

Internship Report
ON
An Evaluation of the Marketing Activities of Vast Event Management

BY

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This Report Presented in Partial Fulfillment of the Requirements for the Degree of
Master of Business Administration (MBA)

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DAFFODIL INTERNATIONAL UNIVERSITY

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LETTER OF APPROVAL

This is to certify that the internship report titled **An Evaluation of the Marketing Activities of Vast Event Management** prepared by Syed Ashfaque Ali, ID: 201-14-3123, as a requirement of MBA Program under the Department of Business Administration and the Faculty of Business and Entrepreneurship at Daffodil International University.

The report is recommended for submission.



Professor Dr. Mohammed Masum Iqbal

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To begin with I express our heartiest much appreciated and gratefulness to all-powerful God for His divine favoring makes us conceivable to total the internship successfully. I am truly thankful and wish to signify our obligation to Teacher Dr. Mohammed Masum Iqbal and the Department of Business Administration, Daffodil International University, Dhaka. Profound Information & sharp intrigued by my administrator to carry out this report. His perpetual persistence, insightful direction, persistent support, consistent and enthusiastic supervision, helpful feedback, profitable counsel, perusing numerous second rate drafts and rectifying them at all arrangements have made it conceivable to total this internship report. I would like to express our heartiest appreciation to Teacher Dr. Mohammed Masum Iqbal, Department of Business Administration, for their kind offer assistance to finish our internship report conjointly to other staff and the staff of Department of Business Administration of Daffodil International University.

DECLARATION

I am certifying that this internship report was made by me and under the supervision of **Professor Dr. Mohammed Masum Iqbal** of Business Administration, Daffodil International University. I also certify, this internship report has not been submitted anywhere for award of any degree or diploma.



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EXECUTIVE SUMMARY

Vast event management is a startup company in the event management industry. It was established in 2018. They are organizing several events such as Leisure event, Cultural event, Organizational event and personal event. Their market share is very good. Almost 4-5% market share of them. They have several types of clients such as British council, Street children Leddo, Bangladesh Shilpakala Academy, Bishwo Shahitto Kendro as an organizational clients. On the other hand, they have different types of personal clients. In 2019, they were organizing 'Art for dream' at British council in Dhaka, 'Art Carnival' at Bangladesh Shilpakala Academy in Dhaka. In 2018, they were organizing a 'tai-dai' workshop at Bishwo Shahitto Kendro.

In this internship report, I am describing here the marketing strategy of vast event management. Also I am describing here the Market development service of vast event management. These things are most important for business. In this internship report, I am describing what is the strength, weakness, opportunities and threat of vast event management.

In this internship report, I explained some limitations of this study. They do not share some data because these data are too confidential. That's why they do not share this data with me. Report has some restrictions, but it will be helpful for my degree and my future job.

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Chapter-1

Background of Study



1.1 Introduction:

Vast event management is a startup company in our city. Company structure is very good. It was established in 2018. Almost 50 employees worked for vast event management. They are providing all kinds of services like they are organize seminar, they are organize birthday party, they are organize marriage anniversary party, they are organize wedding party, they are organize corporate program and so on. Many departments are existing in event management such as marketing department as well as digital marketing department, IT department, HR department and Accounts department. Our main customers are corporate level customers. Vast event management was organizing many corporate level programs in previous years such as Art exhibition, Art Carnival jointly with Bangladesh shilpakala academy, Workshop of calligraphy, Workshop of tai-dai and so on. Their Service quality is very good. Within just 3 years, we achieved a market leading position in our city. Our mission is to create strong relationships with customers. They are trying to provide our best service to customers. It's our mission. Their vision is acquiring new customers by organizing successful events. This is our vision. Now-a-days, it's like a brand. Vast event management is competing with countries largest event management companies. At the moment, it grips 4-5% market share in event management industries. They are offering better service quality for an inexpensive price. Vast event management is directly communicated with young and teenager people who are interested in working for this company. In that case, they earned money after organizing successful events. Their competitive advantage is good quality service, inexpensive price from other event management companies, and the best quality workers from others. These points are given competitive advantage from others.

1.2 Origin of a report:

Theoretical knowledge is not for any department of students. Practical knowledge is necessary for every student because they are negotiating real life business situations. So, it is very important for every student. They appointed me as a marketing executive. It will help me. This report has been prepared for the masters of business administration (MBA) program.

1.3 Objectives of the Study

The study has been carried out with the following objectives-

- To identify the marketing strategies of Vast Event Management;
- To explain the marketing mix of Vast Event Management;
- To identify the problems related to the marketing activities of Vast Event Management;
- To make recommendations to solve the problems.

1.4 Scope of the study:

To learn many things from this course. Mainly, to gather knowledge of real life experience. It was only for educational purposes. Because this course was part of my Masters business of administration (MBA) program. Main focus of this study is to evaluate the Marketing Activities of Vast Event Management. There are several types of event management companies currently operating in Bangladesh that are considering formulating their policies. This study represents market share and growth of event management industries and predictions of future market growth and demand for Bangladesh.

