

**STRATEGY INSIGHTS ON OPERATIONAL EXCELLENCE: A CASE
STUDY OF BUSINESS CONSULTING PRACTICES AT CTHREESIXTY
BANGLADESH**

CThreeSixty Bangladesh

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Submitted in Partial Fulfillment of the Requirements for the Degree
Bachelor of Business Administration



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Internship/Project Report Approval Form

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Internship

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SUPERVISOR APPROVAL

(Tick One)

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

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LETTER OF TRANSMITTAL

28th April 2024,

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Lili ping

Senior Lecturer

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Subject: Submission of an Internship Proposal.

Dear Mam,

With all due respect, I am submitting to you my Internship Report on “Strategy Insights on Operational Excellence: A Case Study of Business Consulting Practices at Cthreesixty Bangladesh.”, which you gave me as an important part of the BBA program. I have done my best to make a report that is useful, accurate, and trustworthy. During my internship, I have liked the work as a whole, which has given me a lot of practical knowledge. This report and all the necessary information about the internship are being sent to you so that you can judge them. I hope that you will like what I have done. I want you to know that this journey wouldn't be as easy without your help and direction. So, I would like to express my heartfelt gratitude for providing me with your precious time, guidance, and recommendations. Lastly, I would like to ask you humbly to accept my internship report so I can go to the defense and finish my internship. Thank you.

Sincerely yours,

Lamia Jahan,

ID: 191011089

BBA Program

School of Business

University of Liberal Arts Bangladesh

Acknowledgment

I want to convey my sincere gratitude for finishing this report successfully and for the priceless experiences. I had it while doing my internship. Without the help and direction I received from people and organizations, I would not have been able to accomplish this.

I would like to convey my heartfelt thanks to Lili ping my internship supervisor, for her unwavering support and direction, without which this report would be incomplete. I would also like to express my heartfelt gratitude to ULAB and all of my faculty, who have contributed significantly to my wisdom and knowledge, reflected in my report.

I'm grateful that CThreeSixty Bangladesh offered me this wonderful internship. In addition, I have the good fortune to work with a group of incredibly motivating and helpful coworkers who help to make my work life easier to handle every day.

I want to express my gratitude to everyone who supported me throughout my internship and hope this report effectively conveys the practical skills I learned.

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Part A

Chapter 1: Internship Preparation

1.1 Motivation to do the internship and planning to learn from my organization:

My goal is to obtain experience in how consulting businesses operate by taking on temporary roles. These roles allow me to apply what I've learned in real-world settings. I want to learn how to recognize corporate difficulties, devise solutions, and implement plans. Through these events, I will learn about the firm's offerings and obtain practical knowledge in business operations. I'm very interested in going into the field of public relations to better understand it. Interning will allow me to immerse myself in the operations of a company and hone my talents. Observing the branch manager has already taught me significant lessons about leadership and patience. Witnessing their efforts, such as arriving early to set up, taught me the value of timeliness and good time management. Overall, this internship is not only helping me make informed career decisions but is also boosting my practical abilities.

1.2 Internship Search Process:

I wanted to start my internship to ensure I could finish it on time. First, I updated my resume to meet current requirements. Then, I searched for internships on websites and social media, focusing on finance since that's my major. However, I have experience in Marketing as I worked at a reputed riding company Pathao with a marketing team. Then I applied to different companies and got help from ULAB Career Services Office to get my resume seen by potential employers. I also went to a few career fairs to drop off my CV. Finally, I got an internship offer from CThreeSixty in Gulshan 2. I accepted it promptly as a business developer intern because it fit my goal of starting my internship without delay and learning how a company operates.

1.3: Interview Experience:

I had to leave early to prepare for my interview, which was something new and thrilling for me. While I had some past interview experience with responsibilities such as financial manager for the ULAB Film Club and volunteer for the ULAB HULT PRIZE, this one seemed different. Ms. Tahrima Tabassum, CEO of CThreeSixty Bangladesh, interviewed me directly. She questioned a lot about my past, education, and other personal information. It was nerve-racking but thrilling, and it undoubtedly strengthened my confidence for future interviews. Despite feeling nervous and excited, I was resolved to answer all of her questions confidently. The office setting was welcoming, which helped to calm my anxiety. Meeting Ms. Tahrima Tabassum was a pleasant surprise; she was friendly and welcoming, making the interview more comfortable. Her queries were doable, and I recognized the value of creating a good first impression. I'm excited to obtain hands-on experience in the public relations field and understand more about how it operates. As a student interested in a future in business development, this interview provided an excellent opportunity for me to investigate potential next steps.

