



Summer Internship Report

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MBA Part 1 (2021-2022)

Roll No: 2158

DECLARATION

I, Sunaina Ramesh Salgaonkar, hereby declare that the presented report of internship, a study on the overall departments existing in the event management company is uniquely prepared by me after the completion of one month 23 days work at Bullseye Entertainment, Panjim, Goa.

I also confirm that the report is prepared for my academic requirement and not for any other purpose.

ACKNOWLEDGEMENT

On the successful completion of my summer internship at Bullseye Entertainment, I would like to express my deepest gratitude towards my teacher and mentor Ms. Teja Khandolkar for her patience and support during the entire process of this study. I also use this opportunity to sincerely thank the Dean of Goa Business School Prof. Dayanand, Goa Business School MBA Programme Director Prof. Nilesh Borde, and our class co-ordinator Ms. Priyanka Naik without whom this summer internship study would not be possible.

I would like to extend my heartfelt thanks to the Proprietor of Bullseye Entertainment Mr. Muzibrehaman Ruknuddin for giving me an opportunity to work with them and gain lot of knowledge and for the confidence bestowed in me, allowing me to complete my project in their reputed company. Also, I would like to thank my company mentor Ms. Anushka Antao for helping me throughout my summer internship at Bullseye Entertainment and making all the necessary needs and arrangements due to which I was able to collect all the relevant information, meet the employees, clients and interact with them easily. I would also like to thank the entire staff for helping and assisting me in all the events I have worked on.

INTERNSHIP CERTIFICATE FROM THE COMPANY



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EXECUTIVE SUMMARY

This report is being carried out as a part of curriculum of the first year of The Master of Business Administration program of Goa Business School. The main objective of this project was to conduct a study of the functions/departments of the event management company and the functions of its various prevailing departments.

The main objective is to see how various concepts taught in college can be applied in practical situations in an actual firm.

The report begins with the company profile and goes on to tell about the timeline of the company. Then the detailed information about the office, the services that the company offers, their past events, the functions, events during the summer internship tenure, marketing and promotions, competitors, my learnings and contributions. I have also done a SWOT analysis which tells us the strengths, weaknesses, opportunities and threats of the company as well as the VRIN (VRIO) analysis. Other analysis of the industry and the company are also included.

Then we move on to the analysis of the different departments where we learn about the different departments, department structures, their respective functions and the duties of the different departments. Departments studied in the report are Entertainment and Operations, Production, Finance, Marketing and HR.

My learnings, contributions and conclusion are mentioned in the end of the report.

The one month 23 days Summer Internship program began on the 16th May 2022 and ended on the 8th July 2022. As being completely new to the practical corporate world, this internship gave me an experience of a lifetime and taught me how to use the concepts learnt in college in the practical business world which will further be useful in my career.

COMPANY PROFILE AND FOUNDER'S PROFILE

INTRODUCTION

Bullseye Entertainment is an event management firm in Goa established in the year 2011. Muzibrehaman Ruknuddin, proprietor of Bullseye Entertainment, has been a part of the event management industry since 2003. During that time, he has handled numerous events such as conferences and promotions for companies like HDFC, ICICI, Canon, Tata AIG, Kirloskar, Idea, HSBC, Vodafone, Chevrolet, Uninor to name a few. He has managed and organized some of Goa's most grand events such as IDEA Rocks Concert, Goafest, India fest, Bacardi Blast, IFFI etc. This is a place where ideas and talents integrate, where potentials are unleashed and creativity finds its peak. A young dynamic team for whom excellence is an attitude rather than skill. Strive for excellence and the desire to make a difference to all we connect with has given us an edge over the others and make us the first choice for our customers.

THE MAN BEHIND THE CREATION

The man behind the creation of Bullseye Entertainment is Muzibrehaman Ruknuddin affectionately known as Munna. While Munna's hardwork and dynamism is worth appreciation. His creativity, intellect, contributed tremendously in laying the foundation of Bullseye Entertainment.

FOUNDER'S PROFILE:



Munna Ruknuddin

Bullseye Entertainment is the brainchild of Munna Ruknuddin. Born with immense strength for hard work and exceptional calibre. Munna started his career in event management in 2003. His entrepreneurial skills and undying confidence in his abilities helped him to form his own Bullseye Entertainment, an exceptional event management firm in 2011. There was no turning back from the day he started his endeavour. It has only added more feathers in his hat and brought many more laurels. He says "right from an early age I knew that I wanted to become an entrepreneur. Munna's compassionate and caring nature makes him desirable and esteemed among his employees. Mr. Muzib's success Mantra is "Look at business difficulties as learning opportunities not problems."

COMPANY PROFILE

Company name	Bullseye Entertainment
Year of establishment	2011
Business type	Event management company
Products	Service – Events
Total no. of employees	10 in office and 20 in workshop
Company website	bullseyeentertainment.in
Company Email	munna@bullseyeentertainment.in bullseye.munna@gmail.com
Ownership type	Proprietorship
Director	Muzibrehaman Ruknuddin
Company location	Office No 312-313, Edcon Mindspace Behind Campal Trade Centre, Near Taj Vivanta Campal, Panaji, Goa
Phone Nos.	Mobile: +91 9890056541

VISION

“We will be an undisputed first choice for exceptional event management services in Goa and India by creating lasting memories and making a difference to all we connect with.”

MISSION

“Create lasting memories with our innovative and creative ideas; Contribute towards the Tourism and Economic development for the state of Goa and India at large.”

We will be committed to executing with excellence highest quality customized event management services to every client and to make a difference to all our stakeholders.

VALUE

Ethics: We will respect our commitments; practise Integrity and Honesty in all our dealings.

Excellence: Excellence will be an attitude we will carry with passion.

Respect: We will respect relationships, treat each other and all our stakeholders with dignity.

Team: We will always work as a team and keep the team spirit high.

Safety: While we promise to create lasting memories safety of human life will be our highest priority. We will not compromise with safety standards.

Accountability: We will take responsibility for our actions and consequences.

ABOUT BULLSEYE ENTERTAINMENT

Bullseye specializes in helping customers save time and money when it comes to their events. They are dedicated to their mission of achieving the highest levels of satisfaction for their clients by committing to exceptional standards and exceeding their expectations.

Bullseye Entertainment continues to strive for excellence coupled with uniqueness and it is combination that gives an edge. The Bullseye team is young, dynamic, hardworking, always on their toes and ever ready to try out something new. Bullseye cares about the quality service they give their customers.

SERVICES

1. CORPORATE EVENTS

Under corporate events the company conducts Conferences, Conventions and Meetings, Award Ceremonies, Exhibitions, Product Launches, Team Building.