1.5 Methodology of the study:

I have collected data from two sources such as primary and secondary sources. When I went to the office, I collected data from official documents. On the other hand, I have collected data from the internet and other things. It is a secondary data source. It is not confidential. This data is represented to anyone by website, newspaper and so on. I am explaining in this report some graphical representation of an Evaluation of the Marketing Activities of Vast Event Management.

There are two sources of data collection:

Primary Source:

- Personal Interview.
- Personal observations.
- Regular desk work.
- Regular briefing of my supervisor at my office.
- Person to person conversation in my office.

Secondary Source:

- Social Media.
- Different business reports.
- Internet.
- Different books.
- Website.

1.6 Limitations of the study:

Research is always a hard job and is not easy. When vast event management was appointed for work, in that time faced several types of troubles. Now describing here of these points-

- **Hidden Information:** Vast event management has some confidential documents. In that case, they do not share these documents with others. It is a limitation of this study.
- **Improper Combinations:** It is a big lack of vast event management.
- **Limitation of the Information:** Actually, This report has been prepared for educational purposes. In that case, they do not have collected huge amounts of information from vast event management.
- **Time consuming:** It is a very big barrier for me because I only spent 3 months and collected little data not all.
- **Insufficient data:** These data are not sufficient because I worked for this organization for only 3 months. That's why I do not have collected data properly.
- **Extract Information:** All employees were too busy in office time that' why do not have to gather detailed information from them.

Chapter-2

Organizational Overview



2.1 Vast event management:

Vast event management is a startup event management organization in our country. They are providing better quality services from others. Basically, it is a dynamic and developing business organization. Day by day vast event management is becoming more popular and increasing their monthly profit. It will be the number one brand of event management industries in the near future. They will start their new business in different areas such as communication, logistics and e-commerce.

Vast event management started their business in 2016. But they have become one the medium level companies in our city. Already they have established their mission. Their mission is to create strong relationships with customers. Vast event management has been a market leading position in our city since 2018.

Mission:

To create strong relationships with customers.

Vision:

Vast event management vision is to provide unforgettable event management solutions for potential customers and help to grow their business. It means, retaining existing customers and acquiring new customers by organizing successful events.

2.2 Brands and wings:

Vast event management is only providing event management service. But recently, they will launch their new business such as communication logistics and e-commerce.



Figure 2.1: Official logo of vast event management.

2.3 Overview of program:

In 2019, they were organizing an ‘Art for dream’ program jointly with British council, Street children Leedo, Somokal and so on at British council in Dhaka.

DATE 19-21 SEPTEMBER, 2019

VENUE BRITISH COUNCIL, DHAKA

ART CAMP ART EXHIBITION CHARITY

ART FOR DREAM

LONG WAY TO GO, KEEP DREAMING!

A CHARITABLE INITIATIVE FOR HELPING THE LESS FORTUNATE AND MOST VULNERABLE STREET CONNECTED CHILDREN THROUGH PROMOTING THEIR ARTISTIC TALENTS.

SPECIAL GUEST
A SPECIAL DELEGATION TEAM OF BRITISH MP AND MINISTERS

MENTOR
SHAHANA MOJUMDER
ARTIST & RIGHT ACTIVIST

ARTISTS
SOPNA AKTER, JESMIN, JANNAT ABIDA, SANIA, SABBIR, 15 MORE CHILDREN AND SHAHANA MOJUMDER

“NOTE: RAISED FUND FROM THE ART EXHIBITION WILL BE DONATED FOR THE STREET CONNECTED CHILDREN”

ORGANIZED BY PARTNER RADIO PARTNER ONLINE MEDIA PARTNER MEDIA PARTNER TEA PARTNER MEDIA & COMMUNICATION PARTNER EVENT PARTNER

StreetChildrenLeedo GALLERY KARIKOR BRITISH COUNCIL 98.4 SPICE FM বাসমা টেলিভিশন সমকাল Halda Valley pages thepages.com.bd VAST

Figure 2.2: Art exhibition of vast event management.

In 2019, they were organizing an ‘Art Carnival’ program jointly with Bangladesh Shilpakala Academy at Shilpakala Academy Bhavan in Dhaka. In this session, Liakat Ali was present as a spokesperson. He is a director of Bangladesh Shilpakala Academy.



Figure 2.3: Art Carnival of vast event management.

In 2018, we were organizing a 'tai-dai' workshop at Bishwo Shahitto Kendro. In this session, Rafiq Siddiqi was present as a spokesperson. He is a prominent artist.



Figure 2.4: Workshop of tai-dai.