1.4: About CThreeSixty Bangladesh:

This comprehensive internship report offers strategic insights into the business consulting methods of CThreeSixty Bangladesh, a well-known public relations and communications firm based in Dhaka. Established in 2020, CThreeSixty has swiftly emerged as a market leader in Bangladesh, offering a diverse range of services tailored to its clients' changing needs. CThreeSixty, which specializes in public relations, brand communications, influencer marketing, social media management, event management, crisis management, and strategic planning, has a team of experienced professionals who understand the local market's unique requirements. Using innovative methodologies and strategic collaborations, the firm has developed substantial campaigns for key clients such as Bangladesh Finance Securities, The Marvel: Be You, Valor of Bangladesh, and Minister Electronics. With a consistent commitment to excellence and a focus on delivering practical outcomes, CThreeSixty is well-positioned to capitalize on Bangladesh's growing need for communication services. Its impeccable reputation, experienced workforce, and dedication to operational excellence emphasize its potential for long-term success and expansion in the industry. Furthermore, CThreeSixty's cutting-edge solutions are meant to be extremely adaptable, reflecting the ever-changing nature of today's corporate concerns. The company's mission is to become the most dependable industry-leading PR-focused communication consultant partner, with a vision to deliver major communication services in digital PR, traditional PR, digital marketing, ATL, BTL, and new formats. CThreeSixty Bangladesh is committed to strategic insight and operational excellence, setting the bar for business consulting approaches in the region.

Chapter 2: About the Internship

2.1: Job Position and Responsibility:

As a business development intern at CThreeSixty Bangladesh, I immersed myself in the world of communication and customer service. Every day brought a new challenge, from creating plans and presentations to using graphic design tools. My role was demanding, but I took it on with passion and determination. Worked from 10:30 a.m. to 6:30 p.m., five days a week, often extending into the weekend when events loomed. Despite the long hours, I never forgot the importance of my obligations. Client service became second nature to me as I navigated the complexities of meeting their needs and expectations. Making estimates for clients sharpened my financial skills, while event coordinating taught me the need for thorough planning and execution.

One of the highlights of my internship was the practical experience I acquired in graphic design. From brainstorming ideas to bringing them to life through graphics, I discovered a newfound interest and skill in the creative realm.

But arguably the most important aspect of my internship was the abundance of practical knowledge and performance insights I gained along the way. Each work, large or small, contributed to my professional development and provided me with the abilities required to thrive in a fast-paced atmosphere.

As I think about my time at CThreeSixty Bangladesh, I am grateful for the chances and lessons I learned. It was more than simply an internship; it was a transforming journey that prepared me for the challenges and adventures that await me in my future profession.

2.2: Learnings, Skills, and Contributions:

Things I have learned through the internship:

During my internship with CThreeSixty Bangladesh, I learned vital insights that have molded my professional career:

Effective Communication: I improved my verbal and written communication abilities through interactions with clients, colleagues, and stakeholders. Clear and clear communication became essential for sharing ideas, addressing issues, and developing solid working relationships.

Client Service: Understanding and addressing clients' requirements became second nature. I learned how to anticipate their needs, create solutions to their issues, and provide a high level of service to ensure client happiness and retention.

Strategic Planning: Developing plans and presentations showed me the value of strategic thinking. I learned how to analyze data, spot trends, and create concrete plans for achieving organizational goals successfully.

Graphic Design: My immersion in graphic design offered up a whole new world of creativity. From concept to implementation, I acquired hands-on experience generating visually appealing material that connects with people.

Event Coordination: Managing events taught me the value of multitasking and careful planning. From venue selection to vendor collaboration, every aspect was important in ensuring a smooth execution and a memorable experience for attendees.

Financial Knowledge: Estimating expenditures for clients provides valuable insights into budgeting and financial management. I learned to strike a compromise between client expectations and budget limits, optimizing resources for maximum impact.

Time Management: Managing various responsibilities under tight constraints helped me enhance my time management skills. Prioritizing activities, delegating as needed, and being organized were critical to maintaining productivity and fulfilling project deadlines.

Professionalism & Adaptability: The dynamic nature of the work environment taught me how to respond swiftly to changing circumstances while being professional under pressure. I learned the value of resilience, adaptability, and maintaining a good mindset when facing obstacles.

Overall, my internship at CThreeSixty Bangladesh was a transforming learning experience that provided me with valuable practical skills, industry insights, and a solid platform for future professional advancement.