Conferences, Convention and Meetings are at the heart of every efficient organization. Bullseye will create the perfect environment for you to brainstorm, clarify issues, set directions for your organisation, sharpen your focus, move objectives forward and much more.

Award Ceremonies - Recognition is at the core of every heart, it brings out passion, excitement, respect, and courage. We will make your award ceremony a core of our heart.

Exhibitions - Whether you are planning a single show, or a series of exhibitions, the company can take complete care of your exhibiting needs. We at Bullseye are equipped to handle everything for your project from start to finish.

Product launches - We at Bullseye understand the value of a product launch and how critical it is to the image of your company. We will design and provide all the support system to make your product launch a success.

Team building activities - Together Each One Achieves More (TEAM) "Teamwork is the ability to work together towards a common vision. No one understands this better than we at Bullseye. We will custom design team building activities for you and your company.

2. WEDDINGS

Great wedding begins with a dream backed with a deep passion and desire to make it come true. A perfect blend of elegance, sophistication, grace and chic is what makes a wedding diary inordinate. Bullseye provides you with this perfect blend and help you make your fantasy a reality. While the company handles everything for you, our only desire is that you to just lay back, relax and be mesmerized as you witness your dreams slowly unfold.

3. EVENT PRODUCTION

Proudly being one the biggest production company in Goa we manage everything from your initial enquiry to the conclusion of your event. With our team of professionals we will propose the right equipment to work and manage all technical elements of your event space. Our in

house transport facilities, drivers, wide range of equipment and technical skill base has always given us an edge over our competitors.

Our passion is excellence and perfect execution of every event, regardless of the size of the event. As Production Company we deal with power distribution, sound, lighting, staging and AV equipment's, red carpets, cable ramps, outdoor lighting & client branding. With the support of our excellent installation team, we can deliver small or large scale events, indoor or outdoor; short or long term, with no boundaries on travel or location.

4. FASHION SHOWS

Having successfully executed the production support for India Beach Fashion Show and the host of other fashion events we at Bullseye understand just what our client's needs, from conceptualisation to execution.

5. ARTIST MANGEMENT

Bullseye Entertainment has a whole range of entertainment options that are available. In order to make your event fun and interesting we provide artists and entertainers that are sure to keep your guests enthralled.

6. FESTIVALS

Festivals are all about feeling young, vibrant, energetic and enthusiastic. There is no other place to host such festivals than in the vibrant and energetic young Goa. Bullseye Entertainment owns the intellectual rights over OktoberFest 3rd biggest EDM festival held in Goa after Sunburn and Vh1 Supersonic. We also have played an instrumental role providing logistic, local support and permissions for the following listed festivals.

7. PROMOTION AND BRANDING

Products need a major thrust to catch the attention of consumers. We provide customers with the perfect model for promoting their brands right from newly launched products to renewing interest in old ones. The various activities undertaken by us include leaflet distribution, tasting sessions, arranging corporate events, car and boat shows, trade shows, and many others. Our team will take care of all the groundwork of promotional issues. At Bullseye we endeavour to accomplish all such programs with the help of our skilled promotional team. So, if you want to launch a product with true glitter and glamour we are your first choice.

We have handled various types of promotional activities in Goa such as:

- Mall Activity
- Distribution of samples
- In-Store Activity
- Product Demonstration
- Competitions
- Display of branding

8. THEME PARTIES

We have a plethora of themes for your parties and the flexibility to inculcate many more. There are numerous ways in which we can customize your event, by providing theme props and decorations, musical entertainment, dancers, magicians or whatever you may be seeking for your event.

9. RESOURCE AND MANPOWER MANAGEMENT

The right person for the right job is a key to success. We specialize in offering our clients effective manpower services. These services include providing event hostess, promoters, exhibition hostesses and support staff. Owing to rich industry experience, we are able to offer our clients complete solution regarding their specified needs and requirements.

A glimpse of services offered by Bullseye Entertainment



OKTOBERFEST GOA

Oktoberfest Goa - one of Goa's Biggest EDM festival is an intellectual property of Bullseye Entertainment. The idea behind getting Oktoberfest to Goa was to give people the pleasure of a real experience of the famous Bavarian Oktoberfest. A festival famous for its overflow of beer and food along with extraordinary hospitality and entertainment. Oktoberfest Goa succeeded in bringing people from all over the world together to celebrate Oktoberfest Goa! Having world's renowned International Artist such as Marco V, Roger Sanchez, Yves V, Zomboy, John Dahlbäck, Marcel Woods, DJ Emok, Firebeatz, TV Noise, Gergori Klosman, Tristan Garner, John OO Fleming, Matisse & Sadko, Arston, Stadiumx, Lush & Simon, Jewelz & Sparks and host of other Indian Artists, Oktoberfest truly provided a breath-taking experience.



JOB DESCRIPTION

Job title:

Intern

Reports to:

Company mentor, Ms. Anushka Antao

Designation of the company mentor:

Event Manager and Planner

Job summary:

Understanding the overall functioning of all the departments in the company

Responsibilities and duties:

- Specific tasks and projects assigned throughout the duration of the internship while observing and studying the tasks done by colleagues and the company mentor
- Report to the company mentor weekly with the tasks assigned and get the progress checked
- Interact with the employees in order to understand how the work is done for each function
- Accompany the event planners to the client meetings and the venue of the events as well as work as a co-ordinator

INTRODUCTION TO THE INDUSTRY

The event industry has come a long way in the last five years or so and today is no less than a multi-crore industry. And the size of the companies varies from the rather small ones that manage small functions such as birthdays and weddings, to the larger players, who organize national and international occasions.

Event management is the application of project management to the creation and development of small or large-scale personal or corporate events such as festivals, conferences, ceremonies, weddings, formal parties, concerts, or conventions. It involves studying the brand, identifying its target audience, devising the event concept, and coordinating the technical aspects before actually launching the event.

The process of planning and coordinating the event is usually referred to as event planning and which can include budgeting, scheduling, site selection, acquiring necessary permits, coordinating transportation and parking, arranging for speakers or entertainers, arranging

decor, event security, catering, coordinating with third-party vendors, and emergency plans. Each event is different in its nature so the process of planning and execution of each event differs on basis of the type of event.

The event manager is the person who plans and executes the event, taking responsibility for the creative, technical, and logistical elements. This includes overall event design, brand building, marketing and communication strategy, audio-visual production, script writing, logistics, budgeting, negotiation, and client service.

The Indian event management industry underwent a dramatic change in the past decade. The term itself got redefined as it changed from being a business that just involved organizing weddings to a business that takes care of every ‘happening’ be it private or public. Now everything seems to be done on a big scale, hence individuals as well organizations have acknowledged the need to hire professionals for handling the events. Corporate events, live entertainment shows, conference, exhibitions, weddings are just some examples of the services offered by various event management companies.

