



Department of Media Studies and Journalism

Internship Report

Submitted By:

Name: Chowdhury Mehnaz Afrin Shreya

ID: 181012081

Term: Spring 2022

Course Code: MSJ 11498

Submitted To:

Dilshad Hossain Dodul

Senior Lecturer

Host Organization: La Team Bee Communications Private Limited



Date of Submission: 23rd May 2022

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STUDENT DETAILS

Name	Chowdhury Mehnaz Afrin Shreya
ID	181012081
Department	Media Studies and Journalism
Major Concentration	Public Relations
Minor Concentration	Ulab School of Business
Career Objectives	I wish to become a sorcerer of one of a kind in the PR professional field. I aim to take on challenging projects, excel with a team of professionals, and drive change to enhance the brand value and reputation of an organization.

INTERNSHIP DETAILS

Host Organization	H: 1/A, R: 2/A, Block: J, Baridhara, Dhaka 1212
My Working Section	Marketing Department
Supervisor	Amir Jawad, Account Manager
Designation	Intern, Strategic Planner
Start Date	February 6, 2022
End Date	May 11, 2022
Hours Per Week	40+
Total Working Period	Approximately, 12 Weeks

ACKNOWLEDGEMENT

I would like to begin this acknowledgement expressing gratitude towards my university, my department and to my faculties. First and foremost, I sincerely thank **ULAB** and the **Department of Media Studies and Journalism** for conducting and monitoring an **Internship course (MSJ 11498)**, to create opportunities for the youth and help them develop knowledge and skills about their chosen job sector in Bangladesh. It has allowed me to gather the courage and apply for an internship in one of the most dedicated and integrated marketing agencies in Bangladesh, **La Team Bee Communications Pvt. Ltd.**

By the Grace of the Almighty, I have been given the opportunity to be an Intern, Strategic Planner at this agency, which has allowed me to explore many challenging pursuits. In my 12 weeks at the company, I have been able to implement and refer to my knowledge in Public Relations, which was my Major Concentration.

I wish to extend my sincere thanks to Mr. Amir Jawad, Account Manager, La Team Bee Communications Pvt. Ltd, for entrusting me with challenging tasks, and guiding and encouraging me throughout the entirety of my internship. My supervisor and colleagues here have encouraged me to partake in team efforts, take on leadership roles and complete tasks with constant communication. I am grateful for this work opportunity as I have grown synergy with my co-workers and have been able to utilize my theoretical learnings in the opportunities that have been presented to me. I thank the team members of La Team Bee Communications Pvt. Ltd. for supporting me in this journey.

I would also like to express my profound gratitude to my internship supervisor, Ms. Dilshad Hossain Dodul, Senior Lecturer, University of Liberal Arts Bangladesh for her support, guidance and valuable suggestions throughout my internship. I would also like to thank our internship coordinator Muhammad Aminuzzaman for guiding me with information, which has helped me align my internship and its course of timeline to fulfill the requirements of this Internship course.

Last but not the least, my hearty thanks to my friends and family whose utmost belief in me has encouraged me to keep going on.

Finally, I would like to express my sincere gratitude to all those who have helped me in the completion of this humble effort.

PLAGIARISM DECLARATION

1. I know that plagiarism means taking and using the ideas, writings, works or inventions of another as if they were one's own. I know that plagiarism not only includes verbatim copying, but also the extensive use of another person's ideas without proper acknowledgement (which includes the proper use of quotation marks). I know that plagiarism covers this sort of use of material found in textual sources and from the Internet.
2. I acknowledge and understand that plagiarism is wrong.
3. I understand that my research must be accurately referenced.
4. This assignment is my own work, or my group's own unique group assignment. I acknowledge that copying someone else's assignment, or part of it, is wrong, and that submitting identical work to others constitutes a form of plagiarism.
5. I have not allowed, nor will I in the future allow, anyone to copy my work with the intention of passing it off as their own work.

Name: Chowdhury Mehnaz Afrin Shreya

ID: 181012081

Signature:



INTERNSHIP REPORT APPROVAL FORM

Student Name: Chowdhury Mehnaz Afrin Shreya

ID No: 181012081

Major: Public Relations

Year: 2022

Local Phone: +880-1760-739-790

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shreyamehnaz@gmail.com

INTERNSHIP/PROJECT INFORMATION

Internship Organization/Project: La Team Bee Communications Pvt. Ltd.

Internship	/Project	Report
Topic: _____		

Semester (Tick one): ☐ Spring 2021 ☐ Summer 2021 ☐ Fall 2021

Advisor APPROVAL

(Please place a Tick)

☐ Approved ☐ Not Approved ☐ Partial Re-write ☐ Full Re-write

Remarks (If Not Approved/Pretrial/Full Rewrite):

Signature: _____

Date: _____

Name: Dilshad Hossain DodulTitle: Senior LecturerE-mail: dilshad.hossain@ulab.edu.bdPhone: +880 1722-962443

INTRODUCTION

Being a student of Media Studies and Journalism, I have been intrigued by the widespread scope of this field. In its own complexity and culture, it is an interweb of traditional and digital media, that takes on a fast-paced globalization that continues to transform and evolve.

As a student with a concentration of Public Relations and having a background in a plethora of work such as content writing, copywriting, account managing and content planning, has encouraged me to understand and pursue the field of communications better. From understanding the voice of consumers to becoming the voice of an organization, I want to become a better learner and a resourceful professional, who can implement her knowledge and execute successful projects. All this ties to becoming a better researcher, analyst and a problem-solver. That is why I have joined La Team Bee Communications Pvt. Ltd. as a Strategic Planner.

La Team Bee Communications Pvt. Ltd. is a growing 360 degree marketing agency in the realm of Bangladesh. It is dedicated to Integrated Marketing Communication solutions, providing promising quality of services at an affordable rate to its clients. La Team Bee is an actionable team that buzzes around a bundle of creative solutions and result-driven services catered to its clients. Although it is an up and coming agency, it understands the key factor of staying at the forefront of every industry.

EXPECTATIONS

At the beginning of my journey with La Team Bee, my objective was to combine the theoretical communications approaches taught in class, and my interest in creating consumer-oriented messages and to learn about PR implementations. I was assigned to the marketing department, given tasks of strategic planning for the organization and potential clients. From the field of the organization's operations, the following were my expectations:

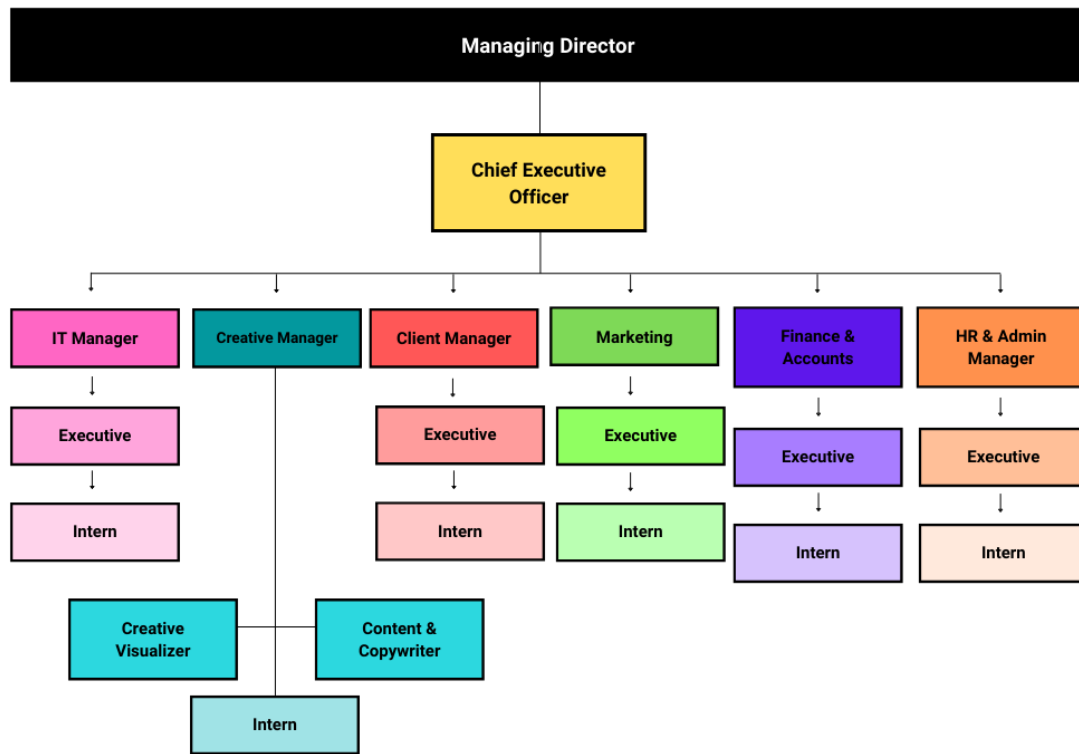
- Understanding the dynamics of vertical and horizontal communication between departments.
- Getting opportunities to procure feasible content and brand development strategies.
- Getting to work with clients from diverse industries closely.
- Understanding the needs of clients coming from various industries.
- Learning how to utilize digital tools to improve qualitative & quantitative research, improve data analysis, and coming up with strategic solutions.
- Getting an opportunity to contribute to the development of La Team Bee as a brand.

HOST ORGANIZATION

La Team Bee Communications Pvt. Ltd. at a Glance:

Organization type:	Integrated Marketing Agency
Incorporation Status:	Private Limited
Year of Establishment:	2018
Address:	House 1/A, Road 2/A, Block J, Baridhara, Dhaka 1212
Website:	www.lateambee.com

ORGANOGRAM OF THE COMPANY



TASKS

I began my journey at La Team Bee Communications Pvt. Ltd. on February 6, 2022 as a Strategic Planner in the Marketing department. My core responsibilities were the following:

- Researching and gathering data to develop well-informed strategic plans for clients.
- Examining clients' businesses to get to know their brands and understand their objectives.
- Producing cohesive plans to bring success to campaigns.
- Producing monthly content plans for retainer clients.
- Delegating creative visualization for clients.
- Brainstorming creative ideas with other members of the team.
- Presenting findings to senior staff members.
- Creating presentations and pitching to potential clients.
- Creating proposals , MOUs, and other official documents relevant to host organization and onboarding clients.
- Creating content plans as part of a proposal for onboarding clients.
- Identifying potential problems and devising ways to rectify them.
- Generating leads, delegating client services teams to pursue leads.
- Attending meetings and taking minutes.

PROJECT DESCRIPTION

Project 1

Project Name: Rebranding La Team Bee Communications Pvt. Ltd.

Client: Host Organization

Start Date: 7th February 2022

End Date: 10th April 2022

Project Overview: Work with the team to develop the Logo, Website, Portfolio, and set Quotation

MY TASK & RESPONSIBILITIES:

After coming to La Team Bee Communications (LTB), this was my first and main task. I assisted in designing the Logo, and gave suggestions to beautify and align employee visiting cards and ID cards. I also assisted our CEO and Supervisor in choosing a website layout that will represent us in a quirky yet professional manner.

I was assigned to discuss and develop the company overview, mission and vision.