2.3 My educational learning with internship role and responsibilities:

During my internship at CThreeSixty Bangladesh, my educational background fit perfectly with my role and responsibilities. I effectively engaged with clients and stakeholders using what I learned in company development, communication, and marketing courses. Skills in strategic planning and data analysis enabled me to create engaging ideas and presentations. Furthermore, my graphic design skills made it easier to create visually appealing content. Education in project management and finance enabled me to effectively arrange events and handle project budgets. Overall, my education experience offered a good platform for improving my performance and commitment to the firm, resulting in excellent outcomes and client pleasure.

Chapter: 3: Self Reflection

3.1 The things I like and dislike about my organization:

Things I liked in CThreeSixty Bangladesh:

I appreciate CThreeSixty Bangladesh's extensive learning opportunities, which have allowed me to improve my abilities in a variety of areas such as client service and strategic planning. The organization's helpful and inviting environment promotes a pleasant work environment by encouraging team members to grow and collaborate. Exposure to a variety of projects and clientele has expanded my awareness of various industries and communication tactics, enhancing my learning experience. The internship provided me with valuable practical experience that complements my academic background and career goals, allowing me to effectively use theoretical knowledge in real-world circumstances.

Things I disliked in CThreeSixty Bangladesh: The intensive nature of the internship occasionally results in long work hours, particularly during events, which can be exhausting. Meeting tight deadlines for customer deliverables can be stressful and difficult, necessitating effective time management and multitasking abilities. While the company provides important learning opportunities, feedback on performance might be more frequent and thorough to allow for continual progress in my skills and talents.

3.2 Discuss How I could do better and they can utilize me better:

To improve my performance and maximize my abilities, I might concentrate on a few crucial areas. For starters, taking further training or courses in areas directly related to my internship work, such as advanced graphic design techniques or strategic business development plans, could improve my proficiency and worth to the company. Second, actively searching out opportunities within the firm to learn from experienced professionals, attend workshops, or work on initiatives outside of my immediate responsibilities could widen my skill set and help the company achieve its goals more efficiently. Third, constantly seeking feedback from supervisors and coworkers and incorporating it into my work processes will help me continuously develop and align my efforts with the company's expectations and goals. Fourth, developing excellent relationships with colleagues from various departments can open up opportunities for cooperation and cross-functional learning, allowing me to contribute more effectively to the company's overall success. Finally, taking the initiative to find areas where my abilities may add value or improve procedures inside the firm indicates proactivity and may lead to more opportunities to participate in meaningful projects. By focusing on continual learning, soliciting input, broadening my network, and taking initiative, I may position myself to have an even greater impact on the business and contribute more effectively to its success.

3.3 Insight for next position:

Reflecting on my internship experience at CThreeSixty Bangladesh, I've gained many crucial insights that I believe will be useful in my next career. First, good communication developed as a critical ability. Clear and concise communication develops solid relationships with clients and coworkers while also ensuring smooth project execution. As a result, in my next career, I will need to prioritize communication training or seminars to improve this talent. Second, strong client service skills were essential. Understanding client needs, anticipating expectations, and providing unique solutions are critical to client happiness and retention. Thus, concentrating on improving client service abilities through ongoing feedback and learning opportunities will be critical to my career advancement. Moreover, strategic planning has evolved as a critical ability. The ability to analyze data, detect trends, and establish actionable plans is critical for attaining organizational goals effectively. As a result, exploring opportunities to strengthen my strategic planning skills, possibly through mentorship or advanced training programs, will be useful to my career development.

Furthermore, expertise in graphic design provided new opportunities for creativity and participation. Visual content is becoming increasingly important in current communication techniques, making graphic design abilities highly sought after. Thus, investing in advanced graphic design classes or investigating new design techniques will help you stay competitive in the business. In addition, time management and adaptability were critical in a fast-paced atmosphere. Developing ways to improve time management skills and adaptability will be critical for success in dynamic work environments.

In conclusion, harnessing these insights—which include communication, client service, strategic planning, graphic design, time management, and adaptability—will surely equip me for success in my next role and beyond.

Chapter 4: Personal Development Plan

4.1: Personal Development Plan:

Throughout my internship with CThreeSixty Bangladesh, I experienced considerable personal and professional development. Reflecting on my experience, I see the significance of continuing my development beyond the internship. As a result, I've designed a Personal Development Plan to improve my talents and abilities. First and foremost, I want to improve my communication abilities by actively seeking out opportunities for public speaking and presentation. This will help me explain my ideas more effectively and gain confidence in communicating complicated topics. Second, I intend to broaden my expertise of strategic planning by enrolling in online courses or seminars on strategic management and analytics. By improving my understanding of strategic frameworks, I will be able to make more meaningful contributions to corporate planning and decision-making processes. Third, I plan to devote time to improving my graphic design talents through self-directed practice and investigation of advanced design methodologies. This will

enable me to create visually appealing material that engages audiences and provides value to client deliverables. Furthermore, I understand the need to develop resilience and adaptability in a dynamic work environment. To accomplish this, I will deliberately seek out chances that will push me beyond my comfort zone, cultivating a growth mentality and the ability to thrive in the face of uncertainty.

