



**Daffodil**  
*International*  
**University**

**An Analysis of the Marketing strategies of  
CREINSE LIMITED**

**Submitted to:**

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BBA, 38th Batch

Major in Marketing

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# Letter of Transmittal

Date- 08.07.2021

Siddiqur Rahman

Assistant Professor & Associate Head

Faculty of Business and Entrepreneurship

Daffodil International University

**Subject: Submission of Internship Report.**

Dear Sir,

I have the contentment to submit an elaborate internship report after a successful three-month internship at CREINSE Limited. The internship report concentrates on “An Analysis of the Marketing Activities of CREINSE LIMITED.”

I have concentrated my best proposition to achieve the objective of the report and hope that my endeavor will serve the purpose. The particular knowledge and experience I gathered during my internship period and report preparation will help immensely in my future professional life. I will be grateful if you kindly approve of this endeavor.

Md. Ashikur Rahman

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## Letter of Acceptance

The undersigned certifies that the work presented here was prepared by Md. Ashikur Rahman of Bachelor of Business Administration (BBA) in Marketing, 38th Batch, ID: 142-11-3813, Department of Business Administration, Daffodil International University as a part of her BBA program.

He is permitted to submit the report.

**Siddiqur Rahman**

Department of Business Administration

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## 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/college or organization 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 for a degree or otherwise.

.....

Md. Ashikur Rahman

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Department of Business Administration

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## EXECUTIVE SUMMARY

It is mandatory to do an internship for the final year students to complete the undergraduate program. To fulfill that requirement, I have joined the Marketing Division, Brand, Creinse Limited, Head Office as an intern. The internship program is organized such a way so that students can get a glance about the real advertising level environment and also plays a medium to learn the implication of theoretical coursework into practical works.

Firstly, this report provides a brief introduction of the Creinse Limited. Creinse Limited has a distinct mission, vision, and objectives with a goal to be the ultimate event management and entertainment platform in Bangladesh. Nevertheless, it has been the country's no. 1 entertainment Company till date. Creinse provides different services and products with all the modern facilities to provide the maximum value and satisfaction to the customers. There remains a strict chain of command at the organization.

This report also includes a detailed explanation of my internship experience where I explained about my contributions to the Marketing Division unit of the Branding; skills learned in the internship program, difficulties faced at the internship period and how I have dealt with the constraints, interaction with my supervisors and other employees.

Moreover, the influence of internship in career choice, and the expectations and experiences from the internship program have been explained briefly in this report. Finally, I concluded by expressing my satisfaction with the whole internship experience and learnings.

CREINSE Limited is one of the renowned entertainment companies in Bangladesh. Because of globalization and technological facilities, they could provide useful real-time service to their audience or customer. This company plays a vital role in the field of entertainment of music. The internship report titled "Overall Marketing Activities of CREINSE LIMITED."

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# Chapter: 01

## Introduction



## 1.1 Introduction

Marketing is the control of exchange relationships between goods and customers. Marketing is used for creating, protecting, gratifying and farming clients. With the patron in the middle of its sports, it can be concluded that advertising and marketing is one of the top-rated components of Business Management - the alternative being Innovation. The center of your business fulfillment lies in its advertising and marketing scheme. Most parts of your enterprise depend on successful advertising and marketing plans. The traditional advertising and marketing umbrella cover advertising and marketing, public family members, promotions, and income. Marketing is the system using which products or services is brought and promoted to the capacity clients. The heart of each success business lies in marketing plans. Whether your business might be a success or not – it all relies upon at the marketing execution. The things that top advertising and marketing need to cover are advertising and marketing, promotions, public members of the family, and income.

What advertising does? It is a process in which a provider or an awesome is brought and then promoted to any potential customer. If you don't have a right advertising and marketing plan, you can provide the friendly products in your niche, but no person might even realize and take note of it.

So, without a right advertising plan, the organization could be closed due to the fact their sales could crash. Now, let's have a have a look at why good enough advertising is essential for the commercial enterprise.

### 1.1 Objective of the Study:

As a prerequisite for the Bachelor of Business Administration (BBA) from Daffodil International University (DIU), it is required to complete an internship on a crucial subject matter & prepare a report. As a scholar of BBA, I have achieved my route on ordinary marketing activities of CREINSE Limited.