My supervisor tasked me with retrieving old LTB works to contribute to our portfolio, which will especially go to our Behance. I spent hours retrieving these and organizing our LTB server so that it will help the team locate files easily. I directed the designer to fix portfolio templates and the font for LTB communications. I have drafted and introduced services in several packages, helped my supervisor organize them and decide on quotation prices. This helped the designer put the information in templates.

I also helped my fellow colleague to delete irrelevant information from LTB's official Facebook page. I was asked to create a monthly event calendar. After it was built, the rest of the team started working on contents to post and maintain a frequency on our social media pages. Based on these actions, our supervisor analyzed that our official page has more digital engagement according to page analytics.

I was tasked with Lead Generation quite often. I made lists according to industry type, and asked our Client Services and Sales team to approach the leads. Overtime, as we had a portfolio built, it started giving people an idea about LTB and its services. At some point, we began getting asked to drop our portfolio, quotation and proposals, instead of us having to knock at their doors. This certainly gives me the idea that La Team Bee is slowly getting recognized.

The following images represent the information posted on La Team Bee's

Website: <https://lateambee.com>

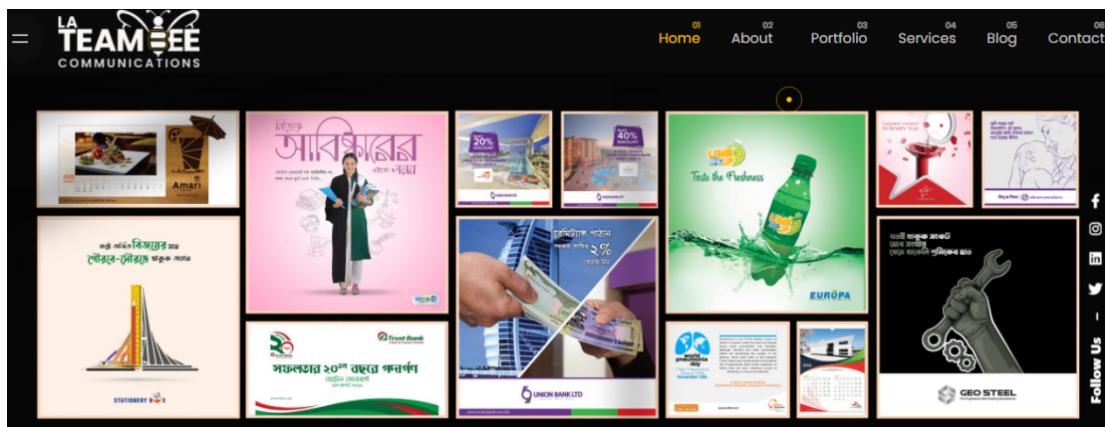


Image 1.1 The Layout of the Website's Home Page



Image 1.2 Banner for Carousel

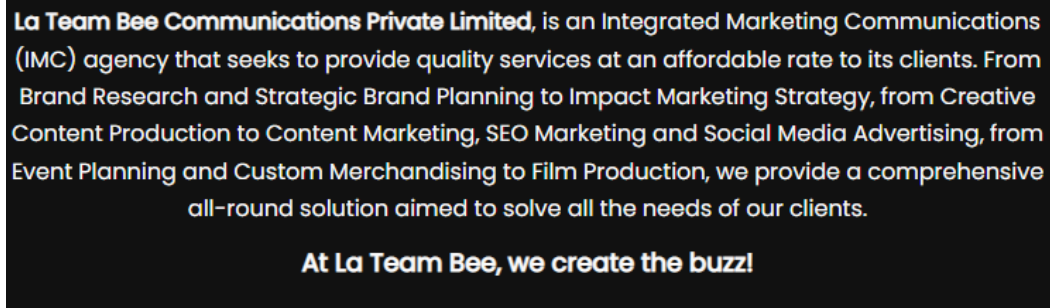


Image 1.3 The About Section

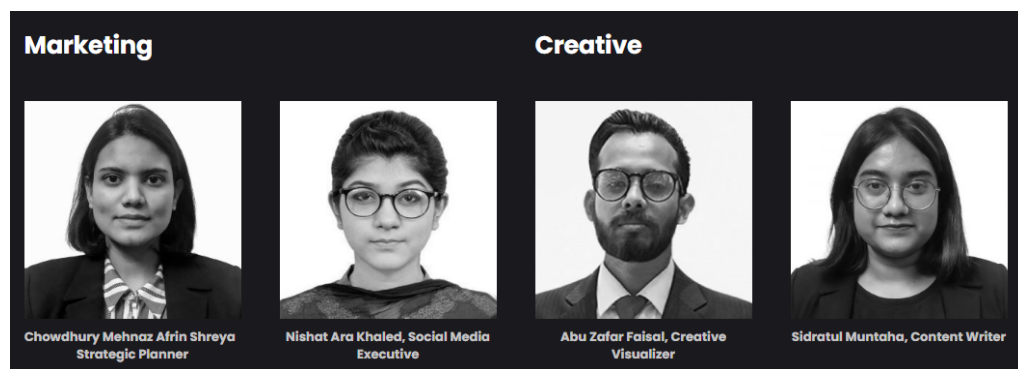


Image 1.4 The Team Layout (1st Row Only)



Image 1.5 Executive Summary

Vision:

To become one of the best creative and marketing communications agencies in the country, recognized for our invaluable contribution to the growth and success of our clients' business through our services.

Image 1.6 The Vision

Mission:

We strive to work with utmost dedication and attention to details to execute tasks seamlessly for accomplishing campaign goals for our clients.

(We can be your Team B)

Image 1.7 The Mission

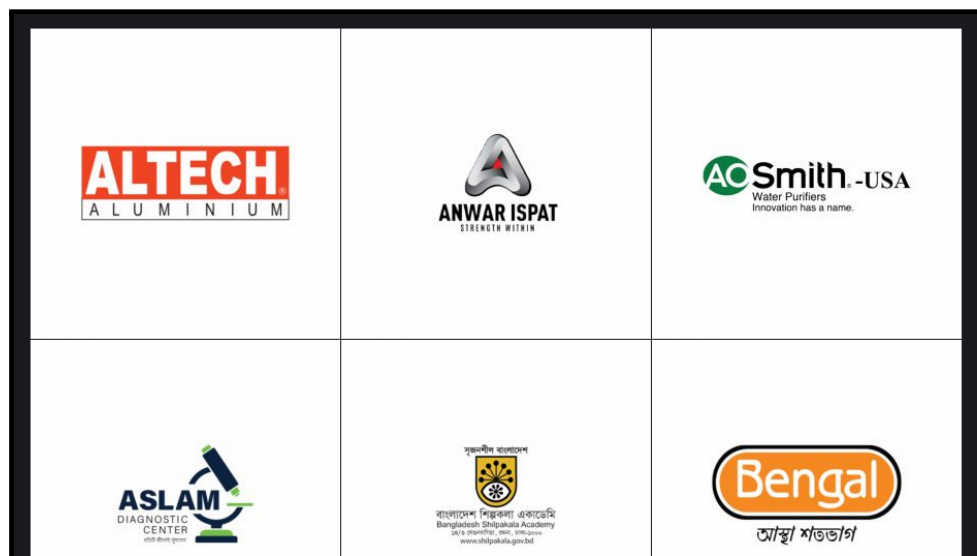


Image 1.8 The Portfolio which will take you to our Behance Portfolio

The following images represent the general outline of portfolio that we send to our clients:



Image 1.9 Front of the Portfolio we present to our clients



Image 1.10 Inside the Portfolio

The following images represent small snippets of Lead Generation I used to gather. I used to hand these over to the Client Services team for approach:

No.	Name of Company	Industry	Company link	Leads name	Leads Phone	Leads email
1	Saus Taus	Food Product	https://www.facebook.com/saus_taus		Not provided	
2	Royal Cuisine Buffet	Restaurant	https://www.facebook.com/Royalcuisinebuffet		01771-120840	
3	Le Meridian Dhaka	Restaurant	https://www.facebook.com/LMDhaka		880 1966-660032 (reservation)	
4	Gulshan Clinic	Health Clinic	http://www.gulshanclicbd.org/		Not provided, need to approach physically	
5	Shaheen Foods (BEST'S)	FMCG	https://shaheenfood.com.bd/			
6	Lalmal Food Products Ltd	FMCG	https://friendshopbd.com/			

Image 1.11 Lead Generation Data (March)

Ahammed Hossain Monzoor		https://www.facebook.com/groups/530944793683036/user/694807952/	
Omar Faruque Simanta	Personal Project	https://www.facebook.com/groups/530944793683036/user/100002467610295/	
Bangladesh Shipping Corporation	Cargo & Shipping	https://www.facebook.com/Bangladesh.Shipping_Corporation/	http://www.bsc.gov.bd/
Fully Furnished	Furniture	https://www.facebook.com/fullyfurnishedltd	
Eon Group of Industries	FMCG	https://www.facebook.com/eongroup.net.bd/	http://www.eonfoods.net/
Baqarah	Dairy	https://www.facebook.com/BaqarahSafeForYou/	http://www.eonfoods.net/
Omicon Group of Industries			https://www.omicongroup.com/

Image 1.12 Lead Generation data (March)

No.	Name of Company/Contact Person	Industry	Profile/Web Link	Additional Links	Instructions
1	Ascott Hotels Dhaka	Hotel	https://www.facebook.com/ascotthotelsdhaka	http://www.ascottdhaka.com/	
2	The Way Dhaka	Hotel	https://www.facebook.com/thewaydhaka		
3	Du Group BD	FMCG Telecommunications Pharmaceuticals Food, Fashion, Lifestyle	https://dugroupbd.com/	https://dushop.com.bd/about-us/	
4	Fuoco	Restaurant	https://www.facebook.com/fuocobd		Good scope of work as there's barely enough gripping design or content. They're getting all the hype recently, due to reviews and word of mouth (probably even community marketing)
5	PizzaBurg	Restaurant	https://www.facebook.com/pizzaburgbd	http://www.pizzaburgbd.com/	We can create better designed contents for them

Image 1.13 Lead Generation data (April)

	General Quotation of LTB & Digicart	
	LTB Creative Record	
	Lead Generation - Team	

Image 1.14 File Overview from Google Drive for LTB

CHALLENGES FACED:

- There were limited scopes for designing with the logo
- A lot of files were missing from the archive, so it was hard to locate works that are worthy of putting in our portfolio. This took more time than we anticipated.
- Website templates were expensive, so choosing a smart, audience-enhancing one was difficult within a reasonable budget
- Fixing on quotation and services took the longest, as it was hard to determine price rates of certain services since our organization is on a smaller-scale.
- Pushing the sales team to chase leads was time-consuming because it required various modes of communication.

MISTAKES:

The entire project ran on a trial and error basis. We tried various different things to make LTB a unique and recognizable agency.

