



**Internship Report On
Sales & Marketing strategies of Mangrove Hotel & Resort Ltd**

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***Internship Report On
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Letter of Transmittal

Ms. Farhana Noor

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Subject: Sales & Marketing Strategies of Mangrove Hotel & Resort Ltd

Dear Ma'am,

I have successfully completed my internship program at Mangrove Hotel & Resort Ltd., and I am currently submitting my internship report, which was assigned to me as a part of my Bachelor of Business Administration program. The paper is titled "***Sales & Marketing Strategies of Mangrove Hotel & Resort Ltd.***" The purpose of this report is to provide a comprehensive analysis of the experiences that I have gained and the things that I have experienced during my internship.

I would like to express my gratitude to my supervisor for your kind supervision. I tried my best & hope that the report has been completed as per your expectations.

Yours Sincerely,



Radia Jahan Pranti

ID: 201-11-6395, BBA (Marketing)

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Letter of Approval

This is to certify that Radia Jahan Pranti, ID NO: 201-11-6395. Major in Marketing, Department of Business Administration, Faculty of Business & Entrepreneurship, Daffodil International University (DIU) has completed her internship program under my supervision.

Her assigned internship topic is “Sales & Marketing strategies of Mangrove Hotel & Resort Ltd”. I think that the report is worthy of fulfilling the partial requirements of the BBA program. I also declare that the study has been prepared for academic purposes only and this paper may not be used in actual market scenarios.

I have gone through the report and found it a well-written report. She has completed the report by herself. I wish her every success in life.



Ms. Farhana Noor

Assistant Professor

Department of Business Administration

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Declaration

I am Radia Jahan Pranti, the student of Bachelor of Business Administration, bearing ID:201-11-6395, Major in Marketing from Daffodil International University (DIU). I do hereby solemnly declare that the internship report on is “Sales & Marketing strategies of Mangrove Hotel & Resort Ltd” has been authentically prepared by me. While preparing this internship report, I didn’t breach any copyright act intentionally.

I am further declaring that I did not submit this report anywhere for awarding any degree, diploma or certificate.

Yours Sincerely,

A handwritten signature in black ink, appearing to read 'Pranti', with a large loop at the top and a horizontal line extending to the right.

Radia Jahan Pranti

ID: 201-11-6395, BBA (Marketing)

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Acknowledgement

This report is the result of both direct and indirect individuals who enthusiastically cooperated with me to complete the report and I wouldn't have made it this far without their collaboration. Most importantly, I am thankful to the Almighty Allah for giving me the capacity, bravery, and courage to go through different hardships to finish my BBA courses and allowing me to work as an intern at Mangrove Hotel & Resort Ltd. Similarly, I might want to thank my parents for supporting me in my career for the whole time.

In the next phase, I would like to express my gratitude to my honourable academic supervision and instructor Farhana Noor, Assistant Professor Department of Business Administration, Daffodil International University. Because of his kind supervision and guidance, I am able to complete my internship report properly.

My heartfelt gratitude goes to Sanjid Ahmed Tanim Deputy Manager of the Sales & Marketing Department and the whole Sales & Marketing department for their keenness in giving me valuable information, which was very helpful in completing my internship report. I should get a chance to stretch out my appreciation to my colleagues at Mangrove Hotel & Resort Ltd who have upheld me in my work and have given me an extraordinary experience. I thank you all from the core of my heart.

Executive Summary

Amidst this ambitious venture, I undertook an internship within the Sales and Marketing Department of Mangrove Hotel & Resort Ltd. The internship provided valuable insights into the company's operational intricacies and its commitment to excellence in the competitive hospitality landscape.

This study discusses the background, origin, objectives, and scope of the study, focusing on the Mangrove Hotel & Resort Ltd. Subsequently, the objective has been to gain a deep understanding of the complexities associated with developing and implementing successful Sales and Marketing Strategies within the specific context of Mangrove Hotel & Resort Ltd. Here also mentions about the methodologies that I used for preparing the report. They are Primary Sources and Secondary Sources.

In addition, it provides a comprehensive overview of Mangrove Hotel & Resort Ltd., including its mission, vision, values, and other relevant information. In my report, I have primarily focused on the operation of sales marketing due to my internship experience in that field.

Moreover this study provides a detailed analysis of the brand activity, sales and marketing strategy, and the four Ps of Mangrove Hotel & Resort Ltd. The report focuses on the Sales and Marketing Strategy of Mangrove Hotel & Resort Ltd and analyzes its current brand activity systems to determine their effectiveness in helping the company achieve its objectives and targets.

Lastly, in conclusion, I've presented some findings of the study, recommendations, and a conclusion based on my learning and observation.

