



Cooperative Education Report

Title: Client Servicing Internship at Max Media Pvt. Ltd

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**This Report Submitted in Partial Fulfillment of the Requirements for
Cooperative Education, Faculty of Business Administration
Academic Semester 2/2017
Siam University**

Title Client Servicing Internship at Max Media Pvt. Ltd

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We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 2/2017

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Degree : Bachelor of Business Administration
Major : Marketing
Faculty : Business Administration
Semester / Academic year: 2/2017

Abstract

This report outlines the duties of a client servicing intern at Max Media Pvt. Ltd. Max Media has been the top media agency in Nepal since its establishment in 2009. The main objective of the internship was to learn the workings in the client servicing department of a media agency. Also the other objective was to get firsthand experience of the media scenario of the country. To achieve these objectives various tasks of the client servicing department was handled. Completing the daily PR reports, SOV reports and projects were also completed to achieve my objectives. So through this internship I learnt about the workings of a media agency and more specifically workings of the client servicing department in a media agency. Thus this entire report is on the basis of the learning and experiences gained as a client servicing intern in a top media agency of the country.

Keywords: Client Servicing/ Agency/ Experiences

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Acknowledgement

I would like to express my sincere gratitude to Kathmandu College of Management and Siam University for providing us with such a professional platform of internship. Due to which without even completing our graduation we were able to experience what corporate world is like and learn so much in it. I believe this experience has helped me grow professionally and will play a crucial part in my career.

Throughout this internship we have been guided by Dr. Maruj and Mr. Chanatip Suksai. No matter how much we disturbed them, they always had the patience to help us and we are really thankful towards them.

Also I will never be able to express how thankful I'm towards Max Media, who took me as an intern and took me in their family. I'm thankful to all of those who have helped me and taught me.

Lastly, my deepest gratitude to Miss. Surachhya Shakya Bajracharya who helped me connect to Max Media and all my friends and colleagues who helped me complete my cooperative report.

Thank You!!!

Utsav Bajracharya

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Chapter 1: Introduction

1.1 Company Profile:

Max media is complete media service provider established with a mission to provide cutting edge media related services to enhance values to clients regarding media exposure. Established as an independent media management company in 2009, we provide services which are designed to meet your growing demands for professional and efficient management of all media related services, we intend to make things easier for advertisers in Nepal. We have introduced a new approach in the Nepalese media industry by making its services available via a wide range of plans. Max Media has provided services and solutions in such a way that it operates like an in-house media partner – be it from the corporate, non-profits organization or from the advertising agency sector.

This new initiative is in line with our policy to be the 'in-house media department' of clients who wish to make effective use of any communication media. By saying this, what we offer is a combination of effective media presence minus the hassle of doing all the related work yourself. From public relations, media relationship and strategy across all mediums, we also help to measure the effectiveness of media placement across all mediums with our well organized system of monitoring all media across Nepal. This it is an innovative step in the media services industry and our move has been appreciated by many in the industry.

With eight years of prior experience in comprehensive media management as the media arm of the parent company, our services range from fundamental media services such as media planning, buying and release, to effectively implementing parallel and allied services like media PR, media monitoring and reporting, research and BTL media management.