2.4 Services:

Vast event management is providing several types of services such as leisure events, cultural events, personal events and organizational events. Firstly, describing leisure events here. It includes sports grounds, recreation centers, parks and entertainment venues. Leisure events focus on celebrations or festivals, sporting contests or concerts. Cultural events represent unique festivals, memorable outdoor spectacles, accessible entertainment and unexpected arts. Personal event represents arrangement, types of menu, booking venue, decoration and so on. Organization event represents political, charitable and commercial events, as well as sales events such as product launches.

This is given below:

	Types of Events
Services	Leisure event
	Cultural event
	Personal event
	Organization event

2.1 Table: Services.

2.5 Clients:

They have several types of clients such as British council, Street children Leddo, Bangladesh Shilpakala Academy, Bishwo Shahitto Kendro as an organizational clients. On the other hand, they have different types of personal clients.



Figure 2.5: Clients of vast event management.

Chapter-3

Marketing Strategy of Vast Event Management



3.1 Marketing Goals of Vast Event Management (SMART Goals):

Vast event management follows SMART goals as their marketing goals. The full meaning of SMART are-

- Specific
- Measurable
- Attainable
- Relevant
- Time-based

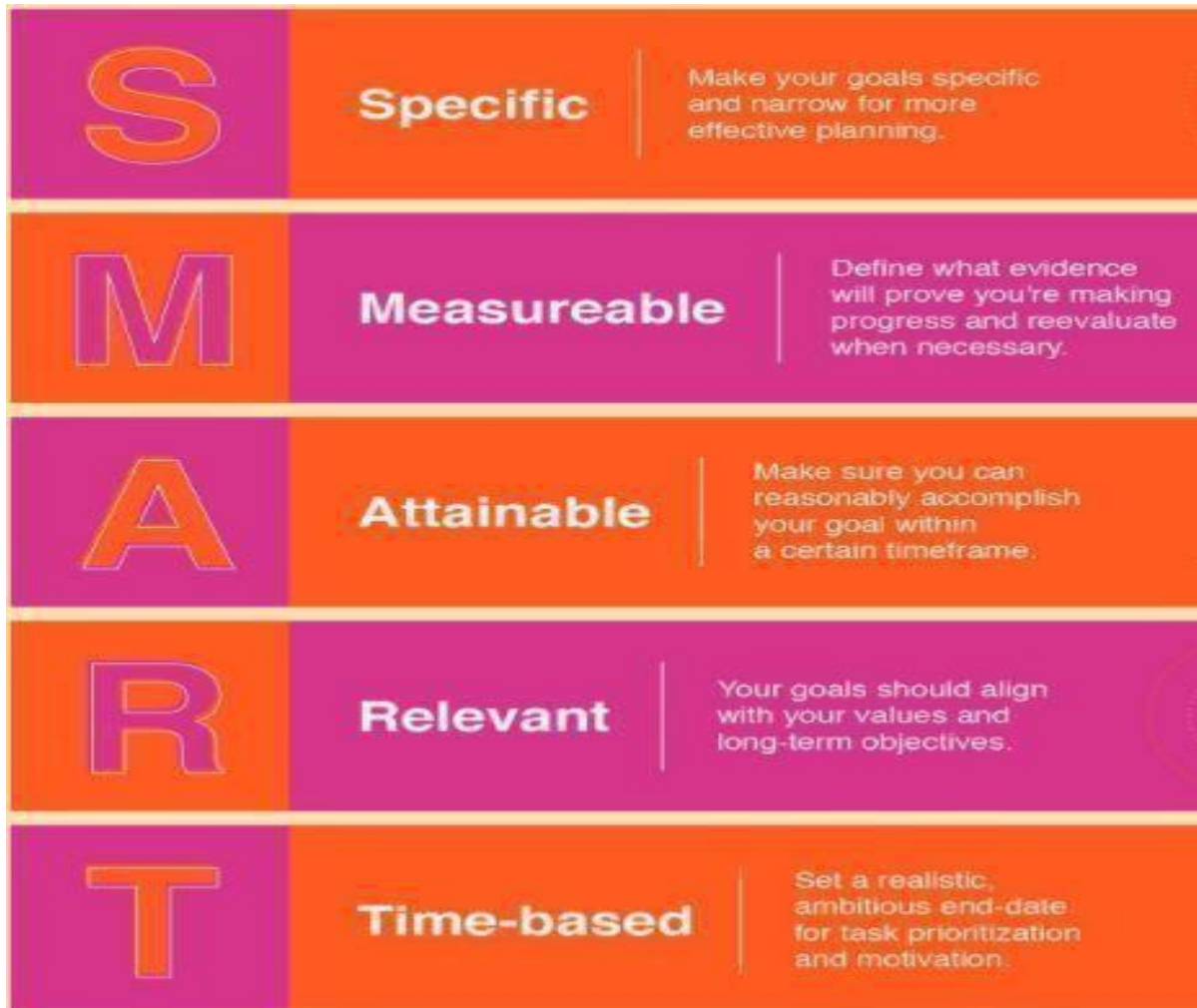


Figure 3.1: SMART Goals of vast event management.