4.2: Skills that I am willing to learn in the future:

In the future, I hope to broaden my skill set in company growth and communication. I want to improve my understanding of strategic planning by using sophisticated analysis tools to anticipate market trends and develop effective plans. In addition, I want to improve my graphic design talents by learning about sophisticated technologies and approaches for creating more attractive visual content. Another aim is to strengthen client relationships while also learning sophisticated negotiating and conflict resolution strategies. Furthermore, I want to improve my knowledge of financial management by mastering budgeting and forecasting so that I can make educated decisions. Finally, I hope to improve my project management abilities through sophisticated processes and tools, ensuring good outcomes for complicated projects. These abilities will improve my performance and contribute to future organizational success.

Part B

Executive summary

This comprehensive internship report provides strategic insights into the business consulting procedures of CThreeSixty Bangladesh, a well-known public relations and communications agency headquartered in Dhaka. Established in 2020, CThreeSixty has quickly emerged as a market leader in Bangladesh, providing a varied range of services customized to its clients' evolving demands.

CThreeSixty, which specializes in public relations, brand communications, influencer marketing, social media management, event management, crisis management, and strategic planning, employs a team of seasoned specialists who understand the unique requirements of the local market. The firm has created significant campaigns for major clients, including Bangladesh Finance Securities, The Marvel: Be You, Valor of Bangladesh, and Minister Electronics, using new approaches and strategic collaborations. With a constant commitment to excellence and a focus on delivering practical results, CThreeSixty is well-positioned to benefit from Bangladesh's expanding need for communication services. Its immaculate reputation, seasoned team, and commitment to operational excellence highlight its potential for long-term success and expansion in the industry. Furthermore, CThreeSixty's cutting-edge solutions are designed to be highly adaptable, reflecting the changing nature of today's corporate challenges. The company's goal is to become the most reliable industry-leading PR-focused communication consultant partner, and its vision is to provide major communication services focused on digital PR, traditional PR, digital marketing, ATL, BTL, and new formats.

CThreeSixty Bangladesh is dedicated to strategic insight and operational excellence, establishing a standard for business consulting techniques in the region.

Chapter 1: Introduction

1.1: Research Title:

Strategy Insights on Operational Excellence: A Case Study of Business Consulting Practices at Cthreesixty Bangladesh

1.2: Background of the study:

This research aims to investigate whether CThreeSixty Bangladesh will focus on improving processes and driving efficiency by identifying obstacles, optimizing operations, and implementing best practices that will help clients enhance productivity, reduce costs, and deliver better outcomes. The study will use financial information analysis and interviews to assess how strategic insights and operational excellence have affected CThreeSixty Bangladesh. The purpose of this problem statement is to investigate methods for CThreeSixty Bangladesh to better deliver consulting services, with a focus on increasing customer happiness and engagement. By conducting research, the organization might find out what makes a good client connection, pinpoint areas where service delivery procedures need to be improved, and create plans to boost value generation and client happiness all around. This study may include surveying clients, evaluating responses, comparing results to industry best practices, and investigating novel methods for providing advisory services. CThreeSixty Bangladesh can boost customer loyalty and retention, improve its competitive position, and eventually succeed in the market by tackling this problem statement.

1.3: Research Questions:

1. How does CThreeSixty Bangladesh manage the formulation of strategies, performance assessment, and market analysis to deliver operational excellence and strategic insights in business consulting techniques?
2. What are the potential strategies and initiatives that CThreeSixty Bangladesh could use to increase customer satisfaction and value generation while also improving the delivery of consulting services to clients?

1.4: Research Objectives:

- To evaluate and analyze CThreeSixty Bangladesh's operational excellence and strategic insights in business consulting methods, with a focus on strategy creation, market analysis, and performance assessment.
- To improve consulting service delivery and client satisfaction by identifying opportunities for enhanced client engagement and value creation.