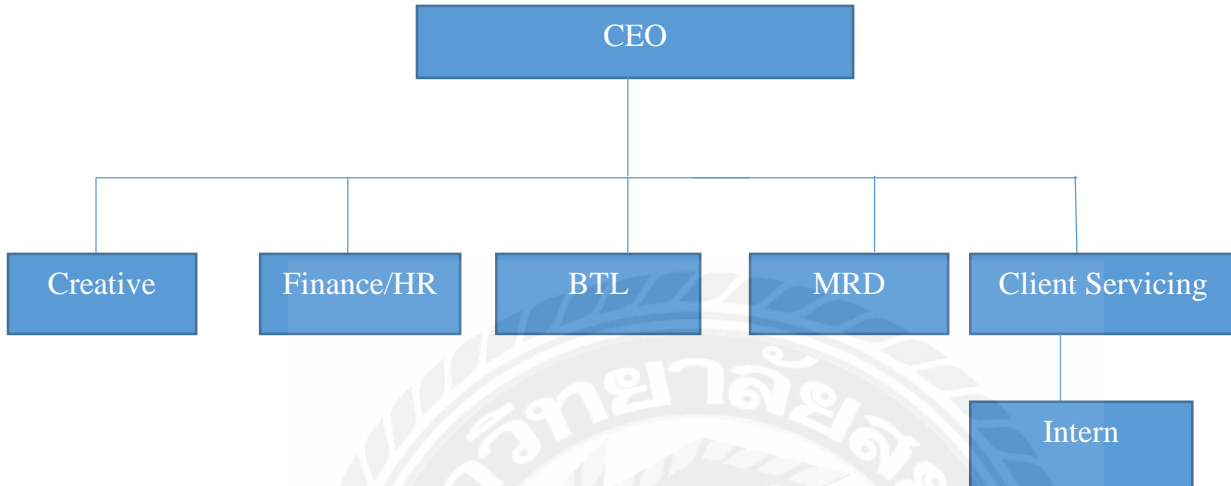
The company has been making remarkable strides in securing substantial business turnovers with the media houses in all three segments which has helped the company gain the trust of prominent media houses. In a short span of time Max Media has gained the recognition as a top media company for all types of media houses. We have also been able to be competitive among all other media agencies in Nepal and secure large, sought after contracts with International Non-

Government Institutions and other high value, high performance organizations. (Max Media Pvt. Ltd Website , n.d.)



1.2 Organizational Structure:

Figure 1: Organizational Structure of Max Media Pvt. Ltd



1.3 Statement of Report

This report focuses on the role of client servicing department in a media agency. The report showcases my learning and growth throughout the internship period. This report is about how I was able to learn new things every day in my internship and how it open my mind towards the corporate world and help me become a better professional.



1.4 Objectives of Internship:

The objectives of this internship program at Max Media Pvt. Ltd were as follows:

1. Get firsthand knowledge about the media scenario of the country.
2. Get exposure into the top media agency of the country.
3. To learn by doing the projects of various organizations.
4. To get exposure into the corporate world.
5. To become a better professional.



1.5 Expected Outcomes:

The expected outcomes from my internship program were firstly to have through knowledge about the working of a media agency. I needed to start thinking as the people of the media agency. Having proper connections in one's field is very necessary so another expected outcome was to develop professional connections. Another thing I expected was to develop a corporate working culture within myself. Lastly I also wanted to gain knowledge about how the corporate clients are handled in the organization.



1.6 Limitations of the Study:

There are also some limitations in anything we do. In my intern time constraint is definitely a limitation as 3 months is too short time to learn everything from an organization. Also as an intern, at times company is hesitant to give work to us as we are only temporary inexperienced members, so I was not able to handle clients solely.



Chapter 2: Literature Reviews

2.1 Main theory and concept applied alongside with the given job descriptions

The theoretical concepts that support this research are described below, along with the respective job description.

Relationship marketing: The Company is using relationship marketing to keep themselves top amongst its competitors. Max media is retaining its top clients. It is focusing on client's engagement and loyalty. Relationship management is a strategy in which an organization tries to maintain continuous engagement with its customers. This management can happen between a business and its customers or between a business and other businesses. Relationship management aims to create a partnership between the organization and its audience, either customer or business, rather than consider the relationship merely transactional. (Investopedia , n.d.)

Employee focused: As of Virgin; Max Media is also an employee focused company and gives proper benefits to its employees as of which employees are highly motivated and efficient in its work.