Vast event management focuses on market penetration, acquiring new customers, retention existing customers and expanding their business. This method is extremely effective for achieving their goals.

3.2 Paint point that potential customer and business owner's face:

There are a few sorts of businesses that are battling to outlive and confront various challenges to extend advertising. Development requires enormous deals, brand mindfulness, share of heart, culminating situating and so on. Tremendous occasion administration gets it these circumstances more than any other occasion administration companies. They are advertising ROI (Return on Speculation) based administrations to guarantee their clients fulfillment and the culminate development of their businesses. They include colossal esteem to our customers' businesses and their work portfolio.

3.3 Marketing Strategy of Vast Event Management:

Vast event management is a startup company in our city. A set of activities for accomplishing marketing goals, it's called marketing strategy. In that case, vast event management is taking several types of steps for achieving their goals.

There are several types of strategy. These strategies are-

- **To define brand:** Vast event management is promoting their brand. They are doing social media camping, Television advertising, billboards and so on. In that case, their profit will be increased. So, it is very important for every organization.
- **To create buyers:** Vast event management is acquiring new customers after completing successful events. Their customers will increase day by day.
- **To establish a smart target:** Use specific, measurable, attainable, realistic and timely objectives (also known as S.M.A.R.T. objectives) to direct our strategy. Think about the organization's short-and long-term development targets.

- **Marketing budget:** Vast event management has been set up their budget sincerely. They did not include any extra cost with the marketing budget. Their main focus is how to reduce the cost for marketing budget, on the other hand how to get the highest profit from the market.
- **Digital Marketing Strategy:** Vast event management is a technology friendly company. They are using social media campaigns such as Facebook, YouTube, Instagram, google ad-words, google trend and google analytics. They are using facebook ad managers for facebook camping. They are spending almost \$10 per day for facebook camping. They are spending almost \$10 per day for Search engine marketing.

3.4 PESTLE Analysis:

PESTLE analysis is an important part of every business. It includes political, economic, environment, social, Technological, Legal and Ethical. Vast event management follows these elements.

- **Political Analysis:** Vast event management strictly follows political elements such as government policy, political stability or instability in overseas markets, tax policy, labor law, environmental law, trade law and so on.
- **Economic Analysis:** Vast event management follows this element such as economic growth, interest rate, disposable income, consumer and business.
- **Environment Analysis:** Vast event management follows this element such as they are abiding environment law.
- **Social Analysis:** Vast event management follows this element such as consumer buying pattern and behavior.
- **Technological Analysis:** Vast event management follows this element because they are technology friendly companies. They are using social media for their online camping.
- **Legal Analysis:** Vast event management follows these elements such as employment law of this area, minimum age of employment, minimum wage, health and safety regulations, GDPR laws.
- **Ethical Analysis:** Vast event management follows these elements such as fair trade, slavery acts and child labor, charitable activates and so on.

3.5 Differential advantage and market offerings:

Differential procedure is so valuable to enter into the trade with an unused benefit since this sort of administrations carries a few unmistakable esteem which are not accessible within the competitors' benefit which can offer assistance to their commerce to urge a huge share of the showcase by drawing in a huge number of clients. They got to center on those benefit benefits what clients are searching for but didn't discover within the existing administrations that's why they have to be make such advertise offerings what will be able to draw most of the customers' consideration and may fulfill their requests in this way they can effectively make a solid position by giving these interesting administrations with separating values to the advertise.

3.6 Measuring Results and KPI (Key Performance Indicator):

- **Event check:** Vast event management is monitoring who has checked in their event.
- **Event Survey:** Vast event management has collected feedback from those who have attended previous events.
- **Net Promoter Score:** When vast event management has done a survey, in that case they prepared answer ratings such as 1 to 10. The answer is 7 to 10. On the other hand, the answer to dissatisfaction is 1 to 3. Maybe the answer is 5 to 6. It's called net promoter score.
- **Number of Active Community Members:** Vast event management follows this method. They are observing which types of groups are most present in previous events.
- **Speaker Engagement:** Audience determines speaker performance. Vast event management has collected data from the audience.
- **Social Media Mention:** They are using hash tags for events in facebook. That's why it is a unique and shareable process.
- **Customer Acquired:** After completing qualified leads from the event. They are acquiring a new customer.