Taking a look at the statistics, it can be seen that the Indian economy witnessed an alarming growth as far as the size of the event management industry is concerned. The boom of the event management industry in India began in the 1990s with the opening up of the economy and took off around the beginning of 2002. It has grown significantly and experts believe that it is just the commencement of a new era. The industry is expected to cross Rs 10,000 crore by 2023-2024 as per EY-EEMA (Event and Entertainment Management) reports. The industry stood at Rs 5,631 crore in 2016-17 and grew at 16% CAGR as per a research survey by Economic Times.

PORTER'S 5 FORCE ANALYSIS

Porter's Five Forces is a business analysis model that helps to explain why various industries are able to sustain different levels of profitability. The Five Forces model is widely used to analyze the industry structure of a company as well as its corporate strategy. The following are the Porter's 5 forces with regards to the Event Management Industry.

- **Competition in the industry :**

Here the amount of competition faced by the company is analysed and accordingly strategies to tackle the competitors are drawn. In a state like Goa there are quite a few event management companies but the number is pretty significant compared to other states. There are many companies that are not renowned and have a minimal market share. These companies don't provide the same services as Bullseye and hence they can't be termed as competitors. The competition is a healthy one with the businesses in this industry running smooth and making a good profit, in simple words there is no cut throat competition in Goa. Competition does take toll on the overall long term profitability of the companies. A few known competitors would be Buzz events, Casant, Creative eye, Crosscraft Pvt Ltd, Conquer events. These competitors more or less provide the same services ranging from weddings, parties, exhibitions to other large

scale events, but the quality of the service varies from company to company. However, Bullseye provides the best quality services at good deals to its clients. Competitive rivalry can be tackled by building a sustainable differentiation and some services that are unique.

○ **Threat of new entrants:**

The services of event management companies are in surging demand these days. This attributes to a lot of factors. The times then and now have changed drastically as the audience has started realizing the importance of event management and the need to have an event organizer. A lot of trends and celebrations are happening and concept and destination weddings where Goa is emerging to be amongst the top choices, many event management companies are emerging in the state of Goa. In Goa, there are event management companies that are already existing since many years and are very well established over a period of time. These companies have got an experience and exposure of how to go about organising events with years of patience and practice. Some have even mastered the art of doing so and made a name for themselves. Hence people have familiarised themselves with the existing companies. New entrants bring innovation, new ways of doing things and put pressure on the existing firms through lower pricing strategy, reducing costs, and providing new value propositions to the customers. The existing firms have to manage all these challenges and build effective barriers to safeguard its competitive edge. The companies can tackle these issues by building economies of scale so that it can lower the fixed cost per unit. By building capacities and spending money on research and development. New entrants are less likely to enter a dynamic industry where the established players such as Bullseye Entertainment keep defining the standards regularly. It is not easy for a new entrant to compete with the established companies.

○ **Bargaining power of suppliers:**

In Goa there are suppliers for basic requirements for an event management company and since this industry is expanding, more and more suppliers are emerging, and the rates are also reasonable. Almost all the companies in the event industry buy their raw materials from numerous suppliers. Some supplies which are unique or customised mostly charge a higher fee or are to be outsourced from other states where the prices are reasonable at times. The basic vendors needed are cloth merchants, hardware stores, party shops, wood, printing and stationery, florist etc which are easily accessible and available everywhere. Also since these suppliers are a part of perfect competition. They are the price takers and cannot influence the price as the industries have full knowledge of the transaction costs and there are many sellers as well. Switching to other suppliers is feasible. There is a good scope for the companies here to keep their input cost low and enhance their profits. Although companies in this industry prefer sticking to the same suppliers as a part of customer loyalty and good deals. Sometimes this is not possible as supplies come from other states. Customised or other supplies like special effects, certain elements and table centrepieces must be procured from other states. At

that time having fixed suppliers becomes important as they give materials at a cheaper price the only major cost that arises is the transportation cost. These issues can be solved by building efficient supply chain with multiple suppliers. By experimenting with product designs using different materials so that if the prices go up of one raw material, then company can shift to another. Developing dedicated suppliers whose business depends upon the firm. One of the lessons Bullseye Entertainment can learn from Walmart and Nike is how these companies developed third party manufacturers whose business solely depends on them thus creating a scenario where these third-party manufacturers have significantly less bargaining power compared to Walmart and Nike.

- **Bargaining power of customers:**

There are two primary markets for event planning services: corporate and social. The term corporate includes not only companies but also charities and non-profit organizations. All the companies use special events to reach their target markets and to increase their visibility in the community. In fact, special events have become increasingly important as competition forces organizations to look for new ways to get their messages across to consumers or contributors. Customers in this industry are often a demanding lot. They want to buy the best offerings available by paying the minimum price as possible. This puts pressure on the companies' profitability in the long run. These issues can be solved by using some methods like building a large base of customers, it will be helpful in two ways. It will reduce the bargaining power of the customers plus it will provide an opportunity to the firms to streamline its sales and production process. By rapidly innovating new, creative services. Customers often seek discounts and offerings on established products so if the companies keep on coming up with new products, then it can limit the bargaining power of buyers. New services will also reduce the defection of existing customers.

- **Threat of substitutes:**

When a new service meets a similar customer need in different ways, industry profitability suffers. The threat of a substitute product or service is high if it offers a value proposition that is uniquely different from present offerings of the industry. There are a few substitute services like Cvent that provides easy-to-use, integrated technology solutions to maximize the impact of meetings and events of all sizes. Eventbrite is a website that allows event organizers to plan, set up ticket sales and promote events of any size and publicize them across Facebook, Twitter and other social-networking tools directly from the site's interface. These are virtual services that customers can avail. But these are often not user friendly and require expertise to use them and are mostly used for virtual events. These are not a major threat to the industry.