Pricing Strategy: Also pricing is one of the important factors for the success of the company. This is a main reason why they have been able to maintain top clients. Pricing is one of the 4Ps of marketing, Price, Place, Product, Promotion. Pricing is also key component of B2B marketing. For many B2B marketers, the pricing strategy in their marketing plan is challenging to write as many aren't even involved in creating their pricing strategy. There are many factors to consider when developing your pricing strategy, both short- and long-term. For example, you're pricing needs to:

1. Reflect the value you provide versus your competitors
2. Match what the market will truly pay for your offering
3. Support your brand
4. Enable you to reach your revenue and market share goals
5. Maximize your profits (marketingmo, 2018)

Contingency theory: Contingency theories are that there is no one leadership style and that the nature of those being led, the make-up of the leader and the tasks facing a group are different. Each situation is unique and the ideal leader-led situation will be unique, as well. Some of the major contingency theories are:

1. Strategic Contingency Theory
2. Fielders' Contingency Theory (group performance depends on leader's psychological make-up, as well as group atmosphere, task, and the leader's power position)
3. Hersey & Blanchard's situational theory
4. Vroom and Yetton's decision participation contingency theory - decision quality, acceptance by the audience, amount and quality of information available to leader, integrity of hierarchy. (Leadership-central, n.d.)

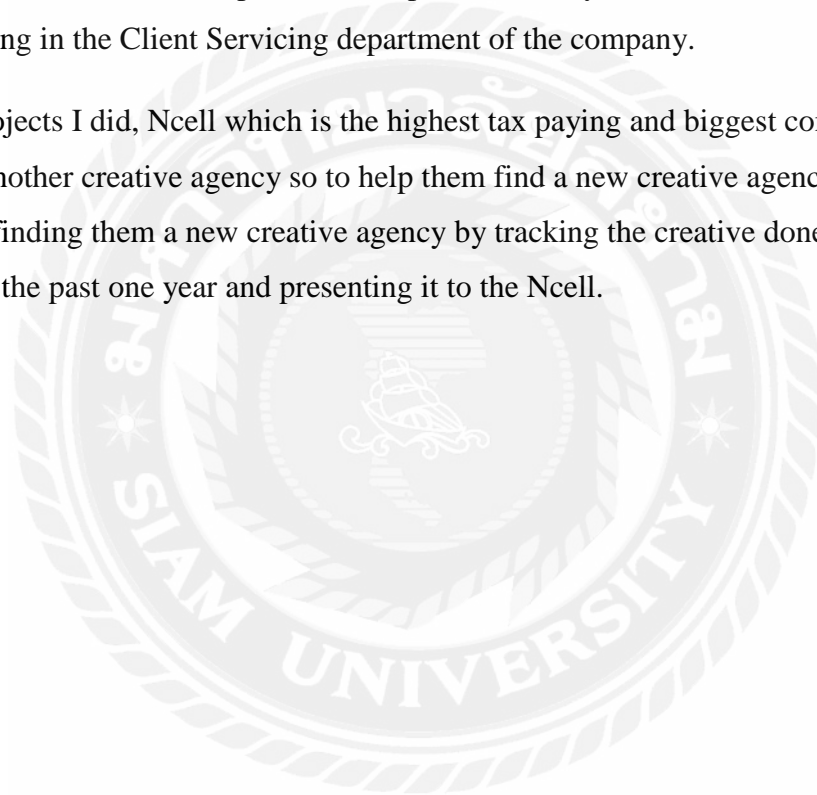
In the company CEO makes decision as per the situation and clients rather than one decision for all. (Business.com, n.d.)

Chapter 3: Methodology

3.1 Roles and Responsibilities assigned by the company:

Some roles and responsibilities that were assigned by the company were print media monitoring of the automobile industry of Nepal. Making daily report of the press releases and advertisement of automobile industry of the country. Making Share of Voice report of Automobile industry. Making daily report of the press releases and advertisement of smartphone industry of the country. Making Share of Voice report of Smartphone industry and Consumer Electronics industry. Assisting in the Client Servicing department of the company.

In one of the projects I did, Ncell which is the highest tax paying and biggest company of Nepal needed to add another creative agency so to help them find a new creative agency I was responsible for finding them a new creative agency by tracking the creative done by the different companies over the past one year and presenting it to the Ncell.



Chapter 4: Results and Discussion

4.1 Contributions of student made during the internship

The main contribution made by the student during internship was assisting the works of the Client Servicing department. I was able to give a new touch in the department as an intern. The employees used to have very hectic and busy work days and as an intern I was able to reduce that workload of the employees.

