.2.2 Direct Marketing:

Starting late direct publicizing one of the genuine pieces of the constrained time mix. Organize publicizing is used to concentrate on the purchasers and affect them to get response quickly through using direct exhibiting methodology, promoters can get and keep customer without the

use a center individual. Arrange displaying can be described as "The dissemination of items, data and limited time advantages to target shoppers through intuitive correspondence in a manner that enables reaction to be estimated." Direct advancing is a significant instrument for organization and thing promoting where fast response is required and in mass centered market.

However (CEnCL) is certainly not a little association that is the reason it's less powerful for them yet now a days it's an aggressive market that is the reason they likewise go for direct advertising they sorted out various crusade for direct selling in better places they gather information from on the web and use telemarketing they gave handout in various school college just as various sopping moll to youthful and kids.



Capon for school student

### 3.2.3 Interactive/ Internet Marketing:

Probably the freshest sort of direct publicizing is web showing. The web offers chance to the two clients and patrons to relate continuously and individualization. This is two way correspondence channels advancing where purchasers can answer in the wake of getting the message from supports. Before long the world is period of data,

"Customers will portray what information they require, what commitments they are enthused about, and what costs they will pay"

(CEnCL) constantly try to use this instrument enough they have use different online stage like Facebook YouTube and other social website page for propelling their organization they give unmistakable move offer in different occasion through Facebook in Facebook they have their own one of a kind page they advance particular event that they sifted through as like "U15 Inter School Kart Championship" they created assorted online test competition as like in football world glass they formed a test and give dream realm's passageway pass to challenge victor, they sifted through different selfie challenge in different festival they post on Facebook on different social/and festivity event they by and large post their expense and offer overview in electronic existence with the objective that people will ask and go to dream realm and their other office to take their extra ordinary organization.



#### 3.2.4 Sales Promotion:

Arrangements headway is one sort of lift that gives an extra inspiration to buy thing or organization. Arrangements progression can be portrayed as "a quick impelling that offers an extra regard or spurring power for the thing to the business power, vendors, or a conclusive buyer with the basic objective of making a brief arrangement." According to Laroche et al., (2003) bargains headway is "an action focused promoting event whose purpose behind existing is to influence the lead of the affiliation's clients. Deals headway is expected to quicken the moving



strategy and make enhance bargains volume through giving extra helpers. As (CEnCL) is Consumer arranged and it's the best constrained time gadgets for this affiliation and (CEnCL) by and large use this instruments for propelling their organization they sifted through different open event and give particular coupon of different idea in different occasion they go to different school and give assorted coupon, they furthermore go to different sopping moll's owner association and endeavor to convince them and give them unmistakable coupon with the objective that they can come and acknowledge this remarkable open entryway and capitalize on their unwinding time.



### 3.2.5 Publicity/Public Relation:

Arrangements headway is one kind of progress that gives an extra spurring power to buy thing or organization. Arrangements progression can be portrayed as "a prompt affectation that offers an extra regard or inspiration for the thing to the business power, wholesalers, or a complete customer with the fundamental objective of making a snappy arrangement." According to Laroche et al., (2003) bargains headway is "an action focused displaying event whose purpose behind existing is to influence the direct of the affiliation's clients. Deals headway is planned to quicken the moving methodology and make enhance bargains volume through giving extra

stimuli. As (CEnCL) is Consumer arranged and it's the best constrained time mechanical assemblies for this affiliation and (CEnCL) generally use this instruments for propelling their organization they sifted through different open event and give assorted coupon of different idea in different occasion they go to different school and give unmistakable coupon, they furthermore go to different sopping moll's owner alliance and try to convince them and give them particular coupon with the objective that they can come and acknowledge this unimaginable open entryway and take advantage of their amusement time.



3.2.6 **Personal Selling:**

Particular offering is commonly called exceptionally close offering in which one individual who is the specialist endeavors to persuade the client in getting a thing. It is a confined time methodology by which the business delegate uses their aptitudes and limits trying to make a game plan The Company needs to spread consideration about the thing for which it gets a handle on a



man to-solitary system. This is by prudence of offering consolidates particular touch, a business delegate acknowledges better how to pitch a thing to the potential client.

However, (CEnCL) doesn't go for individual moving mechanical assemblies as they envision that its customer reach is limited through up close and personal arrangements. In this way they figure it will require loosened up day and age to make thing care. Particularly if you don't use various sorts of elevating bargains delegate need to disguise one area or spot immediately. (CEnCL) suspected that as a business delegate you can simply talk with twenty five potential customers for every day and set up together 3-5 presentation. Eventually individual moving is what's increasingly extravagant, particularly when recollecting the business specialist remuneration, prize, commission and travel time.

## **Chapter-4**

### **Problems Identified**

#### 4.1 **Problems Identified:**

During my internship, I found some problems which I think should focus on my studies. Here are the problems I identified:

- They use only sells promotion which is not good enough.
- They prepared their last TVC in 2012 but still now it is the most important tools in promotional activities.
- They give less importance to the internet marketing when it is the era of internet. They are not using **Pop-Up ads, Paid search, YouTube ads** which are now the most dynamic form of promotional tools now-a-days.
- Latest advertising tools (e.g. Google Ad Word, Netflix entertainment, SEO) is not focused by them at all.
- New form of advertising is not introduced by them (Facebook, Instagram, LinkedIn).

#### 4.2 **Recommendations:**

After analyzing the promotional activities of concord entertainment limited I suggestions for the improvement of the situation are given below:

- Advertising (TVC) promotions should take under consideration to get more attention by the customers.
- They can promote their services (e.g. Fantasy Kingdom, Foy's Lake, and Water Kingdom) through YouTube thrilling ads, Netflix free access (One can get 2 days subscription to Netflix without any payment selection),
- Google Ad Word, SEO. This forms nowadays most used tools of the internet they may go for that
- **Pop-Up** ads are the most irritating but useful form of promotion. They can use this tool. Paid Search & YouTube ads should get the proper emphasis because now a day most internet users are search on the internet or YouTube.
- New form of Advertising, (e.g. Pictures on DITF-2019/20, Free ride for special kids, announcing VVIP care for those people who are above 65 years) can be there for promotion.

- They may concentrate themselves to use of social media like(Facebook, Instagram, linkedIn) etc.

#### 4.3 **Conclusion:**

Amidst the segment level position program at Concord Entertainment bound, generally limited time rehearses have been watched for all intents and purposes other than control advancement. This rational program, from the outset, has been organized getting information of helpful obliged time exercises to separate this significant and hypothetical learning. Separating achievable information and hypothetical consolidates perceiving confirmation of lack in the exercises and making proposition for settling the insufficiency saw. Through all work environments and regions are attempted to cover in which I found the opportunity to gather reasonable information. It's unfeasible to go to the noteworthiness of every action of the branch due to time objectives. Regardless, most basic endeavors have been given to accomplish the objectives of the area level position program.

#### **Reference:**

- KhonokarIftekhar-Ul-Alom (Senior Executive) Marketing
- Medhad Nasser Chowdhury (Senior Executive) Marketing
- Practical participation
- Over phone & face to face communication with the employees of (CEnCL)

#### **Websites:**

- [http://concord\\_group.net/](http://concord_group.net/) • [http://concord\\_group.net/#entertainment\\_&hospitality](http://concord_group.net/#entertainment_&hospitality) • [https://en.wikipedia.org/wiki/Concord\\_Group](https://en.wikipedia.org/wiki/Concord_Group)