LEARNING OUTCOMES:

- I realized about the time and effort that goes into building a brand
- Without a website, relevant social media content, an active digital presence, a company cannot be credible and therefore cannot gain the trust of its desired TG.
- To become unique and create your own identity, a brand must have a constant color palette, font and fixed templates and introduce these repeatedly in all marketing communication messages and channels.
- I learned to craft mission, vision, goals and company overview with my team. It contributed to my writing and researching skills.
- I learned to identify important days that are relevant to our brand and might cater to our target audience.
- Through consistent lead generation, assigning people to make calls, and approaching clients has helped LTB gain more credibility and traction.
- I learned to work as a team-player, and gave updates of my work process to my supervisor

Project 2

Project Name: Communication with Abacus Restaurants and The Chocolate Room

Client: Abacus Restaurants

Start Date: 5th May 2022

End Date: 9th May 2022

Project Overview: Take briefing, provide plans for a few mockup samples to show the client, send a list of services with quotation and provide a very brief analysis of TCR Gulshan North Outlet.

MY TASK & RESPONSIBILITIES:

I was asked to assist my supervisor, conduct a meeting with the PR Manager of Abacus Restaurants, to get a briefing on The Chocolate Room Bangladesh, and two of their onboarding franchises that will be newly introduced in the upcoming months. I took meeting minutes of the client requirements for each of their business. I was asked to identify, in short, why TCR Gulshan North Outlet has a lack of engagement.

I directed the creative execution for the mockup samples to create hype for the two new franchises. Later I hosted team meetings to discuss ideas. I helped produce two service lists and quotations for the retainer and ad-hoc services we can provide for Abacus and its franchises, and another quotation for the grand opening of the two onboarding franchises.

The following images represent the Meeting Minutes I took during our meeting
with Abacus Restaurants:

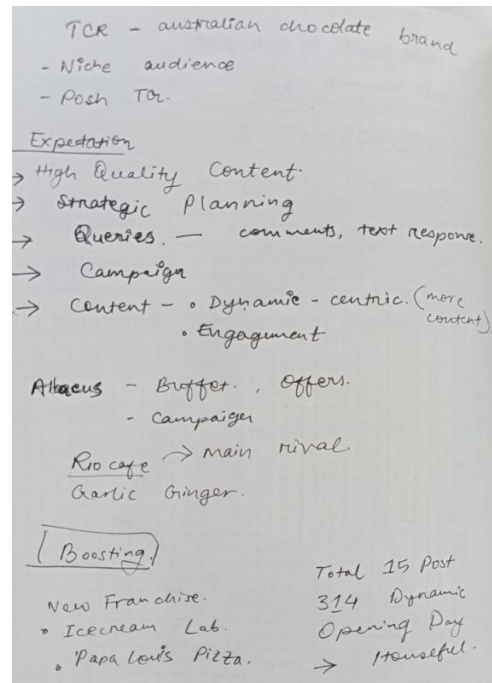


Image 2.1 Page One of Meeting Minutes

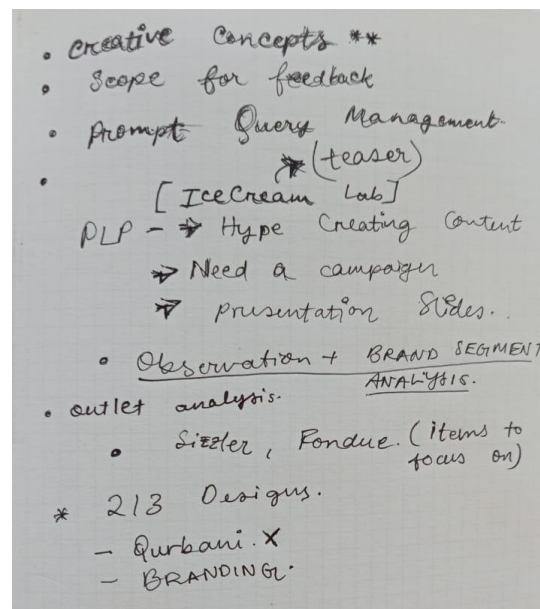


Image 2.2 Page Two of Meeting Minutes

The following images represent the creatives the Creative team came up with. I helped with alignment, elements and copy:



Image 2.3 Creative 1

This was a concept-based creative. The chocolate swirlies along with two scoops portrays “Soon” without explicitly saying “Coming soon”. I assisted in the alignment of the whole creative, including the placement of the copy and the ice cream balls and the chocolate swirlies.



Image 2.4 Creative 2

I asked the visualizer to put the cherry on top of the snow-formed surface, because it hints to ice-cream hype. I asked to keep the alignment as close to central as possible. I also helped with the color combination of the text.

The following images represent the Analysis Report I produced and the Quotation & Services I assisted in to help my supervisor to prepare:

OBSERVATION REPORT FOR THE CHOCOLATE ROOM 2

Facebook Page Link: <https://www.facebook.com/TheChocolateRoomBangladesh>
Franchise of Abacus Restaurants in Bangladesh

TCR has 2 Outlets, one in Gulshan 1 and the other in Gulshan 2 North:

1. Plot SE (C) 2, Road #138, Ground Floor, Gulshan Avenue, Gulshan 1, 1212 Dhaka
2. Nasrin Casabella, Plt - 2A, Block - NW(H), 1st Floor, Gulshan North Avenue, Gulshan 2, Dhaka-1212

The following analysis is based on the digital presence of The Chocolate Room for its Gulshan North Avenue (NA) outlet

ANALYSIS:

- The TCR page only includes the Gulshan 1 outlet address
- When people decide to visit a location to make plans instantly or plan ahead, they surf up for official pages or reviews. The information that shows upfront are usually the address, opening hours and contact number. This information is both instant and preferably the most accessible.

When customers desire to check for offers, they check creatives and then the caption for further information

ANALYSIS:

- On the TCR page, the addresses are missing from the caption, especially on boosted posts
- There are barely enough posts dedicated to Gulshan NA outlet, and its location
- There are no special offers specifically from TCR Gulshan NA outlet
- Live videos can not be differentiated
- The majority of the Live videos have no captions. Therefore, information like location, offers and events are not highlighted
- Lack of engagement with customers. There are no responses to the page reviews.

Image 2.5 The Analysis Report for TCR.

I prepared this based on TCR's content marketing and strategies for their 2nd outlet which has been less popular among consumers. I was asked to find out the shortcomings, so I drafted them in a way that points out the shortcomings drawn by customer experience.

Client: Abacus The Cafe & Restaurant Client Type: Retainer Client ID: NLTBIAMSRW			
Address: Star Center Plot-2A Block SE (C) Road, 138 Gulshan Ave, Dhaka 1212			
Description	Unit Price	Qty	Total
Static Post			
Dynamic (8 - 12 sec)			
Query Management (Social Media)	N/A	30days	
Strategic Planning, Trend Marketing & Business Development	N/A		
Brand Sentiment Analysis, Planning & Execution	N/A	N/A	

Image 2.6 Quotation for Monthly Services

Client:

Client Type:

Client ID:

Address:

Abacus The Cafe & Restaurant

Grand Opening Campaign

NLTBIAMSRW

Star Center Plot-2A Block SE (C) Road, 138

Gulshan Ave, Dhaka 1212

LA

TEAM SEE

COMMUNICATIONS

Campaign time: 1month

Description	Unit Price	Qty	Total
Static Post			
Dynamic (8 - 12 sec)			
Query Management (Social Media)	N/A	30days	
Trend, Guerilla & Hype Marketing	N/A		
Rapid Social Media Organic Promotion	N/A	N/A	
Influencer Management & Marketing	As required	Upon Discussion	N/A
Product & Event Photography	As required	Upon Discussion	N/A
Cinematography (of event)	As required	Upon Discussion	N/A
Print Media Services	N/A	Upon Discussion	N/A

Image 2.7 Quotation for Monthly Content and Campaign Services

CHALLENGES FACED:

- The briefing was scattered and unorganized from the client end
- I could not physically visit TCR's North outlet as the deadline was too short so I only had to draw the outlet analysis based on their digital presence and social media marketing

MISTAKES:

I made no mistakes in this project. My supervisor monitored me every step of the way.

LEARNING OUTCOMES:

- Introducing the host organization and describing services in a way that caters to the client's industry. In this case, it was the food and restaurant business industry.
- Planning creative static post
- Directing the creative visualizer
- Taking Meeting minutes
- Developing quotations according to the client budget
- Digital analysis through the use of social media monitoring tools to assess online presence of companies

Project 3

Project Name: Marketing Ideation for Sizzmart

Client: Sizzmart (E-commerce)

Start Date: 15th Feb 2022

End Date: 20th Feb 2022

Project Overview: Come up with marketing approaches, and suggest ways to improve their digital presence.

MY TASK & RESPONSIBILITIES:

To begin my tasks, I ran through Sizzmart's Facebook and Website, since these are the only places they are active. I asked to look at sales reports from the time it had started. I concluded that due to its launch, there was a spike in sales and the same consistency was maintained whenever Ads were boosted. I even analyzed the type of contents that were run for ads, and the type of engagement from Sizzmart's target audience. I drafted a basic list of approaches, and suggestions to improve on the creatives and enhance the Facebook page and the website.

After this step, I conducted meetings to discuss my ideas with the Sizzmart team. I proposed general offers, engaging ways to reach customers, to get on Instagram and to start maintaining consistency in captions. Based upon my analysis, I had also derived that the set target audience of Sizzmart needed an update so they were required to define a new audience, set the language accordingly and to keep it consistent. As per my observation, the creatives needed to be divided in varying design of templates to differentiate between categories for e.g. cat food vs. Baby products. Of the many approaches I had brought up in a meeting with Sizzmart's team, I had also proposed SMS Marketing with offers and to make the user experience easier and more accessible on their website. I also suggested making the website look more baby-friendly as it used to look more generic.