1.5: Significance of the Study:

This internship report explores the strategic insights and operational excellence of CThreeSixty Bangladesh in the field of business consulting, with a particular emphasis on performance evaluation, market analysis, and strategy formulation. It provides a rare chance for interns to learn about industry best practices and gain firsthand experience. Through the analysis of real-world case studies and practices, interns gain useful skills that are necessary for consulting positions in the future. The research also highlights how important it is to improve service delivery and client happiness. Interns gain experience in efficiently customizing services to fit the unique needs of clients by seeing chances for increased client engagement and value development. This helps consulting projects succeed while also advancing their professional development.

Chapter - 2: Methodology

2.1: Types of research:

To better understand how strategic insights and operational excellence impact business consulting practices at CThreeSixty Bangladesh and for additional information regarding the usability, functionality, and any challenges experienced during the operational and acceptance process, this research methodology comprises carrying out comprehensive conversations with employees and supervisors. With an emphasis on strategic insights and operational excellence's impact on financial efficiency and decision-making processes, my goal through these interviews is to gather personal experiences and viewpoints. Determining the staff's various perspectives on the use of strategic insights and their potential to improve CThreeSixty Bangladesh's daily operations is made possible through the use of a qualitative research technique.

2.2: Research Design:

In this report, I'm using qualitative research methods to collect and evaluate data to improve my understanding of ideas, viewpoints, and experiences. For information, I also consult primary and secondary sources. Managers and staff members are interviewed briefly to collect primary data. Additionally, I gathered secondary data from a range of sources, such as research paper reports, office files, and the company website. Finally, to avoid any potential issues after the internship, I regularly updated my supervisor on the results of my research.

2.3: Data Collection:

- **Primary Sources:**

1. Direct Observation,
2. Face-to-face conversation with all executives, accountants, and other employees,
3. Targeted group discussions.

- **Secondary Sources:**

1. Website,
2. Social media analytics tools.

2.3.1: Data Analysis Technique:

The data was assembled using Microsoft Word and many spreadsheet programs. Moreover, the study offers a more thorough analysis and delves deeper into the reasons behind the outcomes.

Chapter - 3: Findings and Discussion

This qualitative research supports the impact of strategy insights on operational excellence and its operational structure. It finds how strategic decisions influence day-to-day operations, financial outcomes, and internal decision-making processes. By searching into the experiences and challenges faced by staff, this study aims to provide comprehensive insights into the strategic and operational challenges experienced by CThreeSixty Bangladesh and its operational landscape. It incorporates findings from both strands of the study to offer a holistic understanding of the company's dynamics.

Qualitative Research of CThreeSixty Bangladesh

I interviewed CThreeSixty Bangladesh employees and the management to understand better the impact of strategic insights and operational excellence on this company and its organizational structure. The objective of these questions was to encourage people to be free about their thinking processes. I was interested in knowing what they enjoyed about the plan and how it worked in their daily work. The interview aimed to discuss their honest opinions to determine how the strategy fits into operating processes.

I have prepared seven questions for the employees of CThreeSixty Bangladesh. I talked to them about strategic insights and operational excellence. Their responses are given below:

Can you describe your understanding of the importance of client engagement and satisfaction in the PR consulting industry? Do you think strategic insights and operational excellence work in this industry?

Ms. Mahzabin Ferdouse, Co-Founder & Managing Director, CThreeSixty Bangladesh

Client engagement refers to how involved and interesting clients are in the work that a PR consulting firm undertakes for them. In this industry, satisfaction means how pleased people are with the services they receive. Both are important in PR consulting because they help build strong relationships between clients and the company. And yes, I do think strategic insights and operational excellence have become vital in PR consulting firms. Understanding the client's goals, target audience, and overall dynamics to develop effective communication involves strategic insights.

How does CThreeSixty Bangladesh analyze the performance of its consulting projects to achieve effectiveness and efficiency?

Ms. Tahrima Tabassum, Chief Executive Officer, CThreeSixty Bangladesh

As the CEO of CThreeSixty Bangladesh, her approach to measuring the performance of their consulting projects is based on a commitment to both effectiveness and efficiency. They understand that delivering value to their clients relies on their ability to not only meet up but go over clients' expectations while improving resource allocation and project management.

To do this, they take a diverse strategy. Firstly, at the start of each engagement, they collaborate with their clients to define specific goals and objectives. Also, define key performance indicators and serve as criteria against which they evaluate their progress and performances throughout the project's duration. Secondly, proactive risk management is another key to their strategy. They anticipate and minimize potential obstacles to project timelines and outcomes by carrying out demanding risk assessments, crisis preparation, and continuing monitoring. Continuous client engagement is crucial, with regular communication and feedback loops maintaining alignment with changing demands and priorities.