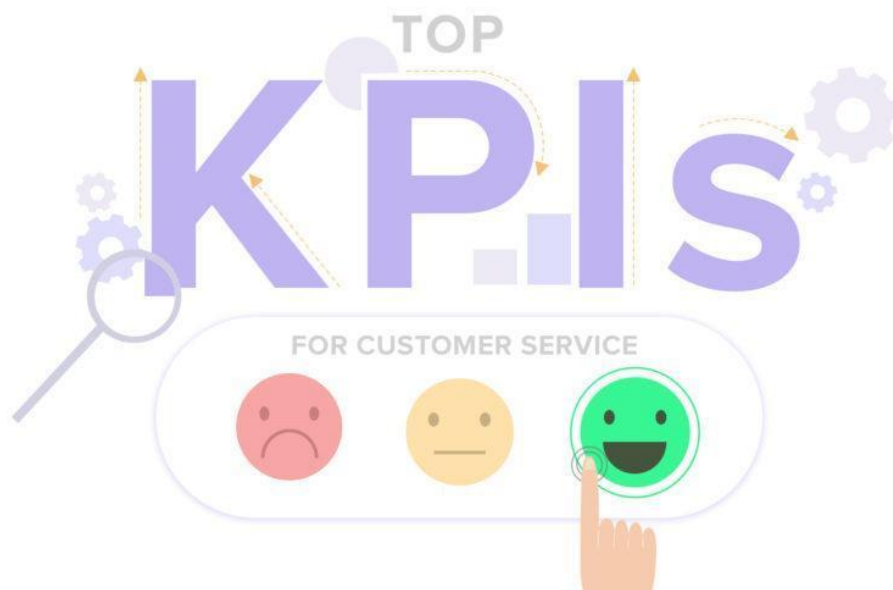


Figure 3.2: KPI of vast event management.

3.7 Market Segmentation:

They have two types of clients such as organizational and personal.

Organizational client: They have different types of organizational clients such as British council, Street children Leddo, Bangladesh Shilpakala Academy, Bishwo Shahitto Kendro as an organizational clients. Organization client has almost 75%. Vast event management is generating maximum profit from them. They are main clients for vast event management.

Personal client: They have several types of personal clients. It means, they worked for personally such as arranging Wedding ceremonies, Birthday party, Marriage anniversary and other types of party. Personal clients have almost 25%.

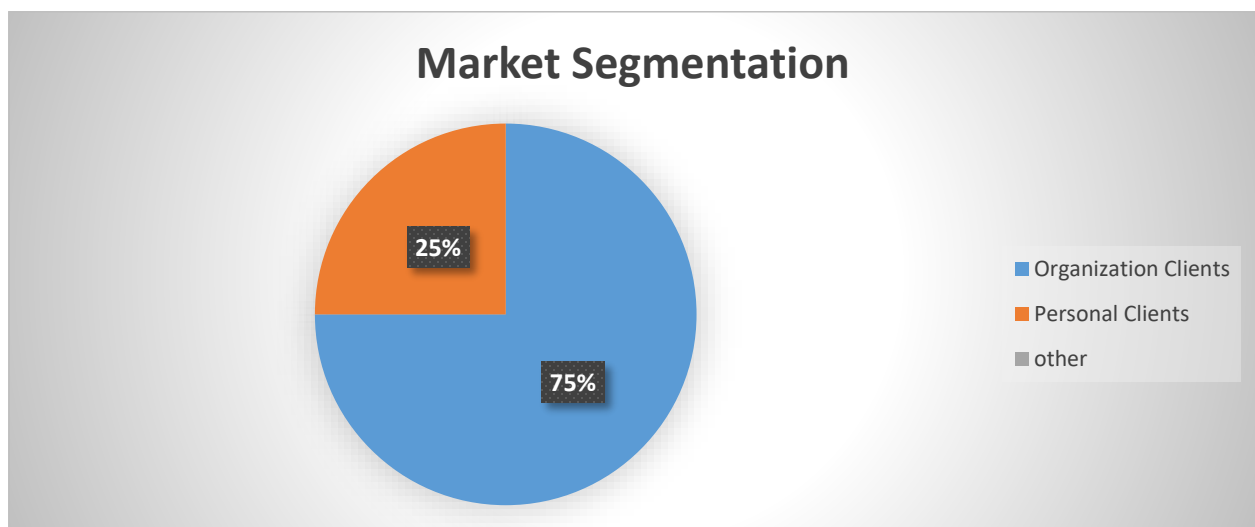


Figure 3.3: Market Segmentation of vast event management.

3.8 Marketing Mix:

Marketing mix is a group of controllable, tactical marketing tools that a company uses to produce a product or service a desired response from the target market. There are four types of marketing mix such as Product, Place, Price and promotion.

➤ **Product:**

Since, vast event management is a service providing company. That's why they are offering service to their target customer.

➤ **Place:**

The activities make the service available to customers. It's called a place. There are several types of places such as location, transportation, logistics and coverage and so on.

➤ **Price:**

Since, vast event management is a service providing company. In that case, they are selling their services to customers. They collect money after service selling, it's called price.

➤ **Promotion:**

Vast event management is promoting their service through advertising, personal selling, sales promotion and public relation. It's called promotion.



