

Internship report
about fantasy
kingdom marketing
policy flashcard



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It is a great pleasure for me to submit my practicum report on the topic of “Marketing policy Of Concord Entertainment Co. Ltd focuses area on visitor’s satisfaction of fantasy kingdom complex. ‘ have prepared this report as a partial fulfillment of the course BUS 490 practicum. I have tried my level best to prepare this report to the required standard. It was certainly a great opportunity for me to write on this paper to actuality my theoretical knowledge in the practicum arena.

I express my heart full irritated to you to go through this report and make your voluble comments. It would be very kind of you if you please valuate my performance regarding this practicum report. Sincerely yours Letter of Authorization Student Declaration I, Md. Psychodramas, a student of Bachelor of Business Administration (ABA), under the College of Business Administration (CAB) at BUTT-? alienation University of Business Agriculture and Technology declaring that this practicum report on the topic of “Marketing policy Of Concord Entertainment Co.

Lodestones area on visitor’s satisfaction of fantasy kingdom complex. This report has only been prepared for the lifetime of the course of BUS 490 Practicum as the partial requirement of the Bachelor of Business Administration (ABA). I hereby declare that this report has been solely prepared by me and to the best of my knowledge. It contains no materials previously published or written by any other person which have been accepted for the degree at JABOT or any other educational institution, except the quotations and reference which have been duly acknowledged.

It has not been prepared for any other purpose, reward, or presentation.

Program: ABA Acknowledgement My homage to the most merciful who gave me physical and mental strengths to undergo required courses and increased me in knowledge through accomplishment of the courses indispensable for being eligible internee. All those individual and specialized learning and activities have increased me in diverse knowledge that has developed this report. Special gratitude to Proof. Dry.

M Illumination who has versatile genius in him the pioneer of non-government universities in Bangladesh who has broken the long standing monopoly in higher education through facilitating establishment of non-government university in the country thus concrete way for knowledge generating and dissemination enlargement access to higher education to more border strata of the society. I would like to heartfelt thanks Mr.. Attain H Dean, Coordinator, College of Business Administration (CAB) for helping me to take right decision at the right time and continuous encouragement on the topic.

My special thanks to my supervisor Md. Harsh Our Rasher, Faculty of College of Business Administration for providing me the valuable suggestions and guidelines to make this report from the very beginning to the end with a friendly behavior. I am even thankful to all the respected faculty members, employees, staffs and students who supported me in preparing the report. I would like to express my heartiest thanks to the authority of Concord Entertainment Co. Ltd. To allow me to work with their marketing department. I would like to express my sincere appreciation and gratitude expressly,

General Manager Mr..

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Systems level analysis of rides and attractions to identify potential failure modes and operating hazards so they may be controlled in the design.

Tourism plays an important role in Bangladesh is full of natural attractive place as well as privately constructed tourism place. People are far away from the natural tourists spot due to tremendous arbitration in the major cities. Urban people also hardly manage their time to visit natural tourists spots of place except some artificial made lake, forests, parks and importantly amusement parks.

The amusement park concept is new in Bangladesh and specially four parks have been established by the private owned company named Fantasy kingdom, Anode Park, Wonder Land in Dacha city and Foss Lake in Chitchatting city. 1. 2 Origin of the report Internship in private business organizations, government offices, public sector corporations or banks or other non-bank financial institutions is an integral part of the ABA program of the business administration department of the United International University. The objective of the program is to expose the students in the organizational work situation.

Each student is required to undergo the program and prepare a report according to a format specified by the advisor. As a regular student of Bachelor of Business Administration (ABA) program, it requires an internship attachment with an organization followed by writing and submission of a report. This report is an end result of an Internship attachment with one of the top graded entertainment oriented company in Bangladesh The Concord Entertainment Co. Ltd (Cancel). As per the advice and recommendations of

respected supervisor Md. Harsh Our Rasher, the main concentration of this report is marketing policy of Cancel .

This report focuses area incompleteness analysis & customer satisfaction. This report will obviously increase the existing idea and assist Cancel to do better in future. Aim of the report

1.3 Objective of the Study

The objective of the internship program is to get acquainted with the real life organization and to understand and observe the applications of the theoretical learning to fulfill the requirement of ABA program. In this regard, this study is conducted to observe the business and organization of Concord Entertainment Ltd. , and how various departments are interrelated to each other and help the organization for smooth running.

So to complete my assigned Job I have some objectives to be fulfilled.

1.3.1

Broad objective: a) To understand marketing policy of Concord

Entertainment Co. Ltd (Cancel) focuses area on visitor's satisfaction of

fantasy kingdom complex.

1.3.2 Specific objective:

a) Generate plan to bring on an average at least four thousand visitors per day. B) To increase

per capital expense among the people visiting in the park. C) To identify

Cancel client selection criteria. D) To find out procedure of meeting sales

target. E) To find out customer satisfaction rate.

1.

Significance of the report At present Concord Entertainment is the only group of company which has introduced theme park in Bangladesh. There are other entertainment parks in the country such as, Shish Park, Wonderland, Simulated etc. These parks are the contenders of each other. But Fantasy Kingdom stands out among them for its theme concept, for its rides, and for

various other reasons which are completely new to the people of Bangladesh. Hence, no other entertainment park in Bangladesh even dares to claim that it is the contender of Fantasy Kingdom. So, Fantasy Kingdom is enjoying monopoly over these parks.

But the future will not be the same. New outdoor entertainment facilities will emerge time to time. The management of the park understands it very well. They want to enjoy the same advantage in the future as they are enjoying now. Hence, they are relentlessly pursuing to give the people of Bangladesh innovative and authentic entertainment facility. From my report regarding marketing police of concord entertainment co Ltd focus area on awareness campaign of fantasy kingdom complex in district level & customer satisfaction will assist following things for Concord Entertainment Co. Ltd. ND Concord Group: a) Will revive a clear picture of present marketing police in concord entertainment co Ltd. B) Will provide customer satisfaction rate c) Recommended strategies will assist to generate a effective sales strategies for building performance of entire Concord Group. D) For better future performance of Concord Entertainment Ltd. E) Provide a colorful picture of amusement park and its involvement for attracting tourists. 1. 5 Scope of the report This study will focus on marketing policy and project part is inalienability's satisfaction of fantasy Kingdom complex with hypothesis development. . 6 Limitation of the report Some of the limitations of the report are: 1 . Personal biasness of the officers at the time of collecting primary data. 2. Accuracy of the secondary data depends upon the accuracy of the secondary source as cross checking was not possible. 3. Due to confidentiality the policy of the company restricts disclosing some important

data. 4. Deficiencies in Data required for the study. 5. Field practice varies with the standard practice that also created problem. Scheduling with university deadline and office assigned Job completion deadline mismatched for conducting the study 1. Methodology of the study Methodology is the process, technique, or method of observation, survey and analysis. In order to collect the abovementioned information and data following potential sources has been used. In order to meet the data requirement and collect the above mentioned information following sources has been used: The study requires a systematic procedure from selection of the topic to preparation of the final report. To perform the study, the data sources were to be identified and collected; to be classified, analyzed, interpreted and presented in a systematic manner and key points were to be found out.