Talking about the contributions I used to look after the print media activity of CG Motocorp's Suzuki. Suzuki is one of the major automobiles players of the country and I was the one responsible for handling the press releases, advertisement and competitors media activities.

Samsung is one of the smartphone giants of the country and I was also looking after the press releases, media activities and competitors of the company. Through this reporting Samsung would be aware of their media activities and their competitors as well and they this would be one of their bases for decision making.

In any media company Share of Voice (SOV) is an important indicator to companies about which media is the most active, how much they are spending and what a company's reach is. For any company before they decide their media plans, their budget for media activities, they need to know what the current media scenario is and how they are companies spending. I was responsible for developing the SOV report for Samsung (smartphone segment), Yamaha (Bike segment), Samsung Electronics (Consumer Electronics) and Suzuki (Automobile Segment) I used to do this with the help of print media motoring department and TV media motoring department of the company.

Lastly, I was also able to do 2 campaign tracking projects for Ncell telecommunication. Ncell is the highest tax paying company in Nepal. Ncell needed to know what type of campaigns were being launched by their competitors, so I did a detailed study and tracked the campaigns by their competitors. Secondly Ncell also wanted to add a new creative agency for making their creative. So they wanted to check out the works of advertisement companies in the market. So I tracked

down all the creative done by major companies so that Ncell would be able to decide which agency they would like to add.

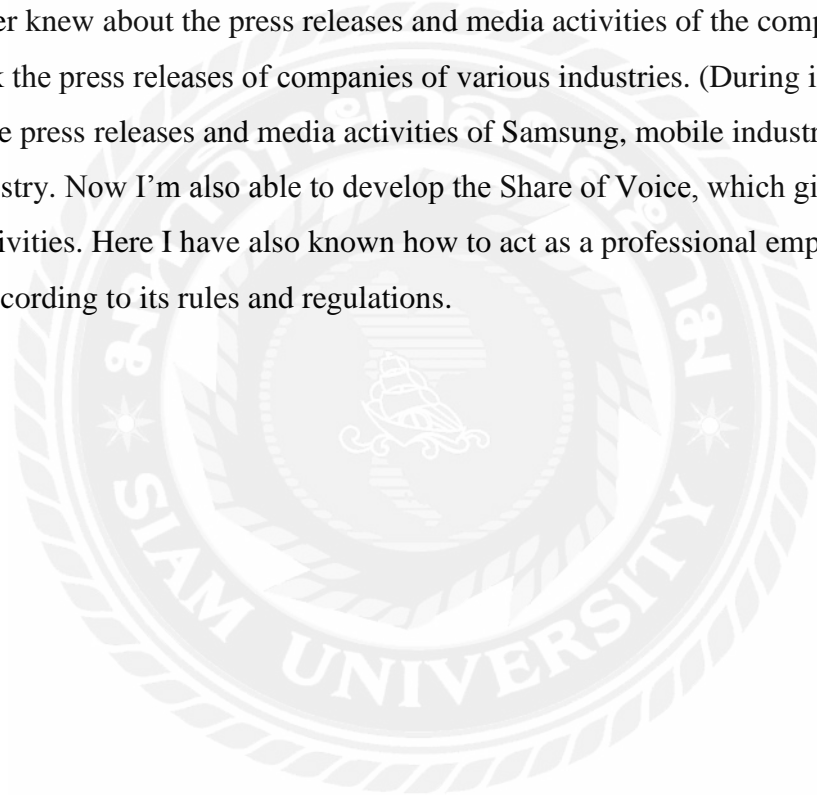
Thus, I believe I was able to make small but important contributions to the company I worked as an intern.



4.2 Details of related learning process and new knowledge student has received

Some of the related learning process and new knowledge the student has received are before working in this company I had very little idea about how a media company works and now by the end of this internship I have much clearer idea of how does a top media company works. I have acquired the knowledge about what the clients requires and expects from a media agency. I have realized the importance relationship management with clients. I have learnt about the retain ship of clients by agency.