Figure 3.4: Marketing Mix of vast event management.

3.9 Expected Financial Growth:

Vast event management has taken financial strategy for expected cash flow per month and expected profit yearly. They are setting their target.

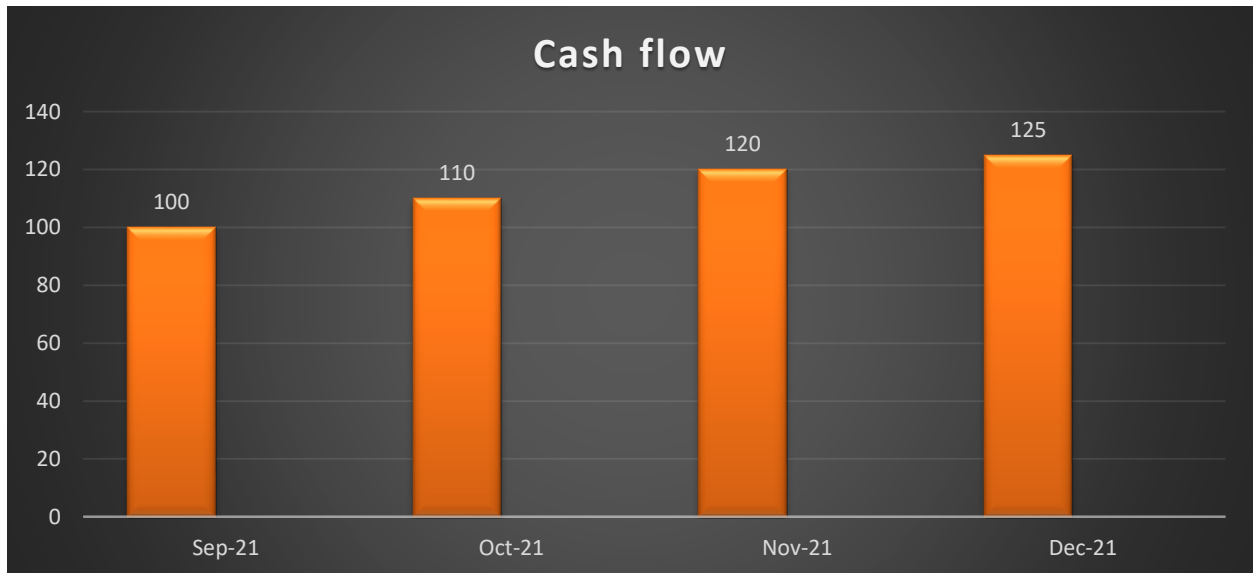


Figure 3.5: Expected cash flow per month of vast event management.

Expected profit for yearly:



Figure 3.6: Expected Profit for yearly of vast event management.

Chapter-4

Market Development Service



4.1 Industry Analysis and Event management business:

Industry examination is all about evaluating the current trade environment capacities, what makes a difference for businesses to get different financial pieces of the showcase but additionally makes a difference on how to pick up a competitive advantage. So it's critical to do a few inquiries about some time recently showcasing the arrangement of a modern benefit. An industry investigation ought to be conducted through Michael Porter's five strengths show. The five strengths demonstrated are made up of buyer control, provider control, dangers of substitutes and obstructions to section and the contention. To do a promoting arrangement of a new service they have to be taken after this show to investigate the industry so that they can make a standard move into the industry with their unused service. Event administration trade may be a beneficial trade. They can utilize advanced showcasing to advance their benefit in numerous ways such as utilizing Facebook, Twitter, Instagram, YouTube etc. to draw consideration from their prospects since they all are associated with these computerized stages and they can effortlessly do campaigns.

4.2 Distribution Channel:

There are many distribution channels such as advertising, sales promotion, Internet marketing, public relation and direct marketing.

1. Advertising:

- Set advertising objectives.
- Determine advertising budget.
- Develop advertising messages.
- Develop advertising media strategy.

2. Sales promotion:

- Set sales promotion objectives.
- Determine sales promotion budget.
- Determine sales promotion tools and develop messages.
- Develop sales promotion media strategy.

3. Interactive/Internet marketing

- Set interactive/Internet marketing objectives.
- Determine interactive/Internet marketing budget.
- Develop interactive/Internet messages.
- Develop interactive/Internet media strategy.

4. Public relations/publicity

- Set PR/publicity objectives.
- Determine PR/publicity budget.
- Develop PR/publicity messages.
- Develop PR/publicity media strategy.

5. Direct marketing

- Set direct-marketing objectives.
- Determine direct-marketing budget.
- Develop direct-marketing messages.
- Develop direct-marketing media Strategy.

4.3 Market Development Services:

Vast event management takes several types of steps such as internal and external initiatives.

A. Internal:

- Highlight company's overall strategy.
- SWOT Analysis.
- Competitor Analysis.