In addition, they promote a culture of continual development throughout their firm. Lessons from previous projects are methodically incorporated into their optional via post-project reviews, information-sharing events, and focused training sessions. By using this complete approach to performance analysis, they can consistently provide value to their clients while increasing the efficiency of their consulting services.

How does CThreeSixty Bangladesh incorporate market analysis into its strategy development process to ensure alignment with client requirements and industry trends?

Mr. Sheikh Nafiul Islam, Chief Communication Officer, CThreeSixty Bangladesh

CThreeSixty Bangladesh incorporates market analysis into its strategy-constructing process, employing an integrated strategy to ensure alignment with client requirements and industry trends. Extensive market research is developing trends, rival strategies, and client preferences. This research provides a framework for identifying potential markets and obstacles, said Mr. Islam.

CThreeSixty Bangladesh actively works with clients to get an understanding of their changing demands and expectations. Direct contact and feedback methods help the organization understand the client's expectations, allowing it to modify its strategy accordingly.

By incorporating market analysis into its strategy-constructing process, CThreeSixty Bangladesh guarantees that its services remain relevant and connected with the changing needs of clients and the consulting industry.

What benefits do you believe Strategic Insights and Operational Excellence have had on CThreeSixty Bangladesh's operational procedures and decision-making? Do you have any specific instances to share?

Mr. Mejbah Bin Mosarrof, Senior Communication Executive, CThreeSixty Bangladesh

Strategic Insights and operational excellence have significantly enhanced CThreeSixty Bangladesh's operational daily operations and decision-making process. Using strategic insights the company was able to predict new industry trends, anticipate client requirements, and proactively change its service offerings. This vision has helped them to keep ahead of the competition and sustain their competitive advantage in the consulting sector.

Operational excellence has played a crucial role in simplifying internal processes, increasing productivity, and optimizing resource use. They have continually provided high-quality consulting services to their clients by implementing continuous process improvements and optimization initiatives. They can customize their services to the particular demands of these industries by using thorough planning and execution, resulting in considerable business growth and increased client satisfaction. Their successful growth into new market categories is one example of how strategic insights and operational excellence can make a difference. By evaluating industry trends and client choices, they discovered profitable opportunities in increasing industries.

Overall, strategic insights and operational excellence have reinforced their operating procedures while also allowing them to make educated decisions that create long-term business success.

How does CThreeSixty Bangladesh evaluate the financial impact of market study and assessment of performance on its overall business strategy?

Ms. Sanchita Chowdhury, Admin, CThreeSixty Bangladesh

At CThreeSixty Bangladesh they thoroughly assess the financial consequences of market research and performance evaluations for their business plan. Market analysis involves a thorough assessment of trends, consumer behavior, and adversary strategies to forecast demand and competition. This influences their financial estimates, which help them allocate resources and make investment decisions.

They use key performance indicators like revenue growth, profitability, and market share to measure strategy efficacy. They evaluate their activity's financial impact using cost-benefit analysis, ROI estimates, and sensitivity analysis. Performance evaluation is equally important. By combining these evaluations, they may choose initiatives with the highest ROI while remaining aligned with long-term goals. The data-driven approach promotes long-term growth and profitability, allowing them to remain flexible in evolving markets.

How does CThreeSixty Bangladesh manage its online existence and reputation to boost brand exposure and trust in the consulting firm?

Ms. Meher Zabin Biva, Communication Executive, CThreeSixty Bangladesh

As the Communication Executive of CThreeSixty Bangladesh, their approach to maintaining their online presence and reputation is based on strategic communication and brand engagement. To begin, they prioritize maintaining an active presence on a variety of digital venues, such as social media, their website, and industry forums. Consistently posting relevant content, such as innovative thinking articles, case studies, and client testimonials, shows their consulting competence and credibility.

Furthermore, they prioritize proactive engagement with their audience. This entails responding immediately to requests, feedback, and concerns, displaying their dedication to transparency and client satisfaction. By encouraging meaningful connections, they not only establish rapport with their audience but also promote trust in their brand.

They actively monitor internet discussions and feedback about their company, swiftly responding to any bad sentiment and exploiting positive input to strengthen their reputation. Implementing strong reputation management tactics ensures that our online presence appropriately reflects their beliefs, expertise, and commitment to excellence, resulting in increased brand exposure and trust in CThreeSixty Bangladesh as a credible consulting firm.

How does the media teamwork with other departments to ensure that messaging and branding are consistent across many communication channels?