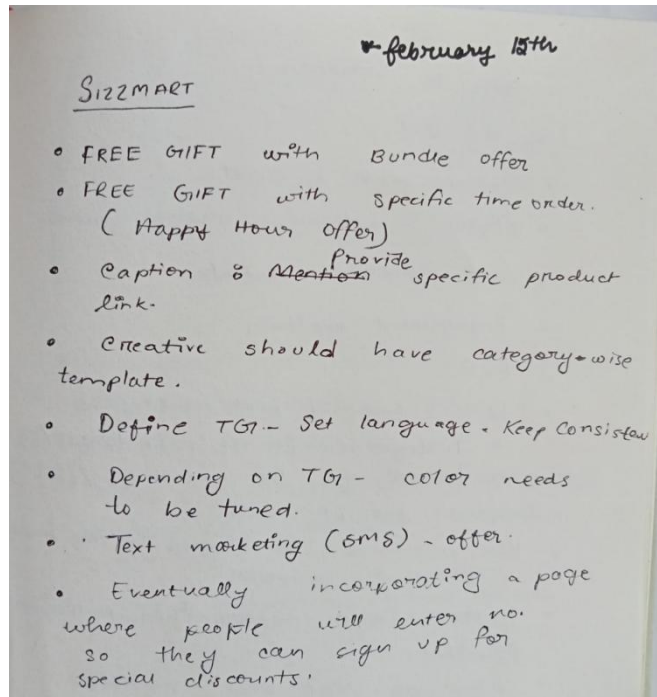


Image 3.1 Strategic Ideas, Page One

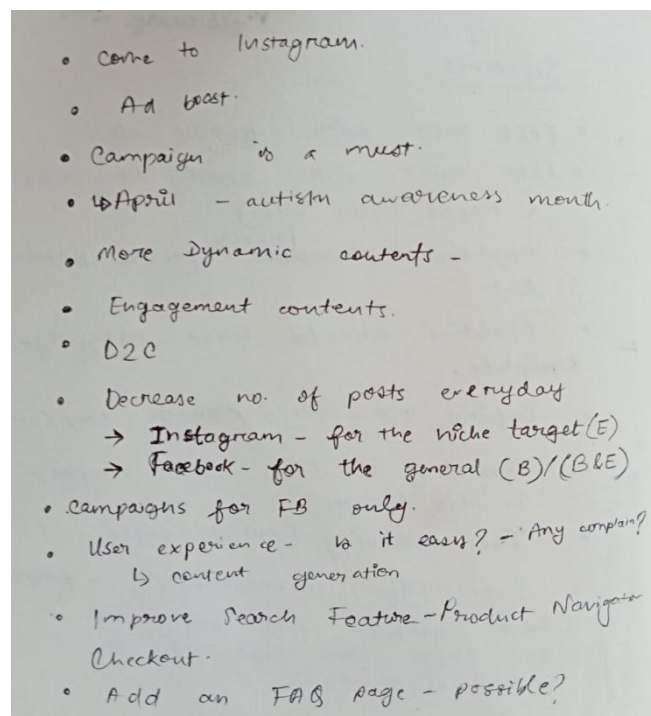


Image 3.2 Strategic Ideas, Page Two

MISTAKES:

Some of my ideas regarding budget and scope of marketing that I presented in the follow-up meeting with Sizzmart were discarded. However, Sizzmart started fine-tuning their Website more based on my evaluation and suggestions, so this was a success. They started tagging their website more for web conversion, and started to keep hashtags with consistent keywords to make it SEO-friendly.

LEARNING OUTCOMES:

- I learned the importance of
- Attractive design, especially for a website
- Design templates to distinguish between unrelated categories
- Setting target audience and monitoring
- Making the website more user-friendly and smartphone-friendly
- Attractive offers to keep the audience hooked

Project 4

Project Name: Sizzmart Company Profile

Client: Sizzmart (E-commerce)

Start Date: 1st March 2022

End Date: 14th March 2022

Project Overview: Producing a unique company profile, creating mission, vision and values for Sizzmart. This was to be presented to Arla Foods Bangladesh and Nestle Bangladesh in order to secure business relationships.

MY TASK & RESPONSIBILITIES:

I was assigned to design a basic company portfolio. My job was to determine an appropriate mission, vision and set the core values for Sizzmart. They provided me with a ballpark of competitors list. I started out by researching on websites such as Chaldal.com as the website interface of Sizzmart looked similar at the time. By looking into the mission statements, vision and core values of the different competitors, I made a conclusion that everyone was aiming to give quick deliveries and bring online customers' lives easier. Not stopping there, I even surfed up other e-commerce websites such as Daraz, which people heavily rely on. I went further to understand the demographics and psychographics of the possible target audience and what keywords draw them to rely on a website. My research was detailed as I had to keep in mind the latest controversies surrounding E-commerce in the last couple of years and how what would help running ones stay in the business.

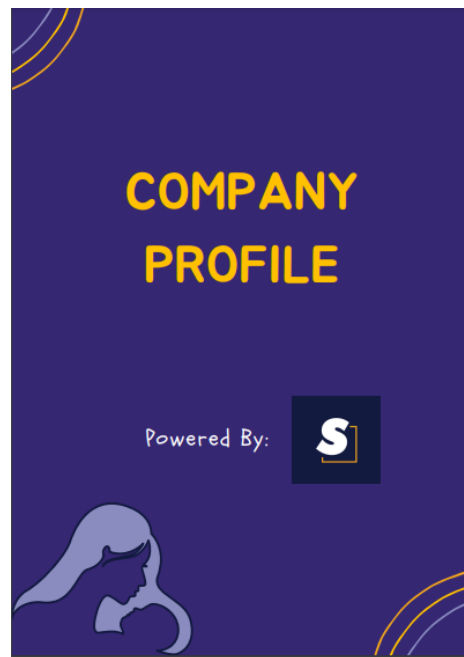


Image 4.1 The Cover was kept simple according to the client's requirement. The color combinations were kept according to the logo and color consistency of Sizzmart's social media and website.



Image 4.2 I kept the background of the company short. Throughout most of the slides, the body color is simple, white with kid-friendly elements and for the font I chose a childish handwritten aesthetic.



Image 4.3 I created the Mission and Vision that simply implies care with bold choice.



Image 4.4. Based on what words should define Sizzmart, its attitude in everything they do in the future, I crafted core values with simple words with a brief description



Image 4.5 Declaring the range of products as requested by Sizzmart

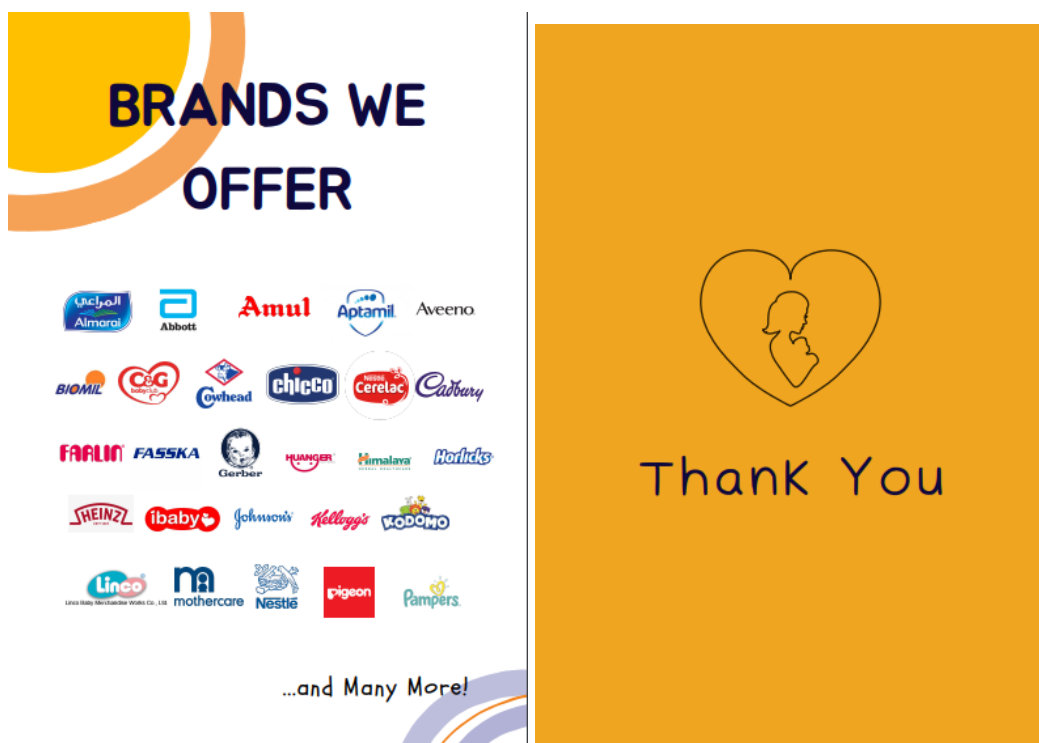


Image 4.6 & 4.7 Including the most hyped brand logos of the product range Sizzmart has. This was my personal suggestion. And lastly, I wanted to conclude with a mom and baby icon in the color yellow that portrays happiness.

CHALLENGES FACED:

- The brief was not precise and guided
- There were limited photos to work with or photos that depict success or introduce the team.
- I was not allowed to create a tagline or any call-to-action phrase
- Designers were occupied and I wanted to create something simple but good looking. I had to purchase Premium Canva membership to design this simply.

MISTAKES:

I did not make any mistakes in this project. I was not given any further corrections on this profile.

LEARNING OUTCOMES:

- Conducting competitor analysis helps a company to create its own brand communication and approach in a unique way.
- Understanding the products/services offered by a company, their USP helps to develop mission and vision statements.
- Understanding target audience demographics, psychographics and especially their lifestyle, habits and problems - help to build core values and craft brand communication messages
- Clear brand messages are important, especially to deliver to potential stakeholders
- Having a company profile in the competitive landscape helps to gain credibility in front of potential business stakeholders.

Project 5

Project Name: Analysis Report for Avijatrik Tourism Ltd

Client: Avijatrik Tourism Ltd

Start Date: 10th April 2022

End Date: 13th April 2022

Project Overview: Produce and write out an analysis report for Avijatrik's overall website and social media to analyze their current situation and provide few marketing suggestions.

MY TASK & RESPONSIBILITIES:

I was asked by my supervisor to research Avijatrik's website and its many pages and develop a brief analysis with a few suggestions of strategic ideas for the business to gain more visibility and recognition in the competitive industry.

I laid out the pages of Avijatrik, and assessed its mother page. Although Avijatrik provided a ballpark of their target audience, I identified and detailed it further. Then, I introduced the findings very briefly on what gains the most traction on their mother page in a breakdown of SWOT Analysis. Under the opportunity analysis, I came up with a possible range of strategic methods that can be posted on their social media including Facebook, Instagram and Youtube. According to my measurement, these few scopes would bring massive engagement from their target audience. Based on this, I created a basic list of social media content plans and ran it by our supervisor.