B. External:

- Identify their customers.
- Collect customer reviews.

Internal:

Highlight Company's overall strategy: Vast event management includes their mission, vision, goals and targets. These points need to build up a combined system. In that case, they will benefit from this methodology.



Figure 4.1: Internal Analysis of vast event management.

SWOT Analysis:



Figure 4.2: SWOT Analysis of vast event management.

Strengths:

1. **Services:** Vast event management is a startup company in our city. But vast event management is providing the best service.
2. **Resources are available:** Vast event management is not a big company but there resources are available. That's why they are getting a competitive advantage.
3. **Price:** They are taking a cheap price from their rivalry.
4. **Manner:** All employees' manners are very good.

Weakness:

Vast event management has some weakness in their business such as-

1. **Weak business team:** Their business team is very weak because they do not have any specialist in a particular field.
2. **Lack of coordination:** Their coordination process is very weak.
3. **Poor competitor analysis:** They did not properly analyze the competitors.
4. **Poor funding:** Fund is not enough for them. In that case, they did not expand their business.

Opportunities:

Vast event management has some opportunities such as-

1. **Increasing demand:** Their demand will be increased day by day.
2. **Little competition:** In this sector competition is low from other sectors. That will be advantageous for them.
3. **The emerging need for the particular service:** Event management business is a demanding position in our country. That's why it will be an advantage for this sector.
4. **Partnership:** Vast event management was dealt with Trezzarect IT farm. Trezzarect IT farm is providing all technical solutions such as web site maintenance, digital marketing and so on.

Threats:

Vast event management has some threats such as-

1. **Economic changes:** If it will come economic crises in our country in that case, their business will be drop.
2. **Increasing rivalry:** In this sector, competition is increasing day by day. That's why it will be a threat for them.
3. **Increasing Tax:** If the government will increase tax for this sector. That's why it will be a threat for them because their expenses will be increased.
4. **Changes in market trend:** Marketing trend is changing day by day. It will be a threat for them.

5. **National disaster:** If a national disaster will come to our country such as flood, storm, earthquake. In that case, it will be a threat for them.
6. **Political violence:** Political violence is the major threat for business. If it comes to our country, all industries will suffer for that. That's why it will be harmful for vast event management.
7. **Competition in the local market:** Since, the event management business is profitable, that's why any local organization is entering in this industry.

Finally, SWOT analysis is very important for every organization. Strength and Weakness represents inner elements such as incomes, asset pool and so on. On the other hand, Opportunities and Threat represent outer elements such as rivalry, request and so on.

Competitor Analysis:

Competitor examination is so much critical some time recently doing a showcasing of a unused benefit since in the event that there are solid competitors within the industry at that point it'll be so extreme to enter into the commerce with a new benefit, in that case they got to make an inventive and separated benefit to enter into the trade. They need to get the advertised conditions and competitors' competency as well some time recently making their administrations. They ought to recognize the competitors' shortcoming and need to audit their promoting technique as well as what will offer assistance to form a perfect showcasing arrangement of their modern benefit. At long last, they have to include those values that are lost within the competitors' benefit. Additionally, they have to separate their benefit from what will offer assistance to urge a huge advertisement share and to draw a tremendous consideration of the clients in spite of the fact that situating their benefit within the customer's intellect.

External:

Identify their user:

Vast event management needs to build up their center service. They were identifying who will take their service and who will be their customer such as corporate level, personal, cultural organization.

Collect customer review:

Vast event management continuously increases their services. They did client surveys from time to time. They asked if the client Service is good or bad and Service cost is high or satisfactory. These answers were collected from customers by a vast event management survey team.

Service Satisfaction level:

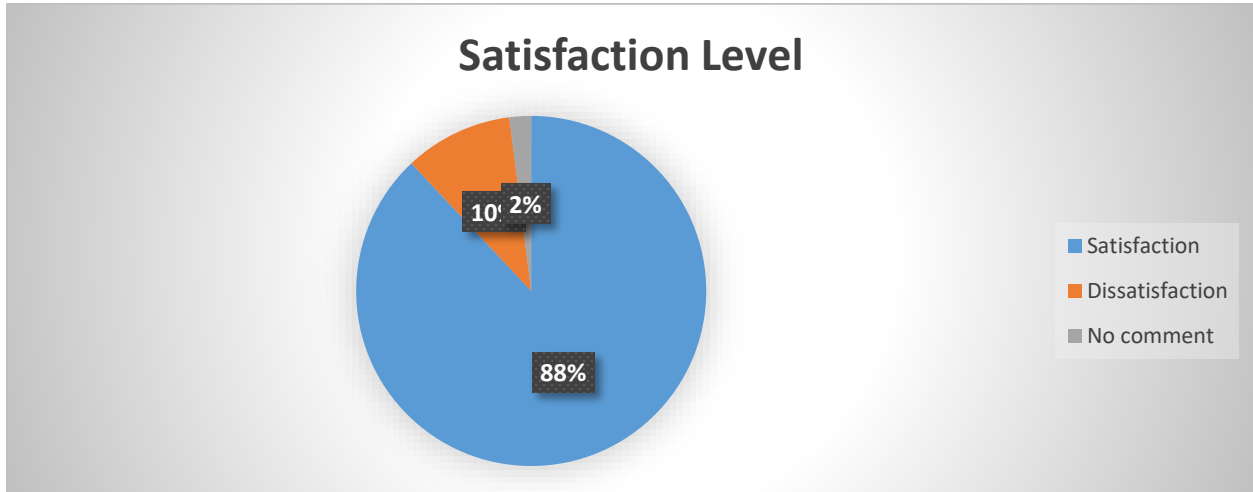


Figure 4.3: Service Satisfaction level of vast event management.

Service-Cost:

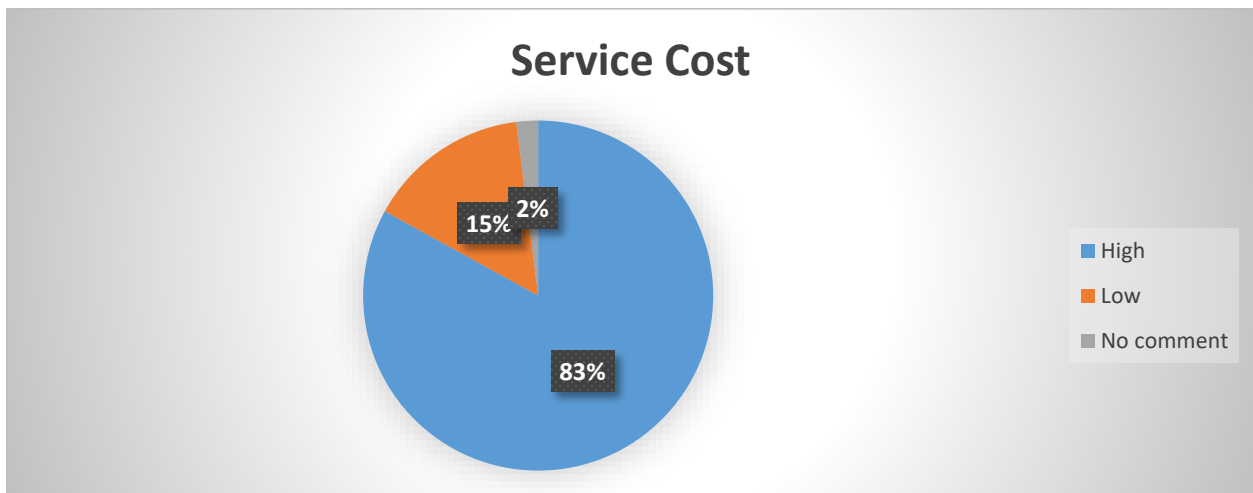


Figure 4.4: Service Cost of vast event management.

Chapter-5

Problems, Recommendations and Conclusion



5.1 Problems:

Vast event management has some limitations to their strategy. These points are here-

➤ **Insufficient Service quality:**

Their service quality is not sufficient. They do not provide fast and high quality service. It's a big problem of vast event management.

➤ **Insufficient promotion of digital marketing:**

Vast event management is spending almost \$10 per day for facebook camping. They are spending almost \$10 per day for Search engine marketing. But it is not enough for digital marketing promotion.

➤ **Insufficient training and make coordination:**

Vast event management does not provide any training for their employees and workers. In that case, employees can not give their best performance. It's a major problem for them.

➤ **Insufficient traditional marketing:**

Vast event management does not spend money for traditional marketing such as Billboards and TV commercials.

5.2 Recommendations:

These steps should be followed for solving these problems. In that case, their business will increase. These solutions are here-

➤ **Improve Service quality:**

Vast event management is always providing the best service but the client wants to get the fastest and fully high quality service. In that case, it needs to be improved.

➤ **Increasing Social media marketing:**

They must have to spend at least \$50 per day for promotion.

➤ **To Increase Training and coordination:**

They should provide training for their employees and workers.

➤ **To Increase traditional marketing:**

They should spend money on Billboards and TV commercials. In that case, their business will increase.

5.3 Conclusion:

Vast event management is an emerging company in the event management industry. Their profit growth is high as a startup company. They are providing good quality services. They are taking low service charges from other competitors. These elements are a competitive advantage for them. They are using social media campaigns such as Facebook, YouTube, Instagram, google ad-words, google trend and google analytics. They are using facebook ad managers for facebook camping. They are spending almost \$10 per day for facebook camping. They are spending almost \$10 per day for Search engine marketing. They are applying various marketing strategies to expand their business. Their market share is almost 4-5%. They will start their new business such as e-commerce and communication logistics.

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