PESTLE ANALYSIS

Pestle analysis which is sometimes referred to as PEST analysis is a strategic planning approach. Moreover, this concept is used as a tool by companies to track the environment they're operating in or are planning to launch new goods, services or projects. A PESTLE analysis studies the key external factors (Political, Economic, Sociological, Technological, Legal and Environmental) that influence an organisation. This type of analysis is used to gauge external factors that could impact the profitability of the company. It can be used in a range of different scenarios and can guide professionals and senior managers in strategic decision-making. The following is the pestle analysis of event management industry:

- **Political-** The political aspect of PESTLE Analysis focuses on the areas in which government policy and/or changes in legislation affect the economy, the specific industry, and the organization in question. The political environment has always been kind to the event industry. Event industry is one of the major reasons of revenue for the Goan Government and the decisions taken are mostly in favour to the industry. Events are a dynamic and fast-growing sector that has obvious synergies with tourism. If managed and hosted effectively, they can expand the visitor economy, provide media exposure, promote regional development, and stimulate the upgrading of infrastructure and the emergence of new partnerships for financing sport, tourism, culture, and leisure facilities. Specially in a state like Goa where majority of the revenue comes from tourism and events, the hosting of major events, therefore, represents a unique opportunity to rethink or reposition a destination and to support the development of modern infrastructure. The Government of India has placed a tax rate of 10% of the value of services, for services rendered through event management to be payable to the GOI. And GST of 18% is levied. There is a stable political condition in the country which is an added advantage for the industry for smooth functioning. The industry was hit badly during the covid-19 pandemic like any other industry. With people having the fear to move out of their homes, celebrations were not a very idea thing to look up to. It suffered a huge loss during this time. Eventually as the restrictions were mild the industry got back on its feet.
- **Economic-** The economic analysis focuses on how economic conditions shift supply and demand to directly affect a company. This includes economic growth or decline, and changes in interest and inflation rates. The ever-increasing demand for a third party to plan and host individual's events from a small birthday party to a massive wedding has given a push to this industry to grow largely. Measuring economic impact not only allows public sector bodies to evaluate their economic return on investment, but it also demonstrates how events drive economic benefits, allowing event organisers develop practices which maximise these benefits. The economic impact of a major event refers to the total amount of additional expenditure generated within a defined area, as a direct consequence of staging the event. For most events, spending by visitors in the local area, particularly on accommodation is the biggest factor in generating economic impact; however, spending by event organisers is another important consideration. When there is expenditure in a particular region of

the country or state the economy in an already developing economy grows. The direct economic impact is a measure of the total amount of additional expenditure within a defined geographical area, which can be directly attributed to staging an event. Based on visitor and organiser spending, Direct Economic Impact is an assessment of the net increase in spending as a result of the event. According to the labour laws, labourers, helpers and employees working hours are 8 hours in a day. The minimum wage for unskilled labourers is between Rs. 700 – Rs 1000. The event industry directly and indirectly provides employment thereby lowering the unemployment rate.

- **Social-** Changes in the socio-cultural environment that illustrate customer needs and wants. This includes emerging trends, population analytics, and demographics. At its core, an event is a chance for people to connect face-to-face where they can learn, network, and grow. Events have the power to affect meaningful change and social impact. All one must do is look for smart, strategic opportunities to a mark. Events and meeting professionals are in this unique situation, bringing people together to share ideas. Companies have an opportunity to not only use collective wisdom to solve own industry challenges discussing at any event they also have an opportunity to help solve bigger issues affecting communities. There are many events that host a food drive, medical camps, cleanliness drives, donating to orphanages, old age homes for the underprivileged as a part of their corporate social responsibility (CSR). Once an organisation has identified a cause that fits, it needs to assess what's the best way to deliver its support. Leaders need to establish two things: who or what they're going to support and the frequency of that support. The industry also keeps up with the new trends going on in the society and the events make everyone feel youthful. The industry has a positive impact considering the social aspects.
- **Technological-** The only constant thing in the world is change, and the technological changes happening in the world are at a rapid pace. Hybrid events mean that you could attend online by watching the live streams of talks of the event. Knowing event technology trends and adopting the most valuable ones gives planners and venues a competitive advantage. The event industry has undergone numerous technological upgradations right from light and sound to the very presence and feel of the events. The introduction of event management tools in the industry has made it easier for event managers to do their work. There are a few event management apps that you can use to simplify how you plan for any type of event. These apps can help you better plan events so that everything goes as planned. New software's can help you focus on the most important aspects of planning. The software arranges data for you so that it is easy for you to use. Social media can be used in many fields for better networking. When it comes to event management, social media is making it easier for people to share their experiences and event planners can easily get feedback from attendees. This is a great way of making improvements for future events. Through the rise of virtual events, planners have been able to extend their reach and scale their events to a wider audience. Virtual and AI-driven chatbots and assistants are already appearing at events and in other hospitality venues, leaving their

place in science fiction behind. These bots can help attendees find specific locations, event information, mealtimes and more. You can often find these at corporate events in the metropolitan cities in India. A few years ago, nobody would believe that QR codes would have such a major impact on the industry. QR codes are the best solution for sharing helpful content, event location, free stuff, and marketing materials without the need for printed materials or merchandise. At times some technologies aren't available in India, only the big companies who can afford to import materials and set ups like digital carpets do so.

- **Legal-** Like all businesses, events also need to satisfy certain legal obligations. The very first thing companies in this industry do is getting a business license. Some states will fine or suspend your business activities for not having the right paperwork in order when you're first starting out and also for not paying taxes on time. Creating the right client contracts in this industry is very important. Every event planning contract you write for a client should include certain clauses that cover all your bases in case things go wrong for either party. Getting necessary permits for every event is also important. These permits include light and sound, fire and fireworks, alcohol permit in some states. You'll also need to get permission from various government officials including the local police department, local authorities etc. Hence in this industry there are a lot of licensing and permissions required to carry on with your business.
- **Environment-** The organisation, delivery and legacy phases of sport and cultural events all involve environmental impacts. Some of these are explicit in nature like for example emissions created by visitor travel for events. Others are more hidden, for example, the carbon emissions generated in the production of merchandise. It is more important than ever that the industry understand impacts that events can have on the environment and consider how to stage more sustainable events. Issues of sustainable development are also increasingly important to potential event sponsors, participants, and visitors. Careful consideration of environmental impacts is also a pillar of corporate social responsibility and represents sound strategic management. Understanding the drivers of environmental impacts can also help organizations to be more cost effective. The industry should also consider the amounts of waste generated through the event life cycle, and opportunities to recycle. The industry provides events in three broad formats: in-person, virtual, and hybrid. Events that give an offline experience such as in-person or hybrid, include the production of many single-use materials such as roll-ups, batches, menus, flyers, plastic water cups, plastic water bottles, catering, posters, and so on. Plus, in some cases, a lack of waste management practices and policies leads to improper waste disposal. The event industry is already acting towards decreasing waste and increase efficiency such as reducing food and energy waste, reusing the décor and not making new décor for every event.

SWOT ANALYSIS



VRIN ANALYSIS

VRIN, which stands for “Valuable, Rare, Inimitable and Non-Substitutable” is a strategic tool that is used for the assessing and evaluating the resources of a company and determining its strategic advantage and competitiveness. The following VRIN analysis evaluates the internal resources and capabilities of the company thus helping Bullseye identify its core competencies.