The following Images contain the SWOT Analysis for Avijatrik

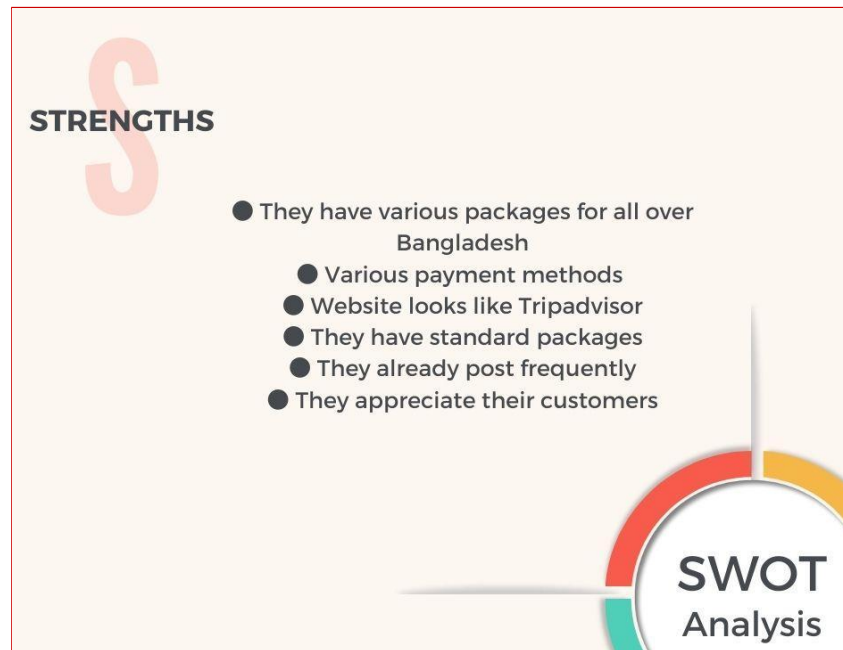


Image 5.1 Strengths

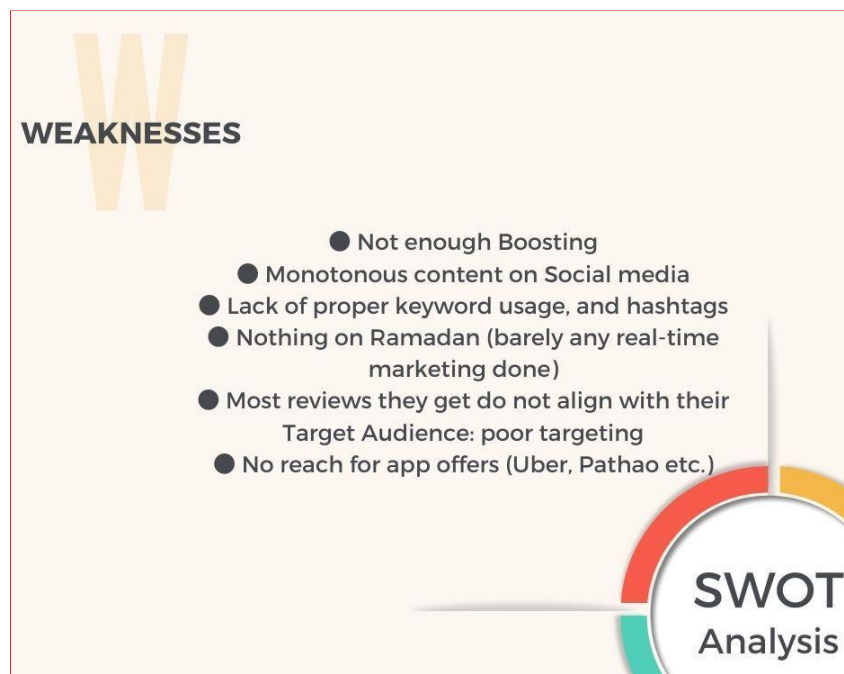


Image 5.2 Weaknesses

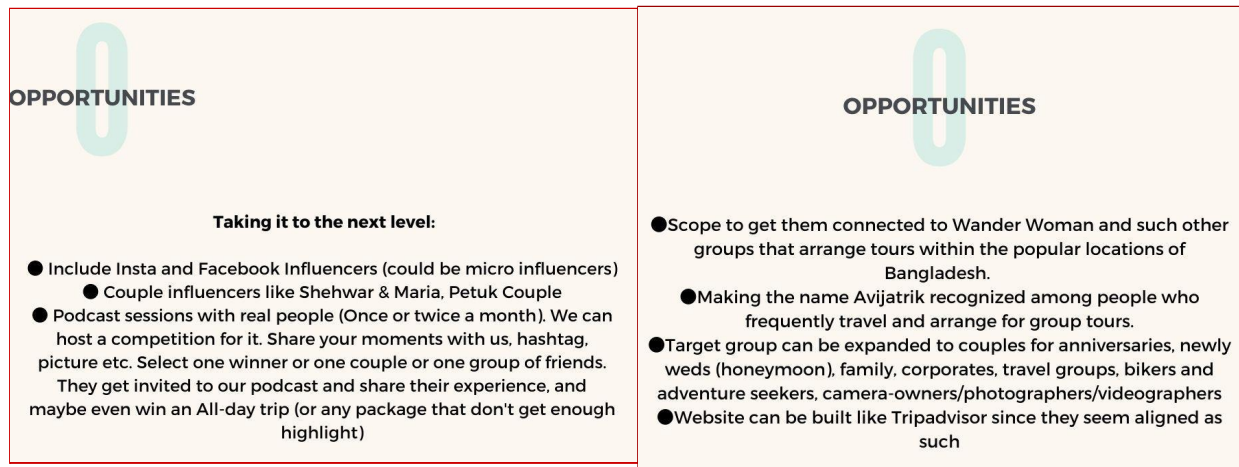


Image 5.3, 5.4 Opportunities

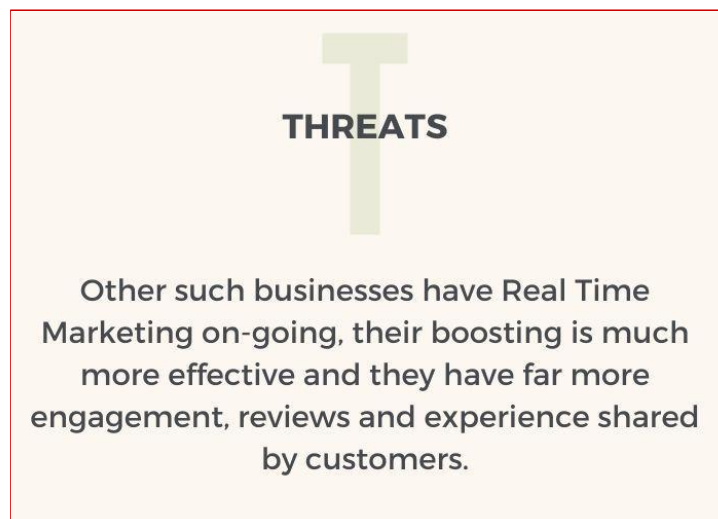


Image 5.5 Threats

The following Image contains suggestions to Content Approach:



Image 5.5 Content Approach on Various Social Media Approach

No.	Services	Breakdown/Description	Unit	Duration	Unit Price	Total
1	Social Media Content	- Monthly Content Planning for 19 Pages OR 4 Flagship Products - Static (Image-based) & Dynamic (Motion Video) - Creative Copy & Caption				
2						
3						

Image 5.6 Retainer Social Media Plan (this was canceled afterwards)

Subject: Digital Marketing Profile for Avijatrik Tourism Limited from LTB Communications

Good Afternoon Nadim!

I hope this email reaches you in good health. I am Amir Jawad, Accounting Manager from La Team Bee Communications (Pvt.) Limited; I would like to inform you that we have received your mail regarding Digital Marketing requirements for Avijatrik Tourism Ltd.

You will be happy to know that our team has come up with a comprehensive plan and strategies for Social Media contents and marketing strategies that can bring in customer engagement, increase your sales for all your flagship products and enhance your brand identity. With all that and your requirements in mind, we have procured a few corporate package options that will help us take your business to the next level!

We would like to sit with you for a meeting at your convenience, perhaps next week, to present our strategic plan based on our research and evaluation of your company. Please let us know if you have any queries and we look forward to hearing from you soon.

Image 5.7 Email draft that I wrote for my supervisor to send to the client to have a meeting

CHALLENGES FACED:

- Proper briefing and list of all the pages managed by Avijatrik were not provided
- Initially I was asked to draw up a list of services we can provide (which I had begun to work on), but upon mutual discussion between our supervisor and contact person from Avijatrik, I was asked to not conclude it further. I believe this could help the potential client see what we can offer them so that we can have them onboard on at least a few of the services where we can execute our ideas.

MISTAKES:

I faced difficulty in locating all the pages under Avijatrik Tourism Ltd as I was not aware of all of them. As a result, initially I had left out some of the pages as part of my research.

LEARNING OUTCOMES:

- I gained knowledge about how often consumers in Bangladesh rely on travel companies to book and take up on opportunities to travel.
- I got to know about the variety of services a tourism company can offer throughout various accounts.
- I learned the importance of collaboration between appropriate businesses and individuals to gain visibility of business and increase the organic target audience
- I learned to propose for the utilization of social media, radio, podcast and offline methodologies in order to do marketing

Project 6

Project Name: Report on Health Labs and Creative Direction

Client: Health Labs Ltd

Start Date: 22nd March 2022

End Date: 27th March 2022

Project Overview: Create a report on Health Labs Report based on a briefing and provide creative direction to the visualizer.

MY TASK & RESPONSIBILITIES:

I took a proper brief from our Client Services Manager, took notes on what we can provide for them and provided direction to the creative designer on a couple of design tasks. In the report that I was asked to produce, I provided brief ideas on content marketing, design references which were accessible to our creative visualizer and even included the designs provided.

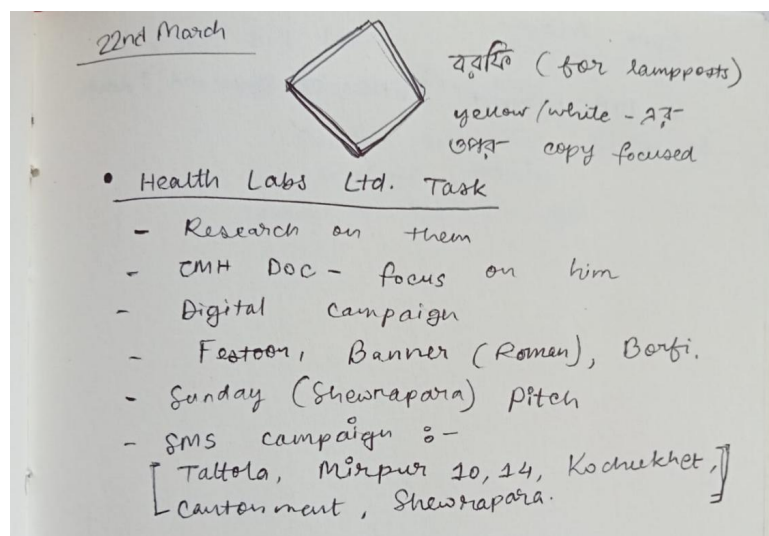


Image 6.1 Briefing and Idea-Brainstorm on Health Labs Ltd.

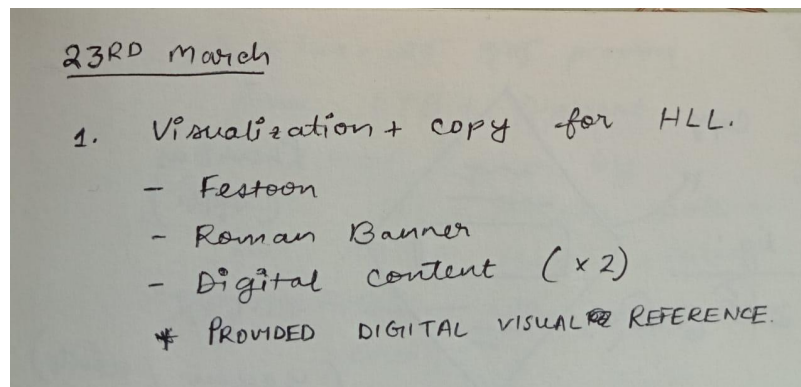


Image 6.2 Task list to assign to the graphic designer

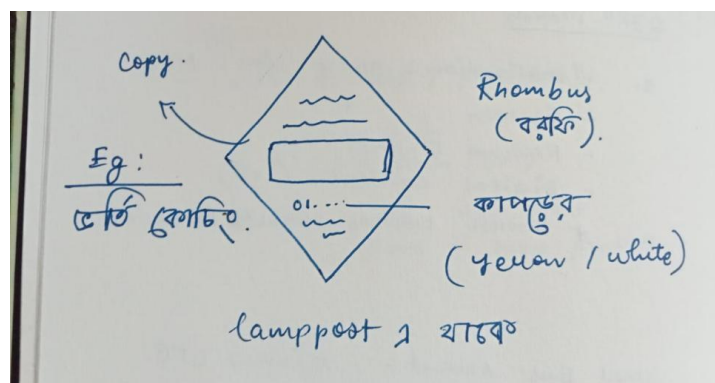


Image 6.3 Outline of Rhombus to assign to the designer

Digital Content References:

1. We can use stomach, liver and medicinal symbols/icons. The blue in this creative will be relevant to that used on the Health Labs Ltd page.
2. In the copy we will focus on the Doctor's Experience
3. This content will be mostly clean. In place of the doctor, we could bring a 3D model of the liver, stomach and that region. The focus of this creative will be to highlight care towards this region of the body.