Mr. Maahi Mubashir Hassan, Senior Media Manager, CThreeSixty Bangladesh

As CThreeSixty's Senior Media Manager, He is in charge of maintaining consistent messaging and branding across several communication channels. They achieve this through tight collaboration with various departments, particularly the marketing, public relations, and creative teams.

Firstly, they have frequent meetings to coordinate their overall messaging objectives and brand positioning. Understanding the overarching marketing plan will help them to better focus and amplify these messages in the media. Secondly, they make sure other departments are aware of their brand voice, main messaging points, and visual identity by giving them thorough media guidelines and assets. This contains a suggested tone of voice, acceptable iconography, and style guides.

In addition, they keep the lines of communication open so that any inconsistencies or departures from the defined brand standards may be quickly addressed. This entails ongoing feedback loops and frequent check-ins to guarantee that every department is in sync and striving for a single, consistent brand image. They can maintain consistency across all communication channels by encouraging departmental teamwork and communication, which will ultimately strengthen our brand identity and effectively connect with our target audience.

Chapter - 4: Recommendations

- Implement real-time feedback systems with AI-powered sentiment analysis to get immediate client feedback.
- CThreeSixty should use data analytics and machine learning to adapt messaging and updates.
- Should use predictive analytics to anticipate project bottlenecks and make proactive process adjustments.

- Create agile strategy frameworks that include dynamic feedback loops to respond to changing client needs and market trends.
- Invest in pilot projects to test future technologies such as AI and blockchain for better project management.
- Proactive reputation management requires regular monitoring of online conversations and social media.
- Invest in advanced collaboration systems to allow for smooth communication and information exchange between departments.
- These tactics will help CThreeSixty Bangladesh improve its client connections, project efficiency, and brand trust.
- CThreeSixty Bangladesh needs to use insights from previous projects and industry trends to continuously enhance processes and maximize project efficiency.
- It should develop a culture of continuous improvement and invest in technology to streamline processes and increase efficiency.
- Evaluate the financial impact of market studies and performance evaluations regularly to prioritize resource allocation and investment decisions.
- Should be focused on creating high-quality content, engaging with your audience, and actively managing your online reputation to increase brand exposure and credibility.

Chapter 5: Conclusion

In this internship report, we looked at how CThreeSixty Bangladesh, a leading PR and communications agency in Dhaka, maintains its consulting activities. The organization prioritizes customer satisfaction, operational excellence, and staying ahead of market developments. Through interviews, we discovered that client happiness and involvement are critical for developing good partnerships. CThreeSixty accomplishes this by knowing clients' needs and communicating effectively. The organization assesses project performance by establishing defined objectives and continuously tracking progress. They also evaluate market trends to develop tactics for specific client needs. Financial impacts are evaluated to make educated decisions about resource allocation and investment. CThreeSixty emphasizes the importance of maintaining a strong internet presence. They engage with their fans on social media and respond quickly to feedback, establishing trust and credibility. Cross-departmental coordination ensures that messages and branding are consistent across all mediums. Working together, teams maintain a consistent brand identity and effective communication. Overall, the success of CThreeSixty is driven by strategic insights and operational excellence. By focusing on client happiness, enhancing operations, and staying current with market changes, the company has maintained its position as a leader in the Bangladesh public relations industry.

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Appendixes

1. Can you explain the significance of client engagement and satisfaction in the PR consulting industry? Do you think strategic insights and operational excellence are applicable in this industry?
2. How does CThreeSixty Bangladesh assess the performance of its consulting projects to increase effectiveness and efficiency?
3. How does CThreeSixty Bangladesh use market information in its strategy formulation process to guarantee alignment with client needs and industry trends?
4. What impact do you think Strategic Insights and Operational Excellence have had on CThreeSixty Bangladesh's operational procedures and decision-making? Have you got any specific examples to share?
5. How does CThreeSixty Bangladesh analyze the financial impact of market research and performance evaluations on the entire business strategy?
6. How does CThreeSixty Bangladesh manage its internet presence and reputation to increase brand awareness and confidence in the consulting firm?
7. How does the media team collaborate with other departments to ensure that messaging and branding remain consistent across several communication channels?