VALUABLE

The first question asks if the resource adds value by enabling a firm to exploit opportunities or defend against threats. In this case, the company's resources are used to the best of their abilities and also re-used several times as it is a service that is being offered. Bullseye considers their employees as their most valuable resource and assets. The confident, smart, and dynamic team is always on their toes in order to make the events a success. Their tremendous efforts and contribution before, during and after the events is the reason why the company is able to accept and complete many projects. The other resources are valuable to the firm and are used while conducting various events, seminars and exhibitions eventually helping Bullseye to increase the perceived customer value. Here the company is at a competitive advantage as the resources bring value to the company.

RARE

The resources in the company maybe valuable but are not rare. The raw materials, sound and light equipment's, cloth and the other materials used for events are also used by other event management companies in Goa. Although they may not be the same but are similar in nature and uses the capability in the similar way. There are a few resources that are rare, that Bullseye has that the competitors in Goa don't but that doesn't stop the other companies from taking up events. Here the company is at competitive parity. But at times these small things make a big difference. For example: - while I was interning, there was a client who wanted to have a small party at Taj Vivanta, Panjim. He had already visited another event management company and was not very satisfied with their previous work. He had a specific requirement. So he asked if he could get a LED dance floor. Bullseye had that particular dance floor he was looking for and he immediately said yes to the party arrangements. These resources are commonly available, easily accessible and are feasible making them common and not rare. Bullseye not only focuses on the current resources and find ways to enhance the performance using them while also trying to find a way to exploit new resources for future work.

INIMITABLE

Event management is an industry which is easy to get into but very difficult to stay consistent and alive in the competitive world. Many companies enter but fail to stay consistent with their events, work, and their functioning. The resources used here as not rare as mentioned earlier and hence imitation is followed. For example: - ideas, concepts, equipment's can be imitated. This is a booming industry and there are small scale event management companies coming up as well. What has given bullseye a competitive advantage is the years of experience and the eye for detail with one of the best teams handling events, ultimately achieving customer satisfaction.

ORGANISED

Although the company's resources are not very well organised as they work in an informal way, they have their management systems, processes, and policies in place. They make sure the way they work, and handle projects is done professionally and in an organised manner. Having said this, the firm has a long-term competitive advantage because of the way they procure and utilise their resources in a very sensible and optimum manner.

DEPARTMENT ANALYSIS

Bullseye Entertainment is an event management firm with a total strength of 30-35 employees. The firm consists of various departments like Entertainment and Operations, Production, Finance, Marketing, HR.

The dedicated and hardworking team at Bullseye Entertainment has a creative mind, good presence of mind, an eye for details and come up with creative solutions as and when needed. Right from creating the event's initial concept and design concept, making presentations, planning and event documentation for all aspects, creating a budget and allocating costs, locating and booking the appropriate venue, event equipment, and other vendors to supervising and evaluating the actual event the team handles these functions smoothly and makes sure you sit back and enjoy your event.

The following is the department analysis of Bullseye Entertainment:

Entertainment and Operations Department

This department consists of 10 employees including event planners who are a part of client servicing function, event managers, event coordinators, event supervisors, event crew, light and sound technicians, logistics and transport in charge, licenses and permission in charge. The company also does vendor management and other outsourcing work to look after all the extra services that are required by the clients. When a project is at hand, it requires a lot of planning and clearly defined guidelines. All the events in the company are done according to the client budget. Understanding the client requirement and client budget becomes very important. Sometimes clients give their budget upfront and it becomes easy to work accordingly and show them the presentations and ideas. But mostly clients don't disclose their budget at first and want to know everything that the company has to offer and then eventually after seeing everything disclose their budget. Clients are generally from different parts of the country. Usually from Maharashtra, Delhi, Karnataka, Punjab, and the company does a lot Marwadi weddings. These are different from Goan weddings. In such cases, understanding the clients and what exactly they want and expect from the company is of utmost importance. After setting up a meeting with the client, meeting the client, discussing the requirements, and doing a follow up. All these instructions, guidelines are compiled by the event planners Ms. Anushka Antao, and Ms. Ruksha and they get it approved by the proprietor Mr. Muzib Ruknuddin. They communicate the final plan to the production head who further explains it to his team to get the plans executed.

The functions of event planners, event managers, event coordinators are to do with client servicing where they first have a telephonic conversation with the clients who send in their queries and then have a one-on-one meeting with the client at a particular venue or their office. Here, the team along with the owner Munna shows the client their

previous work done depending on the event and the client gives feedback if any and has a look at the presentations shown. At times, the client's requirements are noted and a modified presentation for the new client is done. Next thing is to wait for an approval from the client whether they want to go ahead with the arrangements. That's when all the actual preparations start.

Logistics and transport function would include transporting the materials and elements from the warehouses to the event location, looking after the transportation for the events like airport pick up and drop, inter hotel transport. At times clients ask for airport pick up and drop of their guests and accordingly transportation must be managed. For example- busses, taxis need to be booked, arrival and departure timings need to be taken care of, providing refreshments inside the buses for guests. One must be good with time management as this function completely revolves around how well they make use of the time to avoid any inconveniences. All this is handled by Mr. Siggy and Mr. Dharmesh who do the tasks effortlessly.

Licenses and permission require all the legal procedures that need to be followed to conduct events at their respective venue. There are various licenses that are required for various events as well as many formalities to be completed. **The following activities are deemed licensable under the law:**

- Sale by retail of alcohol
- Provision of regulated entertainment
- Provision of late-night refreshment

The need for these licences is listed as follows:

- Prevention of crime & disorder
- Public safety
- Prevention of public nuisance
- Protection of children from harm

The following are eight activities that include audience and require a license:

- A performance of a play
- An exhibition of a film
- An indoor sporting event
- A boxing or wrestling entertainment
- Live music
- Any playing of recorded music
- Performance of dance
- Similar entertainment to live music, recorded music, or dance, including karaoke

Basically, anything that involves sound, light, a cultural or a corporate event happening and involves resorts, hotels, convention centres, commercial places must apply for licenses. Licenses and permissions are taken care of by Mr. Dharmesh and Mr. Shahrukh.

The following are some of the licenses obtained by Bullseye Entertainment for their events:

1. PPL (Public Performance License)

Under the Copyright Act 1957, a license called the Public Performance License must be obtained to play pre-recorded music in public places, irrespective of the establishment being commercial or non-commercial in nature. Under the Copyright Act 1957, the government has made it mandatory to obtain a performance license, entertainment license,

and a PPL license to play the drums, music, recorded audios-videos in public areas. The PPL license grants permission for the playing of pre-recorded music on television, radio, telecom companies to organisations. For playing background music or in events including special events like concerts, dance floor, stage, and even for brand promotion activities, shows, weddings, parties.