Image 6.4 Creative and Copy Ideas



Image 6.5 Creative and Copy References

DSP (Printable Creatives) - Banner, Festoon



Image 6.6 Creative and Copy Reference



Image 6.7 Creative 1

I provided the references and asked the designer to include the gastro liver portion of the body in the background. I directed the elements that should appear in the background and in the foreground, including the copy details. However there is too much negative space.



Image 6.8 Creative 2

This designer followed the reference and my direction as closely as possible in this creative. I wanted to focus on the doctor. Since there is already too much detail in the copy, there was no scope to provide a main copy.

SMS Marketing Campaign

Preferred Areas: Taltola, Mirpur - 10,14, Kochukhet, Cantonment, Shewrapara
TG: 31-50

গ্যাস্ট্রোলিভার সহ নানা রোগের চিকিৎসা পেতে সিএমএইচ মেডিসিন ও
গ্যাস্ট্রোলিভার বিশেষজ্ঞ লেঃ কর্নেল ডাঃ মোঃ শফিকুল হাসানের চিকিৎসায় সুস্থ
থাকুন।

Borfi (Rhombus poster) Copy:

ঢাকা সিএমএইচ-এর
মেডিসিন ও গ্যাস্ট্রোলিভার
বিশেষজ্ঞের পরামর্শ নিন
Health Labs Ltd.
+৮৮০১৭৬০৮০০০০০০

Image 6.9 Marketing approach notes and copy

I have provided the copy to go on the Rhombus and a SMS marketing copy.

CHALLENGES FACED:

- The briefing was very limited
- With so much information to fit in one static creative, it was difficult to highlight one main message for the main message of the content
- Limited type of content for us to explore
- Designer was unable to follow the references thoroughly in terms of alignment.

MISTAKES:

I was unable to execute the alignment of my choice in the designs through the designer. As a result, I had to submit these to our supervisor to send to the potential client.

LEARNING OUTCOMES:

- Copywriting is a powerful marketing tool, especially to gain target audience's attention
- Both online and offline approaches are necessary depending on the industry, target audience and area. In this case it was for a clinic.
- The importance of a simple, SEO worthy name for a brand so that it shows up on searches easily
- Alignment in design is highly important and determines the attention of the target audience.
- I learned about a commonly used term “Borfi” or the “Rhombus” shaped poster that is put up on lampposts and on road sides to advertise something precisely in a shocking color.

Project 7

Project Name: Brand Development for L'espresso

Client: L'espresso

Start Date: 15th April 2022

End Date: ONGOING

Project Overview: Meet with the client, understand the brand philosophy, generate brand promotional strategy

MY TASK & RESPONSIBILITIES:

The founder of L'espresso came to our office to provide a brief on his brand. I was asked to take notes of the brand's backstory, identify the competitors, and the differences between L'espresso and its competitors. I joined another on-site meeting at the client's cafe in Banani. I noted down some confidential information about their customer taste tests in various locations over the years, about the packaging issue and what is feasible for him on a limited budget. I learned about the samples that the client provided us and asked questions which I have noted down to carry out further research on.

As part of the team, I consulted with our CEO sir and shared some ideas as everyone else was tasked. This client is onboarding with us because we have agreed to his budget, without pushing any specific service indefinitely unless it is necessary.

I was asked by my supervisor to share my observations with the client. My perspective on this client was that, although he's on a limited budget, he seemed positive because we listened to his brand story and visualization. As the client shared with us about experiences on meeting with other known agencies, this was important for us because I believe we prioritized his insight since this is his own brand.

I had successfully predicted the kind of flow of communication we would have with this client and also that they would come on board. I shared this with my supervisor, based upon which I received appreciation.

The following images are of my personal notes where I explored PR models and came up with approaches:

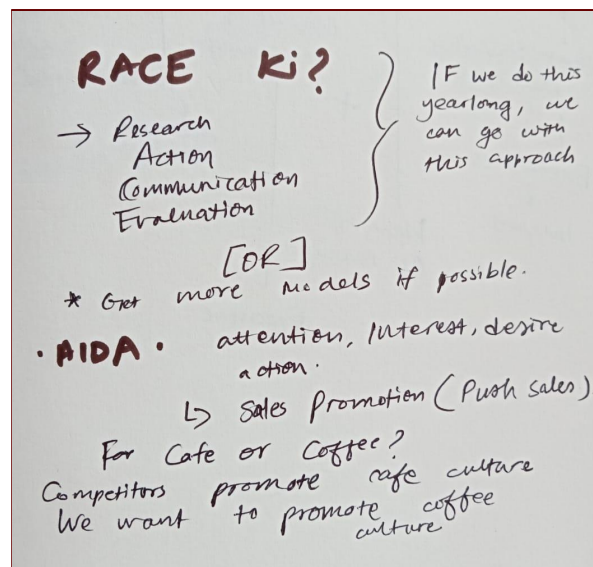


Image 7.1 Exploring models that can be applied for L'espresso

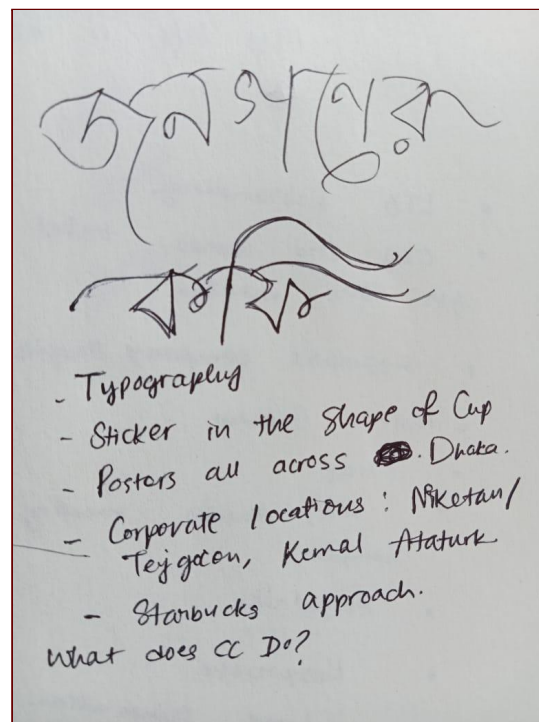


Image 7.2 Sticker Marketing Campaign Ideation

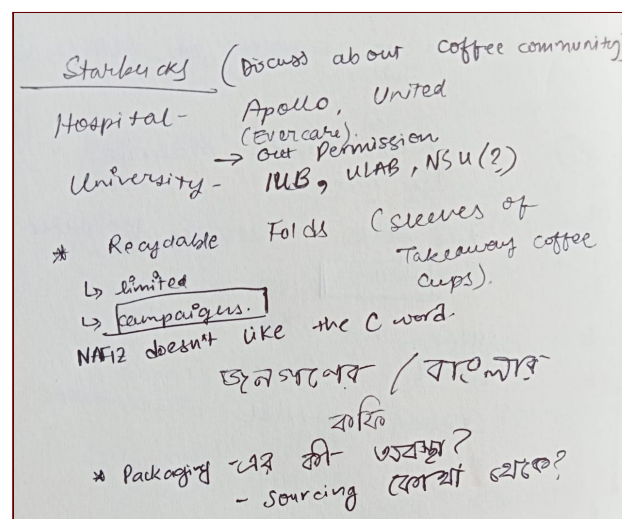


Image 7.3 Campaign at Educational Institution & Queries for Packaging

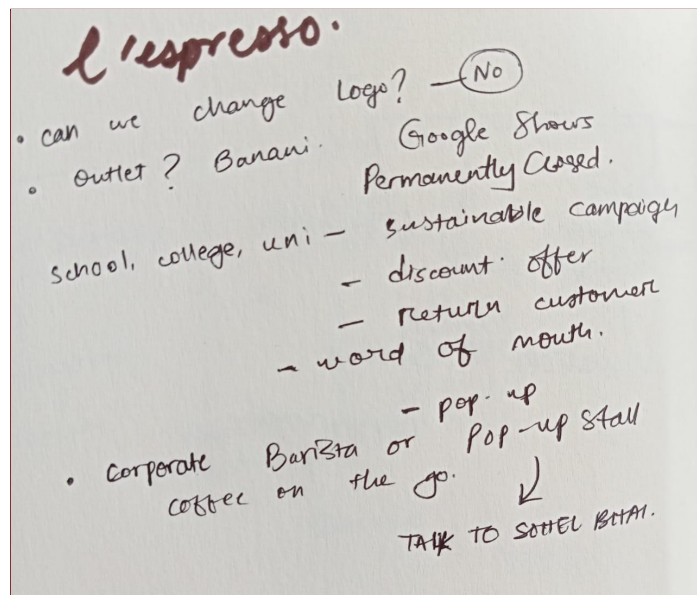


Image 7.4 Pop-up stall for Corporate & Sustainable Campaign Ideation

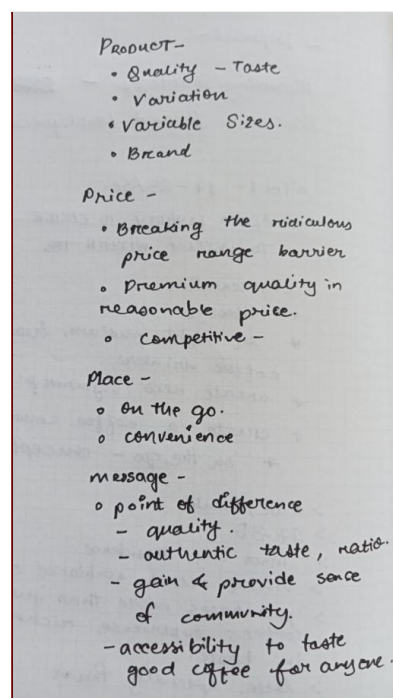


Image 7.5 Exploring Approach with 3Ps and Brand Communication

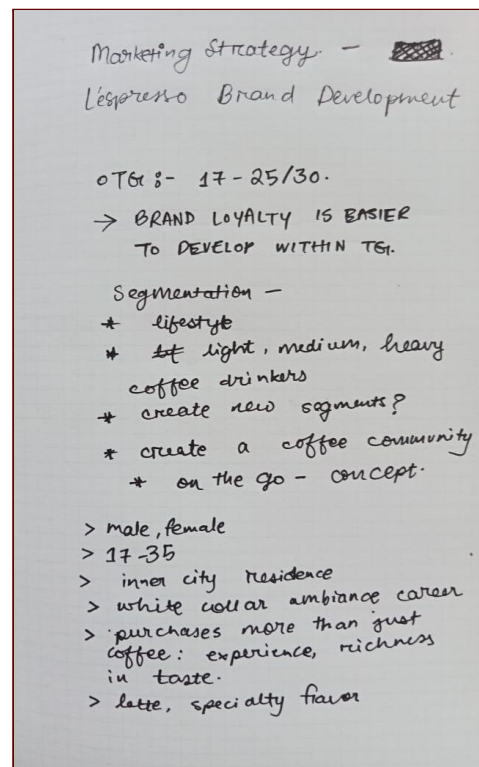


Image 7.6 Brand Communication Brainstorming

CHALLENGES FACED:

- This project was intriguing to me because drawing an outline of executable ideas and developing an existing brand with limited budget, resources, and digitally inconsistent is quite the challenge.
- Grasping the concept, understanding the client's vision thoroughly and holding back on conventional digital marketing services
- Inactive Facebook and Instagram page
- Although their Banani outlet is open, at the time Google Maps was showing it to be permanently closed.
- The pricing on the client's premium range is extremely competitive which would make its TG question the quality. This meant that we would have to name the regular products unconventionally.