The study has been carried out with the following objectives:

- To identify the marketing strategies of Creinse Limited;
- To analyze marketing mix of Creinse Limited;
- To identify the problems related to the marketing activities of Creinse Limited;
- To make some recommendations to solve the problems of Creinse Limited;

## 1.2 Scope of the Study:

The survey displays the Overall Marketing Activities of CREINSE Limited. In my research, I actually have tried my degree first-rate to recognition on their middle advertising sports and their particular promoting of live events, suggests, television programs and so forth. I had my conversation with some senior degree manager of that precise agency and tried to complete my internship record.

## 1.3 Methodology of the Study:

At the time of my internship, I have attempted to use both number one and secondary statistics that I have gathered from distinct resources. For preparing this report frequently, I got some information from the formal and casual communication of numerous personnel of CREINSE Limited and some from a couple of memories and features of CREINSE Limited. I located one-of-a-kind corporations and their transaction from a completely near-eye, all of this commentary and facts are blanketed in this record.

### 1.3.1 Sources of Data:

#### 1.3.1.1 Primary Data:

- Observation
- Practical works with CREINSE Limited
- Surveys
- Web surveys
- Interviews

#### 1.3.1.2 Secondary Data:

Prospectus Training Book (universal advertising gadget), which affords Training Institute of CREINSE Limited

Research brochures and diverse guides of CREINSE Limited

Official data, book, and Internet

Website

#### 1.4 Limitations of the Study:

There had been a few limitations in completing the record with abundant sources. Some of the essential boundaries are-

- The time isn't always insufficient to do a report.
- It is complicated to acquire all of the real data of the selected employer.
- In this document, the most effective three months sports is only used.

# Chapter: 02

## About CREINSE

CREINSE Limited is a company that cannot be narrowed in a definition. The diversity of CREINSE Limited is only handed by way of its innovative preference to think and create initiatives which have never done earlier than in Bangladesh. With the motto of we will amaze ourselves and astonish others, CREINSE Limited seeks to discover and achieve matters, which hasn't been idea of or have been offered by using any. CREINSE Limited will gratify only in particular and primary of its types.

CREINSE Limited defines as in no way a marketing corporation, nor an occasion control employer, nor a creative business enterprise, no longer a sports improvement employer or neither a web portal platform. CREINSE Limited will work within the all spheres of advertising communiqué, social sports, digital systems, music, and sports activities, on every occasion and whatever there is a new pathway to embrace and a brand-new undertaking to take on.

CREINSE Limited has already created milestones in the Bangladeshi music history using web hosting the worldwide track superstars - likes Bryan Adams, Asha Bhosle, MLTR, Julian Marley, Richard Marx, and Boney M.

CREINSE Limited has additionally stepped into sports area with the aid of sponsoring Club Cricket Festival in Mymensingh in March 2013. Club Cricket Festival is an initiative of London Tigers UK and Kids Cricket World, UK and prepared by way of CREINSE Limited to create a pipeline of young cricketing skills in our U. S. A

Recently CREINSE Limited secured an emblem license and application license settlement with Viacom International Media Networks (VIMN) Asia, a division of Viacom Inc., a leading company of worldwide leisure content, to provoke MTV program syndication in Bangladesh. Under this settlement, CREINSE Limited will market and convey MTV application content material and bring localized MTV codecs for the Bangladesh market.

CREINSE Limited is likewise getting ready to launch its CSR tasks so that it will reach out to make a few lives higher.

# Chapter 3

## Analysis Marketing Strategies of CREINSE

### 3.1 Segmentation

The segmentation step is a conceptualizing action. Rattle off all the potential market portions one could focus on a promoting effort. Specialty organizations some of the time have just a single target showcase, while different organizations may have five or ten conceivable sections or more. Wireless suppliers, for example, regularly isolate clients by benefits. A few purchasers need cutting-edge gadgetry while others need tried and true correspondence for movement and crises.

Example: Creinse Limited arranged for Dora event, the clients were school-going children. Then they arranged for MLTR, the clients were mid-aged people who love specific kind of songs. So, the segmentation for different events was different.

Geography: Creinse limited is Dhaka based strategic marketing event activity company. Mostly targeted to its urban area customers.

Firmographics: That target segment is most likely to B2B events. Mostly targeted to the corporate events and its activity

Psychographics: this segment is focus on potential attendees to their internal motivations, rather than their external attributes

Behavior: Creinse limited focus on its customers behavior for example by one ticket get one free or early bird registration offer

### 3.2 Targeting

When it has different, particular market sections, usually one need to redo advertising efforts that interest to each. As one experience the STP procedure, one selects which fragment to focus with upcoming effort. Utilizing the wireless precedent, one may choose to dispatch another crusade to advance propelled portable highlights, media, applications and messaging apparatuses to more youthful, well-informed gatherings of people. For this battle, people would create messages and utilize media custom fitted to that market.