INTERN ASSESSMENT FORM

(To be filled up by Internship Organization)

ULAB ID: 191011089

Name of Host Organization Supervisor: Sanchita Chowdhury

Name of Intern: Lamia Jahan

Designation: Senior Executive, Accounts, HR & Admin

Semester (Spring/Summer/Fall): Spring 2024

Organization: ~~CThreeSixty~~ Bangladesh

Using the following scale please assess the intern on the criteria listed below:

KEY: 5 = Excellent 4 = Very Good 3 = Good 2 = Satisfactory 1 = Not Satisfactory

Performance Criteria	5	4	3	2	1	Unable to Assess
Time Management	✓					
Communication Skills	✓					
Ability to Work in Team	✓					
Ability to Work Independently	✓					
Leadership Skills	✓					
Self-Motivation	✓					
Commitment to the Task Assigned	✓					
Creativity	✓					

Comments on where the intern can improve:

During their time here, Lamia showed she knew stuff from university that helped her do their job well. She was good at talking to clients and making plans. We think she should keep learning and getting better at what she did. We're glad that she was part of our team!



Office seal



28/04/2024

Signature of Host Organization Supervisor & Date:

Please send the completed form in a sealed envelope to:

Career Services Office, University of Liberal Arts Bangladesh

Nandan Kanan, House # 84, Road # 7/A, Dhanmondi, Dhaka – 1209, Bangladesh Tel: 9665686, 9661255, 01711298916

Appointment letter as an employee

CTHREESIXTY BANGLADESH



Human Resource Division

CPI/Admin/HR/2753/23

March 03, 2024

Lamia Jahan
Holding no – 29/5, Block-C, Tajmahal Road, Mohammadpur, Dhaka

Subject: **Letter of Appointment w.e.f. March 2024**

Dear Lamia,

CTHreesixty Bangladesh (hereinafter referred to as the "Company"), based on your interviews with the employee, wishes to offer employment to you on the following term and conditions which you accept by signing below.

Position: Communication Executive

Assignments: The Company will provide job assignments and/or job descriptions separately to you, which the Company may change, as it finds necessary at any time.

Reporting To: Chief Executive Officer.

Joining: You are expected to join on 04.03.2024 after submitting the required papers.

- a) Release order from the previous employer, if any; and
- b) Attested copies of educational/ professional certificates.
- c) ID
- d) Recent Passport size photograph 2 copy.

Salary Structure: You will be paid a gross compensation of Tk. 22,000/- per month which will be broken down into various allowances as follows:

Basic:	16,200
House rent	3,000
Medical allowance	1,400
Leave Fair Assistance	2,400
Utility allowance	2,000
Total	25,000

Attendance rules:

- Office presence (8 hours) from 10 am to 6 pm/ 10:30 am to 6:30 pm.
- If your Attendance is after 10:30 am, it will make you late.
- Your Attendance after 12 pm will mark you absent.
- If (3) days Late in/Early out will mark (1) day absent.
- If you take (1) day leave without information, it will mark Three (3) days absent.

 info@cthsixty.com

 facebook.com/CThsixty

 +8801900000000

 CT Hreesixty, Block C, Road 12, Sector 12, Dhaka-1215, Bangladesh

CTHREESIXTY BANGLADESH



Period of Probation: You will be on probation for three or six months (03 or 06) from the date of joining, a period, which may be extended at the discretion of the Company. There will be no paid leave During the probation period.

Confirmation: Upon completion of the period of probation to the full satisfaction of the Company, your service may be placed on the regular payroll of the company or on contract for a specific term as decided by the Company. During the probation period, the employee may be terminated without any notice.

Acceptance: You accept the Employment under the conditions mentioned above.

Mahzabin Ferdous
Managing Partner

Date: 03.04.2024

Agreed and Accepted



 info@cthsixty.com

 facebook.com/CThsixty

 +8801900000000

 CT Hreesixty, Block C, Road 12, Sector 12, Dhaka-1215, Bangladesh

Internship Proposal Form

Name:	Lamia Jahan
ID:	191011089
Semester (Spring/Summer/Fall)	Spring 2024
Department:	BBA
Supervisor's Name (Faculty):	Lili ping
Organization Name:	CThreeSixty Bangladesh
Internship Title:	Strategy Insights On Operational Excellence: A Case Study Of Business Consulting Practices At CthreeSixty Bangladesh

Student's signature & date

Supervisor's signature & date

9%

Overall Similarity

- | | | |
|---|---|-----|
| 1 | University of Liberal Arts Bangladesh on 2023-1...
SUBMITTED WORKS | 7% |
| 2 | Liberty University on 2024-02-11
SUBMITTED WORKS | <1% |
| 3 | HCUC on 2024-03-08
SUBMITTED WORKS | <1% |
| 4 | Coventry University on 2023-08-01
SUBMITTED WORKS | <1% |
| 5 | fastercapital.com
INTERNET | <1% |
| 6 | Asian Institute of Technology on 2023-07-12
SUBMITTED WORKS | <1% |