MISTAKES:

This is an ongoing project which is intended to be executed in a trial and error basis manner, throughout the next one year. So far some ideas I suggested, such as setting up pop-up stalls or kiosks at the entrance of corporate shops were discarded. I learned that the disadvantage here is the safety and concern of the stall.

LEARNING OUTCOMES:

So far what I learned is:

- Branding is about storytelling
- The importance of activation/ on-site campaigns, sustainable approach (CSR activities) that may engage more consumers and ensure a wider target audience
- Gaining visibility can be done through activation campaigns such as setting up pop-up stalls, offering discounts to a set target audience which would cause a word-of-mouth hype and draw more customers.
- The global standard size for regular coffee cups, the taste buds of coffee consumers in Bangladesh and the difference between coffee culture and cafe culture.
- Listening to the client's knowledge and story behind their idea is the most important aspect to understanding a brand
- Sometimes budgets may be tight, but one can strategically plan around it while at the same time finding a mutual benefit for one's own organization.
- Maintaining goodwill benefits in the long run.

Project 8

Project Name: Research on Refrigerator Market in Bangladesh

Client: Walton

Start Date: 17th February 2022

End Date: 27th Feb 2022

Project Overview: Produce a situational analysis of the Bangladeshi refrigerator market and communicate with the contact person from Walton.

MY TASK & RESPONSIBILITIES:

During my first month at La Team Bee, I was tasked with a research on the refrigerator market in Bangladesh, and to find out what agencies work with Walton to provide digital contents for them, and also to carry out a situational analysis if possible. I was then asked to communicate with the contact person from Walton's end to find an opportunity in case we can propose a strategic idea.

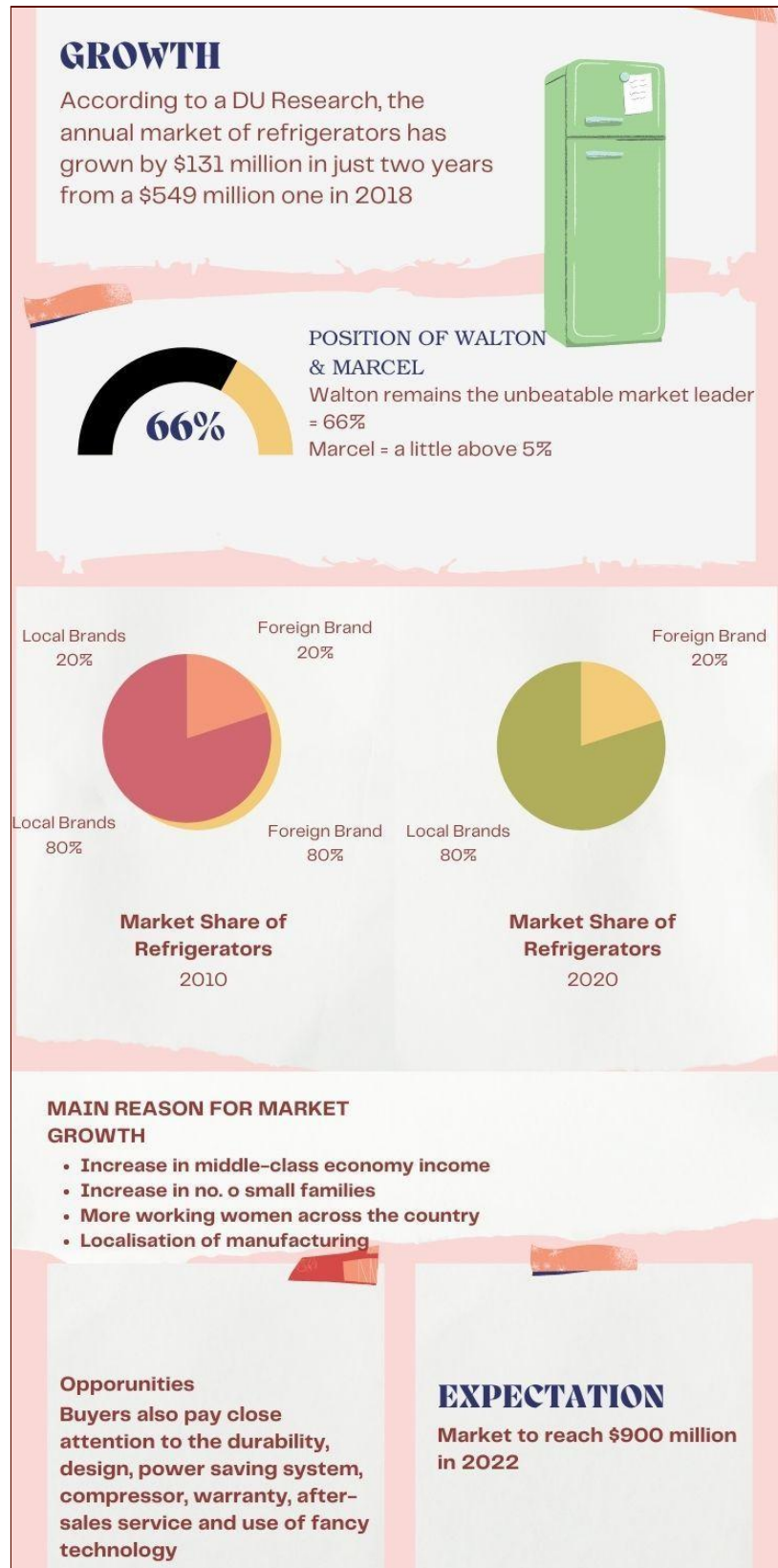


Image 8.1 Market Research for Refrigerators

CHALLENGES FACED:

- It was difficult to find updated information and to assess current situation
- I was asked to abort on this approach altogether
- Walton's digital presence is strong, so working on their digital content may have been a long shot

MISTAKES:

I did not go in-depth with the demographics and psychographics of the audience. This would have helped narrow down my research for better evaluation.

LEARNING OUTCOMES:

- Always carry out thorough SWOT analysis, and do research on target audience
- Infographic layouts help to put more information out in a short amount of time.
- Infographics are precise, hence are easy to refer to and can be retained in one's mind.

INTERNSHIP OUTCOME

My intention with this internship was to explore the diversity of strategic planning. I aimed to become a more thorough researcher, be able to deliver executable and feasible ideas and plans. I started my journey at La Team Bee Communications with the courage to give my best in order to build the organization so that in about 1.5 years, it can break even and generate profit.

When I declared my major Public Relations, I aimed to learn all that I can, and take nuggets of wisdom from my faculties and mentors. The theoretical learning with examples was thought-provoking, and I always had a thirst to know more. I tried my best to implement the knowledge and practices I have gathered in the past 4 years into this internship.

Realization

When I look back into the past 4 years of my university life, I find that I have always been at the edge of my seat whenever there were research-based projects, brand or company analysis and implementing my own approach using communication theories and practices to produce reports and presentations. Since my first semester, I have found myself taking on leadership roles naturally. I would always set time-bound goals to complete each task, rely on my teammates with key roles in executing projects as impressively as possible. I have always been blessed with teammates I could count on, and excellent faculties who would guide me to the best of their abilities.

I remember always wanting to bring more to the table. In many projects, where we were given certain concepts to cover, I always tried including more concepts, and giving thorough analysis. I would always plan ahead, and I've always wondered how I would work in a professional environment given the opportunity.

I am one of those students who have also had the opportunity to take up both offline and online classes in the past 4 years. During our offline examinations to test our concept, I have troubled my faculties by writing as thoroughly as possible, no matter

the course. And during my online courses, I have fulfilled every course requirements, finishing tasks within deadlines to the best of my abilities. These experiences have prepared me for remote work and on-site work.

I have always interacted with my advisors and faculties to make sure I am on the right track. Behind the scenes, I was great at planning and delegating tasks but when I used to present, in the beginning, I was full of anxiety. Upon encouragement from my batchmates, I have started to grow as a presenter, putting ideas into action, turning my brainstorming sessions into well-planned strategies.

I hope that with all that I have learned so far, both through my university life and this internship, I will be able to take up challenges, overcome obstacles and execute like a professional.

Achievements from La Team Bee Communications Pvt. Ltd.

In my 14 weeks of internship at La Team Bee, I have had the opportunity to work both under and alongside my supervisor, Mr. Amir Jawad. Since he is an Account Manager with many responsibilities, sometimes he would assign me to lead the team in his absence. Of all the possible leads that we were chasing, we had multiple types of work that needed team collaboration and synergy. I am lucky to have a team that is willing to go the extra mile, which is why we have worked on weekends and conducted impromptu meetings beyond office hours. After every project where I had a more of a leadership role, my supervisor appreciated my efforts, and congratulated me on every victory albeit on a miniscule level. This encouraged me to keep going and gave me the confidence that I always wanted.

It is another achievement for me that I was trusted with presenting ideas to big clients, whether they come onboard or not. Moreover, I have been trusted with building key brand messages, especially mission, vision and core values - which usually remain constant for an organization. I have never personally skipped or missed any deadline, and have always come through with my contributions - which is why, I have been recently offered a permanent position as Strategic Planner at La Team Bee. This is a huge opportunity and achievement for me, and I am proud of how far I have come along.

WORK LOG

- Harma foam - pitch + meeting
- Grameen Danone Proposal
- client surfing
 - Leads from Nabila.
 - from DSE.
- Hana water works
 - creative direction
 - task checklist
 - campaign
- Nagad - Ramadan gift package setting
- Nagad- Extracurricular Research + Intel + Sourcing Leads for sohel bhai.
- Research for corporate gift boxes.
- LTB Website, Branding Guideline
- LTB portfolio development
- Quotation packages
 - ↳ Reasonable (economic package) 4 Types Setting.
- Sizemart company profile
 - ↳ → Research + Multiple meetings.
 - ~~for~~ profile designing.