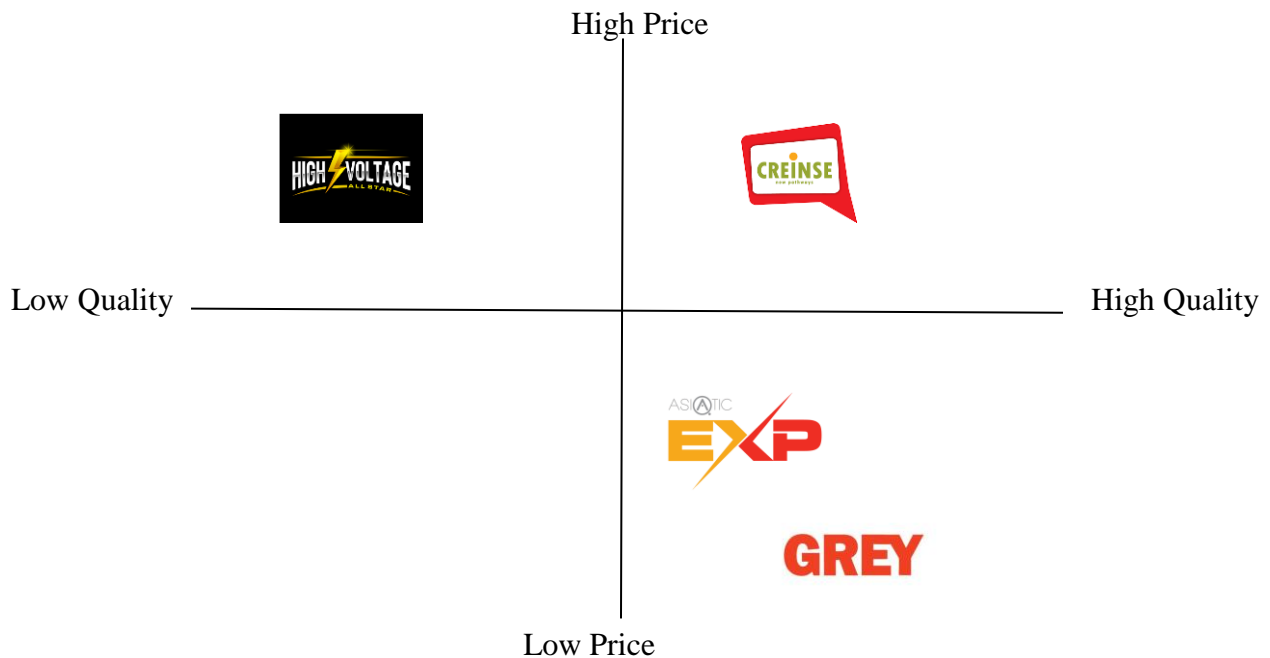
Example: Creinse launched Tashfee as their brand ambassador, their target customers are new generation people. But it has launched Bappa Mazumdar and MILES for mid aged Bangladeshi and Indian people.

Criteria size: This entertainment market is kind of smaller and B2B events and B2C events are the mostly focus criteria.

Money: Anticipated profits may exceed costs of marketing plans to other changes

### 3.3 Positioning

Positioning means by which the company adjusts its image or items in the physical market. The objective is to offer something that is greater, preferred or more significant over the rivals to a specific market portion. For instance, Apple endeavors to position itself as a creative, bleeding edge innovation supplier to observe tech purchasers who need top-quality arrangements. The positioning fills in as the large picture direct in building its promoting effort.



Example: Creinse Limited has association with Sony DADC. So, it has positioned itself as the best entertainment company in the market. A musical contest “Sunsilk Divas” produced by Unilever is also arranged by Creinse Limited. That is why it can be said that Creinse Limited has positioned both nationally and internationally effectively.

#### Creinse positing Map

Price: Creinse limited have price offering to the customers than competitive market price.

Exclusivity: Creinse limited always focus on exclusive position to the market for its different marketing activity like Sunsilk Divas, Honda hornet launching events, BonyM concert, Stunt Show etc.

Mass Market: Mass market capture is not satisfactory rather than competitors. They always focus on exclusive content for limited target customers.