2. IPRS (Indian Performing Rights Society)

Playing music in public places for any commercial purposes it is mandatory for all to obtain such license. This license is a requirement for all the businesses where activities such as pre-recorded music/songs in the form of music Cassette, Gramophone records, Radio, TV, CDs or in Audio-Visual form, etc are carried out or live songs are performed, as per the copyright act, 1957.

3. NOVEX

Novex is engaged in the business of licensing public performance rights in sound recordings. It includes public performance in hotels, restaurants, lawns, resorts, malls, marriage halls and other venues for communication to the public on a commercial basis of the following music labels like Yash Raj Films, Eros Now, Tips Industries Limited etc.

4. CRZ (Coastal Regulation Zone)

As per the notification, the coastal land up to 500m from the High Tide Line (HTL) and a stage of 100m along banks of creeks, lagoons, backwater, beach, sea, and rivers subject to tidal fluctuations is called the CRZ. Weddings which are often celebrated at beachside resorts require this permission. This is a kind of permission required to build a temporary structure often a stage or seating arrangement for the guests which will be dismantled in a short period of time typically a duration of 2 to 4 days.

5. Panchayat and Tourism Department Permission

This permission is taken from the local panchayat for conducting events. An NOC (no objection certificate) is given stating that the panchayat has no objection from the party hosting the event for the duration of time.

6. Police, SDPO (Sub divisional Police Officer), Traffic cell and Collector

This is considered as one of the most important permissions that are required for an event. The local police station issues NOC and a written document that they are allowing the event to take place. However, they are not responsible for any unforeseen issues that might happen between the parties or the company.

Vendor management and outsourcing services: This includes all the extra services required by the clients. For example- salon services, mehendi, dhol, varmalas, pandit, promoters (who provide services at the help desk), hostesses, florists, artist management for social events. Team building activities for corporate events which includes games between company employees or clients. These contacts are provided to the clients. Sometimes the clients require Bullseye to RSVP for the guests coming in on their behalf. So the employees mainly the event planners start doing this work in advance. They take a list of the guests coming in and confirm the attendance by doing a follow up accordingly.

Venue scouting- If the client comes first to Bullseye, the company takes them to check out the potential venues for their events as the clients want to have a first-hand experience when it comes to one of the most important aspects of their event. Sometimes clients go and check out

the venues on their own and then approach the company. If that's the case the company's task of searching for a location according to the client's specification gets eliminated.

Production Department

This department is headed by Mr. Prabhakar and Mr. Manoj under whom the carpenters, labourers, technical staff, light, and sound technicians, creative and designer's team work. The company also hires market labours if any urgent situation arises and there is a shortage of labourers. They have a total strength of 20 employees including labourers in this department who are normally in the company workshop. The company workshop generally has more hands on and group activities where the stage, furniture required for the event is made. Bullseye Entertainment has 3 workshops, all located at Dabolim, Vasco near the airport. Mr. Prabhakar co-ordinates with the Entertainment and Operations Department to execute the project plan. Mr. Prabhakar and Mr. Manoj are a very important link between the Production team and the Entertainment Department as they are the ones who make sure that the plan is executed as per the guidelines provided by the Entertainment and Operations Department. They are in charge of the production logistics and work with the client to develop the content and creative elements of the production prior to the event. One of the biggest challenges they face while working with clients is that sometimes the client doesn't have a clear vision of what they want or even their budget. The event production team creates a roadmap for them. Unforeseen technical problems, last minute changes from the clients and issues with the venue are very common problems. The production team at Bullseye always stays ready for the unexpected, are flexible and quickly adapt to changing circumstances. The event planners and managers often keep extra cloth, furniture, elements, and lights as a backup and convey it to the production team so that there is no last-minute rush.

Carpenters and labourers- The making of arch, stage, tables, entrance for events is done by these carpenters and other labourers in the workshops. All the requirements of raw materials are given by them to Mr. Prabhakar and the materials are brought to the warehouse and the work starts. Bullseye has employed a few labourers for the regular events happening and if there is a need, market labourers are hired, when they help in doing the job. The job is very basic and require unskilled workers. The carpenter goes on site for taking measurement of stage, entrance prior to the event.

Light and sound technicians- The technological and creative execution of an event employing sound, lighting, video, design, and other elements to manage the environment, mood, and emotion of attendees. Mr. Mosim oversees the sound and lighting, it is either in-house where the lights that are already existing are utilized or given on contract basis. The types of lights used for the events managed by Bullseye Entertainment are ellipsoidal spotlights, PAR (parabolic aluminized reflector) lights, moving intelligent lights, laser lights, LEDs, LED uplights, leko lights, gobo lights, spotlights, PAR can light, LED screen, bulbs, tube lights, fairy lights and many more. Electric generators and backups are the most important when it comes to an event. For sound some of the instruments that already exist with the company include various types of microphones, amplifiers used to increase the strength of the electric signal, amplified speakers, mixing console or mixers where the

different instruments are connected. Mr. Afroz is the in-house DJ for Bullseye Entertainment and takes up any DJ contract coming in through Bullseye. If a major artist is playing, there would be sound standards that must be met. Mr Mosim co-ordinates with Mr Munna and the orders for light and sound are executed.

Creative and design team look after the designs and creative work required to enhance the look of an event. Mr. Prabhakar does the stage designing once the client sends the design, he also does 3D stage designing and artwork on special request. His presence on the day of the event is very essential. Mr Basu does the flex and standee designing. He makes sure that the flex design has been made on time and as per the specifications. He uses apps like Coral Draw, photo shop to do the editing and designing work.

Finance Department

It is essential that all team members are aware of what has to be spent financially for planning and managing event. For a public event, the financial matters become more complex. This department is headed by Mr. Sankesh who looks after all the financial matters of the company. He has 1 assistant who helps him out with the work. There are total of 2 employees working in this department. Mr. Sankesh looks after the day-to-day functioning of the business, managing the company accounts, doing a proper follow up with the clients about the payments, making regular payment to the creditors. They manage the overall bank accounts of the company, accounting of the company bills. The expenditure for every event is estimated through an identification and assessment process. The variable and fixed costs are identified in order to make clear where the point of break-even is reachable. In terms of events, fixed costs involve the hiring of venue, staffing, marketing while variable costs include entertainment, production, operations and accommodation.