I have much better knowledge about the terminologies used in the media agency filed. Before internship I never knew about the press releases and media activities of the company but now I'm able to track the press releases of companies of various industries. (During internship I tracked down the press releases and media activities of Samsung, mobile industry and Suzuki, automobile industry. Now I'm also able to develop the Share of Voice, which gives us a scenario of the media activities. Here I have also known how to act as a professional employee and work in a company according to its rules and regulations.



Chapter 5: Conclusions

5.1 Self-assessment as future professional

In this 3 month long internship I was able to grow professionally as well as personally. This internship was like a reality check for me, where I could know my strengths and weaknesses. I had to do many tasks and actions which were outside my comfort zone and I believe this what I believe has helped me grow.

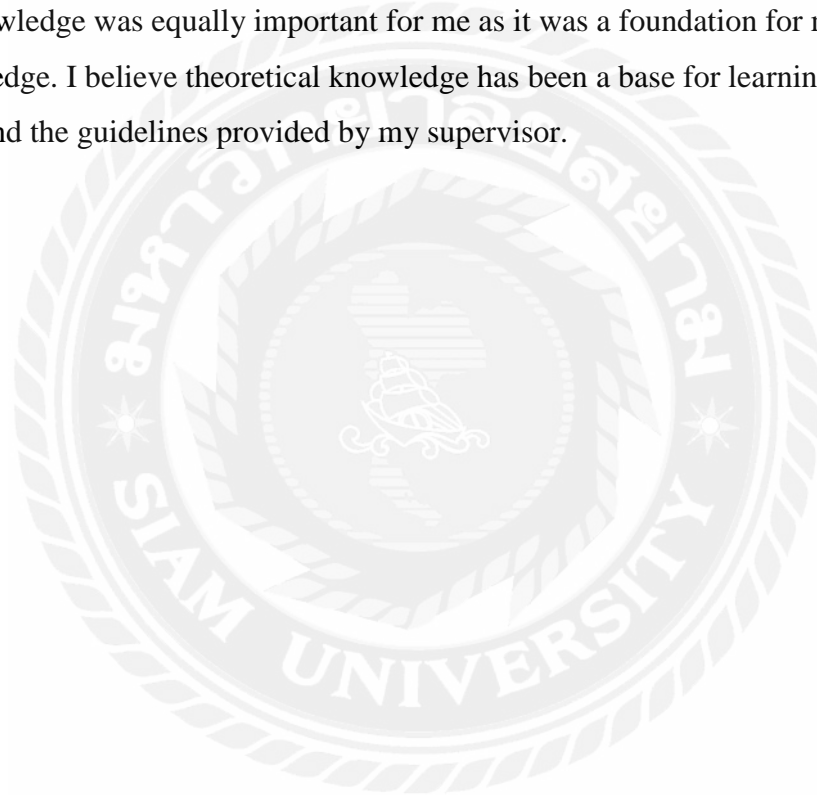
Working in agency had always been an interest for me and this internship definitely show me the first had experience of working in an agency. This was a new experience for me but I hope this internship will help me a lot in my professional career in the future. Here I also learned about the practical skills of managing one-self, being a better communicator and a professional worker. Even though I was an intern, I always saw myself as an employee here and also got treated as an employee in the works I handled.

There is still many places where I have to improve and develop various skills but I believe this internship has been a kick starter to my professional career.

5.2 Comparison of practical learning VS theory

During my internship I was able to gather much new knowledge by working and doing tasks. Here I was able to learn about how a media agency works on a day to day basis. I was able to improve my interpersonal skills. Here I learned a lot on communication skills and also was able to make new connections in the corporate world. I learned about how a client servicing employee has to negotiate with the clients as well as handle the pressures form the clients. Practically I learnt how a client servicing executive manages both the media people as well as the clients. Practically I believe how to deal with people better now.

Theoretical knowledge was equally important for me as it was a foundation for me to get my practical knowledge. I believe theoretical knowledge has been a base for learning the terminologies and the guidelines provided by my supervisor.



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Rewards

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Special interests

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