Affordability: Creinse is not always affordable to its clients and customers because of their exclusive contents.



# Chapter 4

## Marketing Mix of CREINSE

### 4.1 Product

1. Music: Creinse has already created milestones in the Bangladeshi music scene by hosting the international music superstars in the likes of Bryan Adams, Asha Bhosle, MLTR and Julian Marley.
2. TV content material: Recently Creinse secured a brand license and program license agreement with Viacom International Media Networks (VIMN) Asia, a division of Viacom Inc., a leading provider of glauca entertainment content, to initiate MTV program syndication in Bangladesh. Under this agreement, Creinse Limited will market and produce MTV program content and produce localized MTV formats for the Bangladesh market.
3. Concert: Creinse limited arranged some international concert like MLTR, Guns & Roses, BONYM and also some local concert with Artcell, warfaze, Nagar bauletc
4. Album: Creinse Limited launched some collaboration music album with India and Bangladesh. Bappa mazumdar, miles collaged with Indian music artist. They have good expertise in music industry with international music arena.

## 4.2 Price

The price of the products of CREINSE Limited depends at best on its miles supplying. CREINSE Limited settled the amount of song album consistent with the popularity of the singer of the unique singer.

## 4.3 Place

1. Physical: They sell exclusive contents of CD and DVS and other physical content.
2. Online based: Online Songs, YouTube Contents, Tv Contents
3. TV, Radio: Exclusive TV and Radio Shows

## 4.4 Promotion

To promote the product CREINSE Limited has some strategies. The strategies are beneath:

1. Sponsorship of famous sports: Creinse limited sponsored some famous sports like cricket, football, badminton.
2. Free concert: They arrange some free concert for disabled child and also for arranged for students to enjoy the live music concert.

3. Facebook and YouTube campaign: They are well known in music industry and launched some new face via M talents. They create Facebook and YouTube marketing for to find out some potential artist in this music industry.
4. Campus Ambassador in each college: Creinse limited launched campus ambassador for every university to find out more talents. In Daffodil International University they create a campus ambassador campaign and elected one person for their cultural activity.
5. CSR sports: Creinse does not limit itself to any boundary and in that spirit, Creinse embraces its social responsibility with the inception of Creinse (Aamio Pori) venture. Amio poris Creinse's initiative to educate street children and help them gain socio-economic independence and have a positive impact on the social welfare of Bangladesh.

# Chapter: 05

## Analysis of Marketing Activities

## 5.1 Sports

The global sports is thrilling, be it the adrenalin packed cricket or the stylish recreation of games or another sporting preference which has the excellent possibility for Bangladesh. CREINSE Limited has stepped into sports discipline through sponsoring Club Cricket Festival in Mymensingh for two consecutive years and counting. The vision of Club Cricket Festival is to generate wearing eagerness and cricketing knowledge to the students of different schools in the Mymensingh district, with the possibility of making a platform for young cricketers. The Club Cricket Festival is the result of CREINSE Limited collaboration with the global company of Kids Cricket World UK to expand the foundation level cricket initiatives for the young cricketers and provide them with enjoy to the countrywide and international cricketing department and also had an amusing adventure along the manner.

CREINSE Limited is committed to staying on an eccentric path in its adventure into the sports arena and will preserve on contributing to improving the expertise development and skills amplification of wearing skills of the country.

## 5.2 Music

Music is the spirit that has stimulated CREINSE Limited to reach extraordinary heights within the Bangladeshi tune history, and prefer it's a message; CREINSE Limited has created new pathways in its musical enterprise.

In June 2012 breach the musical conventions, CREINSE Limited organized an expertise hunt show with a leading neighborhood tv Channel nine as a named 'Channel 9 Sing with MLTR', of which the coveted winner selected by MLTR themselves were given the opportunity to sing with MLTR. Through the competition, Fatiha Z. Paula became the first musical performer ever from Bangladesh to perform with a global band on middle stage, where she sang 'Salvation' with MLTR.

More wonders are inside the bag, and the brainstorming continues. Await the new trail of track activities from CREINSE Limited.

CREINSE Limited is a dreamer and may carry those visions to lifestyles. In the sector of the song, CREINSE Limited has usually taken the most exciting paths and could preserve to spread thru a brand-new manner of musical innovation.