Example- 50th Birthday party

Particulars	Fixed cost	Variable cost	Total
Party hall (venue)	50,000	-	50,000
Staff salary (including labour)	50,000	-	50,000
Décor	-	50,000	50,000
Production (including light and sound etc)	-	20,000	20,000
Total			1,70,000
Miscellaneous expenses			30,000
Final amount			2,00,000

As seen in the above table there are fixed and variable costs that the company has to incur. There are other expenses too like the printing and design of flex, posters, dance

floors. Transportation charges and other miscellaneous charges that is added along with profit margin and the final amount is told to the client. A detailed breakdown of each cost is done, and a cost sheet is prepared on the excel sheet in order to maintain complete transparency among the parties.

Since there are no wedding or corporate event packages that the company offers, the price of any event is not pre-determined but a new cost sheet with new pricing is done according to the client budget for every event.

Every time an event is at hand Mr. Munna along with the event planners prepares a cost sheet and gives an estimate to the finance department. Then a proforma invoice which is a preliminary bill or estimated invoice which is used to request payment from the committed buyer for the services before they are rendered is made. In simple words a quotation is given to the client, and it includes the total payable amount and other details about the cost or transaction. Once the preparations start daily bills are entered as and when any purchases are made. Payments are made and purchase and payment entries are passed. Sometimes the event planners purchase certain elements required for the event and later reimbursed by the company by showing the bills or certain amount is given by the company before hand and they go and make the purchases. The labour payment is made as per contract and staff salaries are paid monthly. Once the final stage has arrived and the event is over the final invoice is made. Taxes are paid monthly including GST etc, TDS is paid quarterly. After the finalisation of full year's accounts profit and loss account, balance sheet is prepared. The Chartered Accountant of Bullseye handles the above-mentioned process.

Marketing Department

Even the best marketing plans fail in the execution phase. Often, it is because of the unexpected challenges that arise on event day. Working in marketing can be rewarding when you see your hard work yield success, but you're also the first person to lose your job if business turns south. The same holds true with events. When your event is well executed, everyone will let you know. If it is an event that is not pulled off quite as successfully, you will surely hear about it. This department is headed by Ms. Anushka Antao.

MARKETING STRATEGIES AT BULLSEYE ENTERTAINMENT

Bullseye Entertainment believes in 2 ultimate marketing strategies in order to fetch new clients.

Consumer Satisfaction- Since Bullseye Entertainment is a firm operating in the small state of Goa, heavy marketing is not really needed. Besides, it adds to the cost of the company. The company believes in Consumer Satisfaction to be one of its prime marketing strategies. Bullseye believes that in a place like Goa to be able to get new clients is very much possible through satisfied customers who recommend the company's services to their friends & relatives. These clients are satisfied customers who not only approach the company for their next event, but also suggest the company

name to their close family members and friends. This is how a positive word of mouth spreads and the in return the goodwill of the company also increases.

Tie-ups: One cannot conduct business alone. If business needs to be expanded, one has to collaborate with other companies, make tie-ups. Bullseye realizes this need of making Tie-ups in order to expand their business and get more clients through them hence Bullseye has tie ups with numerous companies. Few to be mentioned are as follows- Zuri white sand resort, Resort Rio, The Grand Hyatt, The Lalit, Novotel, Casant. One of the above listed entities, Casant is another event management company in Goa. Sometimes Bullseye and Casant merge to conduct one big event and the profits are shared accordingly. The rest are hotels and resorts which have tied up with Bullseye Entertainment to maintain a long-term cordial relationship.

EG: If ‘The Grand Hyatt’ gets a client who wants to conduct an annual meet at their hotel, they suggest the name of Bullseye Entertainment as their partner who will give them a reasonably priced good deal. If Bullseye gets this contract, they have to give some percentage of the total profit to ‘The Grand Hyatt’ as commission for bringing them new clients. The rest of the hotels have a fixed profit percentage while they sign the tie-up agreement.

FOR CLIENTS AS A SERVICE

Brand Activation- One of the services provided at Bullseye Entertainment is Brand Activation. Launching a new product or re-igniting the awareness of an existing one is a hard task to accomplish. Bullseye Entertainment provides you with experienced staff focused on promotional and advertising activities. They help you in executing the groundwork and providing innovative ideas to do the task at hand. Many activities come under product promotion programs.

These are:

Alcohol promotion- Alcohol marketing and promotion is a global industry which is increasingly dominated by large companies with extensive resources and budgets and sophisticated global marketing strategies. Alcohol Promotions are designed in order to increase its total market share rather than just sales. To do this, interactive media such as the internet and mobile phones which are particularly appealing to the youth are being used to promote alcohol.

Tasting sessions- This form of a program is not only for alcoholic drinks but also for non-alcoholic drinks. Taking an alcoholic drink like wine into account, we must have heard of tasting sessions conducted for various types of wines. A fabulous tasting bar and a long wooden table next to a picture of a grape-stomping session greets the guests, who come in, dressed to the nines for a laidback evening of wine, music, and good food. There is a variety of reds and new world wines that the guests sniff, swirl and sip. Along with cheese tasting. There are music and cultural festivals that take place in the state of Goa and Bullseye joins hands to provide stage set up etc.

When there is an event, how are the above-mentioned marketing techniques used?

Pre Event: Print Media-Magazines and newspapers to inform about the event and create a hype about the event which will be done one week prior to the actual date of the event. Event flyers will be distributed all over Panjim, Mapusa, Candolim, Calangute and Baga. This will be done one week in advance. Posters will be done two weeks prior.

Electronic Medium: Radio, TV, and social networking- TV and FM Radio to inform target audience. Make people aware about event coverage, date, and time through FM radio. The Bullseye Entertainment page on Instagram has approximately 10,800 followers, which is the best place to create awareness about our events. This is done one month prior.

During Event: Live coverage on Prudent Media Goan news channel.

Post Event: Re-telecast on Prudent Media channel.

HR Department

This department of the company does not follow a very formal structure like the other companies do. It does not follow any rigid rules and regulations and is flexible. It is in charge of hiring the right people with the expertise and skills needed to complete the activities on the event schedule. People may come from contacts within the organization or hired from vacancies or on contract basis like the market labourers. The HR of the company Mrs. Athena looks after the selection, recruitment of any new employees, interns, assistants, and the attendance of these employees. As and when vacancies for various roles are out, interested candidates need to drop in a mail attaching their CV and other information to the company and the HR gets back. People skills also include consultants who bring a high-level technical expertise that is not found in the organization or in the local labour market. The HR will develop a list of the requirements detailing the expertise level, areas of experience, education, and language requirements. This information will be used in the process to acquire the right people. After scrutinising the CVs there are selection processes for the candidates as well as interns if any. First there is a skill test where the candidate's skills and general awareness and knowledge about events, designs are put to test. The candidate has to make a presentation on given themes or come up with their own themes on different events mentioned and send it across. Once that is approved by the HR and the owner the next round is personal interview. This is a one-on-one interview with the owner, HR, and the event manager. Where the candidate and the panel get to interact with each other personally and get to know the candidate well. Here the working hours, work specification, salary is also discussed. After this the candidate gets a call or a mail within a week if they're selected for the job or not. Once the candidate gets the confirmation, they join on the date mentioned. Once the employee joins the office, there is a brief introduction given regarding their roles, rules, and work. To keep a check of the employees' attendance a register book is maintained where the employees have to sign daily along with their bio metric record at the entrance.