Image 9.1 Workplace Log 1

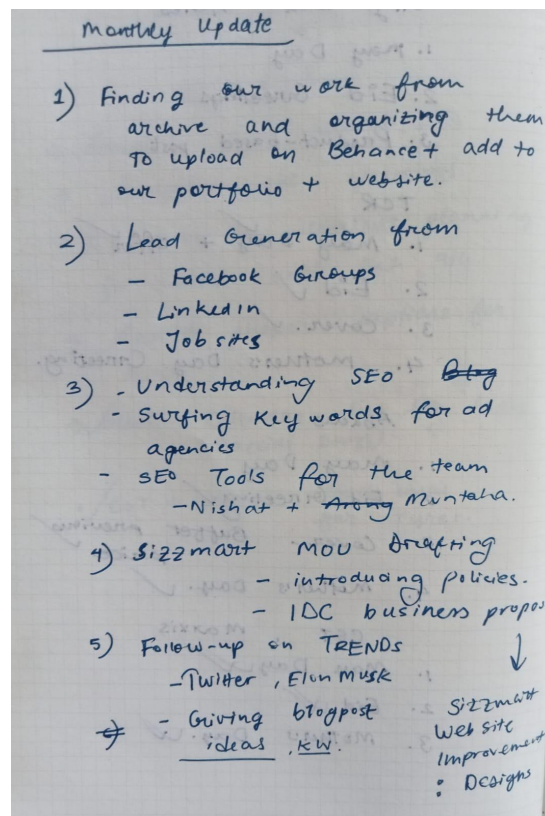


Image 9.2 Workplace Log 2

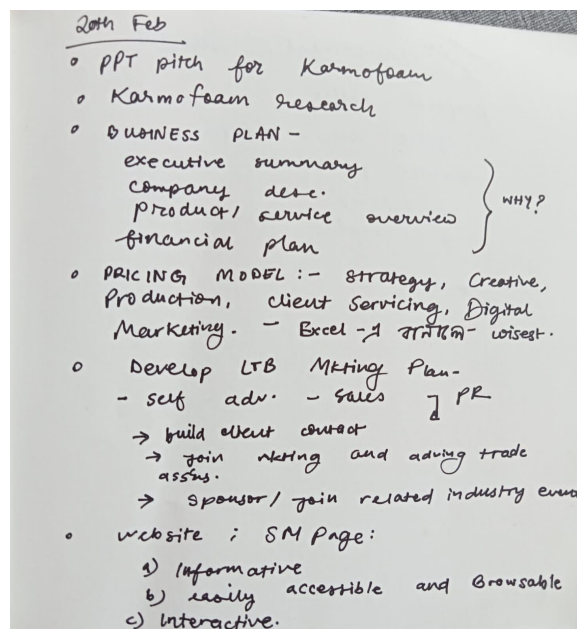


Image 9.3 Workplace Log 3

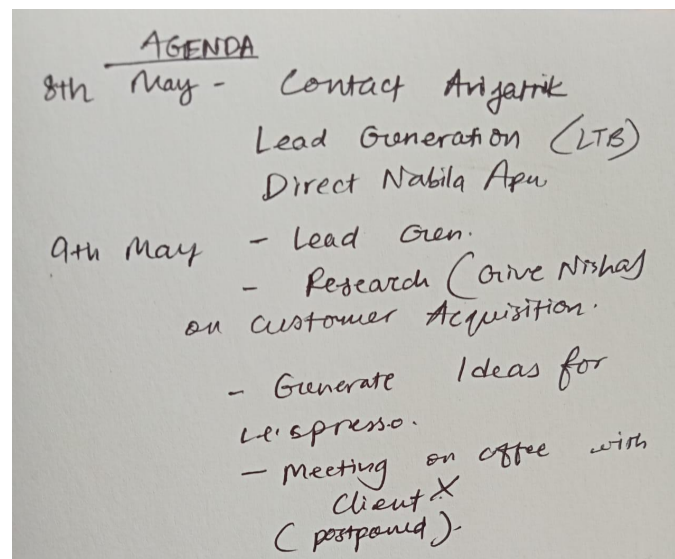


Image 9.4 Workplace Log 4

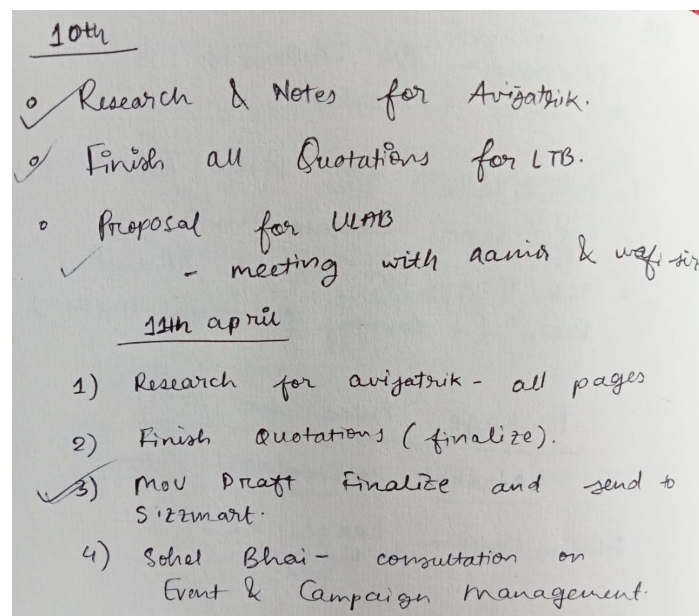


Image 9.5 Workplace Log 5

MOMENTS AT LA TEAM BEE

As we were constantly busy with getting task briefs and handling projects both individually and team-wise, we couldn't get photographs during those intense work sessions. Nonetheless we celebrated all the occasions, got treats for various celebrations and participated in memorable farewells to colleagues who impacted me in such a short time.



Image 10.1 Iftar Party and Farewell for Creative Director at Lakeshore Hotel with our MD



Image 10.2 Pohela Falgun & Valentine's Day at our rooftop with the Creative Team and HR



Image 10.3 Celebrating Women's Day at the Office in between work



Image 10.4 Farewell for Copywriter

SELF-ASSESSMENT FORM

The purpose of this survey is to obtain students input on how they think they have performed.

Name of Intern: Chowdhury Mehnaz Afrin Shreya

University ID: 181012081

Name of the Institute/Organization:	La Team Bee Communications Pvt. Ltd.		
Corporate Office Address:	H: 1/A, R: 2/A, Block: J, Bashundhara, Dhaka 1212		
Email:	info@lateambee.com	Web:	www.lateambee.com

1. During a typical week, approximately how many hours did you dedicate to your internship?

40+

2. Was your internship paid? If yes, how much?

Yes. 10, 000 BDT

3. Was your site supervisor available to meet when needed? Tick any one of the following.

☐ Not at all ☐ Slightly ☐ Moderately ☐ Quite a bit ☒ A great deal

4. Next, we would like to know how you were affected by your internship. Using the scale below, please indicate the degree to which participation in your internship experience increased or strengthened your abilities, attitudes, awareness or understanding in each of the areas identified:

1=Not at all 2=Slightly 3=Moderately 4=Quite a bit 5=A great deal

NO	CRITERIA (Personal)	RATING
1	I have a sense of satisfaction in doing something worthwhile.	5
2	I believe in my ability to make a difference.	4
3	I am open to new experiences.	5
4	I have gained the capacity to be more productive.	5
5	I can recognize my personal strengths.	4
6	I can recognize my personal weaknesses.	4
7	I have a sense of personal achievement.	5
8	I have the ability to persevere in difficult tasks	5
NO	CRITERIA (Social/Interpersonal Impact)	
9	I demonstrate concern for the welfare of others	5
10	I can be understanding and appreciative of people with diverse backgrounds	5
11	I have the ability to work cooperatively with others	4
12	I have the ability to communicate effectively	4
13	I have increased my ability to be a leader	4
14	I feel more connected to my community	5
NO	CRITERIA (Academic learning impact)	
15	I have acquired knowledge from the job duties I performed	5
16	I have broadened my critical thinking skills (reasoning, problem solving)	5

17	I have learnt the ability to work independently	5
18	I feel my classroom learning was enriched	5
19	I have the ability to connect academic subject matter to the real world.	5
NO	CRITERIA (EMPLOYMENT/JOB SPECIFIC IMPACT)	
20	I developed specialized technical skills for a specific job function	4
21	I broadened my future employment possibilities	5
22	I received an opportunity to explore a specific career	5
23	I developed realistic ideas about the work world	5
24	I narrowed my future possible career choices.	5
25	What is your average score from this test?	4.71

5. General Comments

I have been working for a few years now, and so I have been able to utilize the skills I have learned previously, and got the opportunity to develop them even better. My experiences have helped me develop realistic ideas about the professional world, especially corporate and agency-related fields. This has helped me bring more to the table during my internship. I am hopeful that with all the experience that I have gathered here at La Team Bee, I will find the best career pathway in Public Relations.



Signature of Intern

PROFESSIONAL COMPETENCIES

Professional competencies, in any given field, are the skillsets one gathers along their career path to become competent and capable. Such competencies to be a strategic planner include being skilled in data analysis, skilled at using digital media marketing tools to carry out competitor analysis, outline objectives and set feasible goals. At La Team Bee, I was able to develop these skills, and worked my way to grow a sixth sense in creating a structure for the agency to grow.

The professional competencies I have developed during my internship program are provided below:

Skills:

- Using Canva designing tool to create presentation and templates as required
- Using Google Drive tools to produce reports and other important docs
- Using SEO tools for keyword research
- Web and social media analysis using online tools
- Developing monthly content calendar
- Digital Content Planning
- Copywriting and Proofreading
- Visual Direction - Assisting graphic designers on-site and through remote work
- Idea pitching
- Lead generation from various industries
- Multitasking
- Maintaining a balance of satisfying client needs and top management expectations

Attitude:

- Teamwork ethic
- Honesty and friendliness in the workplace
- Value of bringing and chasing both small-scale and large-scale leads
- Value of meeting deadlines

Knowledge:

- Conducting Meetings, taking meeting minutes and briefing the team
- Client communications
- Developing formal documents, reports and presentations
- Delegating smooth workflow through remote work
- Industry-basis client expectations
- Copywriting - Producing effective brand communications
- Effective time management

CONCLUDING REMARKS

La Team Bee Communications is the first ever integrated marketing agency I have worked with that needed developing practically from scratch. The work culture here is fun, friendly, and highly uplifting. I especially admire that this agency prioritizes mental and physical health of its employees and that it provides incentives for meeting monthly KPIs and sales targets. We also have occasional remote work opportunities on an emergency basis.

At the end of 14 weeks, I can say that I have formed a healthy relationship with all my colleagues, and have become synergistic with my teammates. My supervisor and our top management are supportive, generous and appreciative of employee efforts which made my experience very comfortable and satisfactory. I am happy to have been part of their journey and look forward to bringing more positive change in their environment in the future. It has been a real pleasure.

Thank You,

A handwritten signature in black ink, appearing to be 'A. B. B.' or similar, written in a cursive style.