### 5.3 Consumer Engagement

Moving into new pathways of purchaser gratification toward brands, CREINSE Limited has stepped into creating new logo consumer hyperlinks, with a purpose to redefine the convention. CREINSE Limited will emerge a grand entrance in direct contact with purchasers using showing the boundaries of creativity and increasing emblem attraction via emblem activation and incorporating a playful interactive technique to amaze purchasers.

#### 5.3.1 Live Events

CREINSE Limited has redefined the concept of stay occasions using integrating a number of the social capabilities from domestic and overseas into sports that had been taken into consideration to be not possible. The starting of CREINSE Limited turned into tied with the grandest concert in Bangladesh until date; the Bryan Adams Bare Bones Tour to Bangladesh in 2011, which marked the primary time an international music superstar accomplished in Bangladesh.

In March 2012, CREINSE Limited delivered one of the mythical track artists of the subcontinent Asha Bhosle for a stadium performance. The top factor of that event becomes an ancient duet performance of Asha Bhosle and Bangladesh tune legend Runa Laila singing DamaDaamMastqalander. CREINSE Limited endured including to the global musical luxuries in the Bangladesh music scene with the aid of bringing in one of the leading worldwide music bands Michael Learns To Rock (MLTR) in Bangladesh on June 2012. Most recently, CREINSE Limited brought in Grammy-triumphing artist Julian Marley, the son of musical legend Bob Marley in Dhaka and giving the nearby tune fans - a proper taste of Jamaican Reggae at its first-class. In that occasion, neighborhood rock track band Miles completed a tribute to Bob Marley including the local ardor. Six histories are breaking song occasions in 2 years the destiny calendar seems to be filled out with more celebrations of song, sports activities, and lifestyle.

#### 5.3.2. MTV

CREINSE Limited is a leading brand improvement, music and entertainment organization in Bangladesh has secured a logo license and program license settlement with Viacom International Media Networks (VIMN) Asia, a department of Viacom Inc., the leading company of global amusement content material, to initiate MTV software syndication in Bangladesh. Under this settlement, CREINSE Limited will marketplace and produce MTV program content material and produce localized MTV codecs for Bangladesh marketplace.

### 5.3.3. CSR Activities

CREINSE Limited does now not restrict itself to any limit and in that spirits. CREINSE Limited holds its social responsibility with the inception of Amio Pori mission is CREINSE Limited initiative to teach street kids and help them benefit socio-monetary independence and have a tremendous impact on the social welfare of Bangladesh.

The concept of Amio Pori is to offer to school thru Earn by using Learning to these deprived kids, and an assessment to the social offensive realized by utilizing the society, CREINSE Limited will provide paintings with the concept of creating them same partners of the community.

CREINSE Limited will carry on growing new paths and in conjunction with supporting others and the society to take fantastic steps forward.

### 5.4 Social Business

Routing far from the dusty capitalistic paths of business, CREINSE Limited explores the sector of social business enterprise with the goal of making a new location of self-empowerment and wants to knit the world of business with the objective of social and financial empowerment. CREINSE Limited needs to go into on ventures that interact its beneficiaries with employment, in preference to the useful resource, because it navigates via to new opportunities and enduring proper to the spirit of creating new pathways.

### 5.5 Television Content

With the arena of entertainment roaming via loads of television channels from around the world with the click of a button, voice-activated commands or maybe, a swipe hand movement CREINSE Limited aspires to supply nearby tv contents as well as convey in new global television content syndication.

Recently, CREINSE Limited has secured an emblem license and software license settlement with Viacom International Media Networks (VIMN) Asia, a division of Viacom Inc., a leading issuer of world leisure content, to provoke MTV software syndication in Bangladesh. Under this settlement, CREINSE Limited will marketplace and convey MTV software content material and bring localized MTV codecs for the Bangladesh market.

Through this partnership, CREINSE Limited will constitute the MTV Hits, a non-prevent worldwide branded block and produce nearby MTV-branded versions of MTV Chart Attack and My Celeb MTV in Bengali each extraordinarily successful and properly-preferred formats underneath the worldwide young people leisure emblem with the capacity of destiny enlargement of the agreement inside the destiny. CREINSE Limited will look to the cozy placement of the MTV Hits branded chew, produce the nearby codecs and at ease syndication of the compositions. A VJ seek can be initiated rapidly to choose the primary-ever VJ for the unique MTV program formats in Bangladesh.

The MTV Program Platform is the beginning of the unraveling of tv content exposure. The ending is not in vision, as it's miles a long course of the adventure ahead. In the pursuit of the area of expertise, CREINSE Limited has a unique string of suggests in gesture, fading away the chaotic traditional indicates to make room for exciting content, hailing from domestic and elsewhere.