Bullseye's Clientele



MY CONTRIBUTIONS AND LEARNINGS

During my tenure of one month 23 days at Bullseye Entertainment, I have not only studied the working of the departments and their functions in the firm but have also worked on events at Bullseye Entertainment. The events are as follows:

1. **Assisted in the drafting of presentation for The Lalit, Canacona-** As mentioned in this report earlier, Bullseye has numerous tie-ups with hotels. Every 2-3 years the managers of the hotel change hence there is a need to approach the new managers to renew the tie-up with the hotel. During my work tenure at Bullseye, I assisted the event manager to prepare a presentation to renew the tie-up with Bullseye Entertainment. The presentation was prepared in order to convince the hotel that maintaining a tie-up with our firm will be a benefit for them. The presentation consisted of their achievements, what different Bullseye has to offer in comparison with competitors and glimpses of their past projects.
2. **25th wedding anniversary at Westin, Goa-** A 25th wedding anniversary was celebrated at Westin, Goa where the team at Bullseye Entertainment handled the entire function. A few days before the event, I was shown the presentations that were finalised with the client and I was made aware of all the necessary elements, props, themes, colours etc. My job as a part of the Bullseye team was to be at the help desk, attend phone calls to provide all the necessary details about the event to my mentor and make sure that all the attendees are directed to the respective venue on their arrival. I also helped the production team in checking if all the audio-visual equipment's like the projectors, speakers, sound system, DJ console, mikes had reached the venue half an hour before the event so that they can be installed on time. I also helped in checking whether the tables, chairs were placed properly and that all the table centrepieces were there.
3. **Preparation of presentations-** Prepared four presentations suggesting different event themes for Bullseye's potential customers. The presentations include an overview of the event décor and includes all the required elements so that the company has them ready to show to the clients as and when a client asks for a new theme. The themes for the events prepared by me were as follows- haldi- phoolon wali haldi, engagement-pastel theme, 25th wedding anniversary- Thalassophile theme, 50th birthday party-casino theme.

LEARNINGS

1. **Adaptability-** In the event management industry, one needs to be adaptive. I have learnt in my eight-week tenure of internship that event management requires an individual to be ready for any change at any times. Unexpected situations crop up and one needs to adjust to them readily. There was an instance where we were in The Lalit for a conference. We had just 20 minutes to have lunch we had to reach the venue on time. We stopped by at a decent roadside eatery for lunch. I didn't like the food. I had to force myself to eat it as I was very hungry and there was no time to go to another place or

order anything else. I had to adapt to this situation just like all my colleagues, make do with the discomfort and get moving. There will be many such instances where I had to adjust without being choosy about things. I have learnt to adjust with situations that are not in my favour.

2. **Strong communication skills-** I have seen how people in this industry have to be extremely good at communication. They have to be clear in what they speak and should be able to explain things well. One needs to know how to speak to clients and how to speak to colleagues/co-workers as the communication style used with both differs. When you go to a hotel or any other firm for a tie-up you have to speak to managers and be convincing enough to let them know that they will benefit from you. This needs good communication skills. I have learnt how and when the various communication styles are used and also how individuals in this industry talk to convince.
3. **Maintaining good relationships-** When you establish a bond with someone, they begin to trust you. In the events industry, to be successful you need to have that trust factor existing with your clients, partners & employees. Colleagues need to trust and have faith in their superiors which is possible only if the superiors try to establish a bond with their employees. At Bullseye Entertainment, the proprietor shares this bond with his employees. One can barely see the 'boss-employee' relationship at Bullseye. All the employees are valued and feel important. When one leaves for work, he should have a smile on his face because he feels his workplace is a second home for him. I have seen how the bonding at Bullseye Entertainment has resulted not only in great coordination and marvellous execution of work but also in satisfied employees. A satisfied employee is the most productive one and I have received a great working experience with productive and happy employees.
4. **Difference in work environment-** Previously, I have interned with P&G which is an FMCG company with a well-established world famous brand name. There I had learnt how an international company works in a fixed hierarchy and focuses on maintaining products being provided to customers worldwide. The environment there was quite different with employees regularly reporting to their superiors, addressing them as 'Sir' or 'Boss' formal communication with colleagues and superiors. At Bullseye Entertainment I had a totally different experience. The firm focusses a lot on quality of service and the experience at the events. As mentioned earlier, the superiors share a great bonding with their employees hence there is a certain liberty of action, no addressing the superiors by the name of 'Sir' or 'Boss' and informal communication prevails in the organization.
5. **Importance of punctuality and time-** At Bullseye Entertainment, everyone knows the value of time. Employees here truly believe in the saying "Time is Money." As we know how hectic the working of an event management firm is, employees in this field always try their best to be as punctual as possible, organize and plan their routine well, and make sure the planned routine is followed. If one task gets delayed, the following tasks have to suffer a delay too which may hamper the successful execution of the event. I have seen the proprietor and employees constantly on their toes without wasting a

minute on unnecessary tasks. I have learnt how one uses time efficiently and values every minute which I believe is something very much needed in all types of businesses.

CONCLUSION

The summer internship completed by me was for a duration of one month 23 days. It started on the 16th May 2022 and ended on 8th July 2022. During my tenure I have gained a lot of knowledge about the company and the event industry and how they host different kinds of events. The employees were helpful in guiding me with whatever questions I had and solved my queries immediately. I was working in the office when there were no events and during events, I was told to go on field to observe and help the other event co-ordinators and planners. I was shown some work done by the company and given a task of working on any four different events of my choice and come up with themes for the events which were not done by them earlier. I made four different presentations showing different themes with all the décor, elements and also gave some suggestions and got it verified from the owner and my mentor. This was done while I was observing and questioning the other employees working in various departments. I also attended one corporate event and weddings where I observed how the production team did the event set up, technicians handled light, and sound and the event planners and co-ordinators made sure that everything was done as per the plan. I volunteered to help when they needed any help last minute. I also worked on a few set ups and instructed the workers while making sure everything was perfect. The mentor and the employees made it very easy to work. I am grateful to have received this opportunity of interning at Bullseye Entertainment.