## **5.6 Market Development**

Market development is about growing and growing classes. There are three ways-

- There are greater users (increasing marketplace penetration).
- There are extra usage (growing intake).
- There are more blessings (getting consumers to shop for better value merchandise).



□ Spotting that tastes are enormous motive why people select one emblem over any other, new fragrance launches are helping to boom market penetration, gift new users to the brand and ensure its product mix remains updated.

### 5.6.1 Lead Market Development

• It is the maximum considerable development opportunity lies in increasing the markets. In growing and emerging nations, there is the tremendous ability for destiny growth as more and people start ingesting personal. To recognize this potential, it will want to associate with its customers in both the developed and developing markets.

- Win with a prevailing companion.
- Win with prevailing customers.
- Be an execution powerhouse.
- Fast and bendy – and increasingly more competitive.
- Winning the marketplace is about being fast and agile to fulfill the converting wishes of today's customers and consumers.
- Delivering extensive price.
- It's a large ambition.

### 5.6.2 Winning in the marketplace

Delivering content material, worthwhile increase calls for a philosophy of continuous development. This means being rapid and bendy inside the supply chain even as maintaining expenses aggressive. It may also want us to make the maximum of its scale and intention for the pleasure to go back.

# Chapter: 6

## Major findings and Recommendation

## 6.1 Major Findings

- CREINSE Limited has a lot of potential in entertainment sectors (e.g Music, Event Management, Sports, Stage shows etc)
- CREINSE Limited are implementing new ideas and experimental event like fan engagement and brand awareness activity
- The company provides exclusive service content especially on music industry
- Creinse limited focus on public figure engagement for specific brand that leads to high price for their clients.
- Creinse limited had international market connections for exclusive contents and TV program and have the rights to run in Bangladesh
- Creinse limited has less focus on experimental marketing or ATL marketing rather than music and TV contents
- They have little image branding in the market.

## 6.2 Recommendations

I actually have some recommendations to assist CREINSE Limited to fix their problems. These suggestions are given below-

- Management should focus on clients needs and cut of extra cost to give them better service.
- Developing planning and execution need to more precise and specific,
- Coordination team must align to the events activity and not to interrupt regarding any issues.
- As CREINSE Limited is an entertainment company, it must introduce new and progressive ideas to the customer and capture the target market.
- The right managerial statement and cooperation are wanted.
- The company must avoid the duplication of work through better communication.
- Need to improve branding image trough organizing big events targeting mass market.
- Targeting customers need to be more specific to run a successful marketing campaign.

# Chapter: 07

## Conclusion

### 8.1 Discussion

This report shows the general marketing activities of CREINSE Limited. I even have tried my degree high-quality to explain the modern-day advertising and marketing activities which they are training lately. I wrote all the crucial advertising equipment and exercise which I got within the short duration. I consider statistics is authentic and related to the marketing activity of CREINSE Limited.

.

## 7.2 Conclusion

The beyond months of my internship had been very instructive for me. I gained quite a few revel in, especially in the advertising field. A lot of the responsibilities and sports that I have labored on at some stage in my internship are familiar with what I'm analyzing in the intervening time. I labored in many regions where I did one-of-a-kind paintings. This gave me the hazard to find out which regions I want to work in after my training. The area that I located maximum interesting is marketing & communication. By growing an advertising and marketing plan, I needed to do plenty of advertising & sales activities there. I had to find the nice way of advertising an event. I found out many stuffs about viral advertising through using and learning approximately social media equipment.

But I additionally discovered Creinse Limited follows the national law and Standard Corporation fashionable running hours. Creinse Limited does now not offer any compensation to cover the residing general price. Creinse Limited someday dose now not able to pay the worker income in right week time table for this reason people are disappointed. Creinse Limited continually prepared to pay compensation for insured people. No toddler hard work permits by the Creinse Limited.

Creinse Limited gives schooling for the employees or for the more modern assigned personnel. Creinse Limited provides sufficient well paintings environments for the people. The Creinse Limited presents the excellent place of the job for the worker and really conscious about a unique working environment and hygienic, accessible water for workers. Creinse Limited does now not set wellknown waste control system. Creinse Limited does no longer maintain a excessive disciplinary employer policies. Creinse Limited does no longer use any physical punishment, mental and verbal abuse for any types of fault passed off with the aid of the people.

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