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Chapter 1
Introduction

1.1 Background of The Study:

Mangrove Hotel & Resort Ltd. is a prestigious company from Bangladesh preparing to introduce a top-tier five-star hotel and resort in the charming coastal town of Kuakata, Bangladesh. Appreciating the vast possibilities offered by Kuakata's breathtaking natural scenery and the increasing desire for upscale lodging, the company has conceived a sanctuary of serenity and sophisticated service.

Mangrove Hotel & Resort Ltd. was established in 2015 by a team of seasoned entrepreneurs to develop a top-tier hotel and resort in Kuakata, Bangladesh. The company is dedicated to offering its guests exceptional luxury and service.

Mangrove Hotel & Resort Ltd. sets itself apart with an unwavering dedication to excellence, streamlining processes, and an innovative approach to hotel development. The location of Kuakata, with its pristine beachfront and natural allure, provides the perfect setting for the company's concept of creating a peaceful and sophisticated retreat. Mangrove Hotel & Resort Ltd. strives to position itself as a top-tier five-star destination, appealing to local and international travelers.

This report aims to thoroughly examine and analyze the Sales and marketing objectives of Mangrove Hotel & Resort Ltd. as it navigates the highly competitive landscape. The following sections of this report will be presented structured, exploring Mangrove's Sales and marketing strategies, evaluating their effectiveness, and assessing their alignment with the company's overall objectives. Furthermore, the analysis will shed light on the distinct challenges and opportunities they encounter, offering valuable insights for stakeholders and investors. It offers valuable insights into their use of digital channels and their ability to attract potential investors through effective communication strategies. The report will end with recommendations derived from the findings for Mangrove Hotel & Resort Ltd.

1.2 Scope of The Study:

This report mainly focuses on the Sales & Marketing Strategy of Mangrove Hotel & Resort Ltd. It was prepared based on the primary data collected through survey questionnaires from Mangrove employees and other external sources. Moreover, this can be helpful for interested people on Mangrove to get easy information to do further research purposes.

1.3 The Objective of The Study:

Board Objective: The main aim of this study is to carry out a thorough analysis of the Sales and Marketing Strategies utilized by Mangrove Hotel & Resort Ltd. during the development phase of their upcoming five-star hotel and resort in Kuakata, Bangladesh.

The Specific objectives of this study are as follows:

- To analyze the sales and marketing Strategies of Mangrove Hotel & Resort Ltd.
- To assess the market search & brand Activities of Mangrove Hotel & Resort Ltd.
- To evaluate the Recruitment, employee training, work Environment, and facilities of Mangrove Hotel & Resort Ltd.
- To suggest some actionable recommendations based on research findings.

The study seeks to provide a comprehensive understanding of the complexities associated with developing and implementing successful Sales and Marketing Strategies in the distinct setting of Mangrove Hotel & Resort Ltd. This will be achieved by addressing the specific objectives outlined. The recommendations derived from the analysis will provide valuable insights for the company and may also contribute to the broader academic and professional discourse in the field of hospitality marketing

1.4 Methodology of the Study

The data I have presented in this report are collected from both primary and secondary sources.

Those are mentioned below:

Primary Sources

- Practical work experience at Mangrove Hotel & Resort Ltd.
- Direct conversation with executives, officers and employees.
- Self-observation while working with the Sales and Marketing Team and Working for campaigns and promotional activities.

Secondary Sources:

The secondary data have been collected through Company Documents, the official website of the mangrove, and other websites related to the report topic.

1.5 Limitations of the Study

During the internship program, I encountered several challenges. Here is a list of the items:

- The main constraints of the study are insufficiency of current information, relevant to the
- study.
- Confidential and internal data of Mangrove Hotel & Resort Ltd. are restricted to share outside of the organization.
- As the study is carried out for academic purpose due to constraints of time and cost a comprehensive study was not possible.

Chapter 2
***Overview of Mangrove
Hotel & Resort Ltd***

2.1 Overview of the company:

Mangrove Hotel & Resort Ltd is a leading hotel development and investment company in Bangladesh, committed to maintaining high standards and meticulous attention to detail in every aspect of our development projects. The company guides its partners and investors toward a future of profitability and expansion. Their ambition is to build and develop world-class hotels and resorts in prime locations of the tourism sector.

Mangrove Hotel & Resort Ltd. is a prestigious company from Bangladesh that is preparing to introduce a top-notch five-star hotel and resort in the charming coastal town of Kuakata. Appreciating the vast potential of Kuakata's breathtaking natural beauty and the increasing desire for upscale lodging, the company has envisioned a serene sanctuary of elegance and exceptional service. The hotel, situated amidst the beautiful natural surroundings and stunning beachfront of Kuakata, aims to symbolize sophistication and relaxation. Featuring 200 elegantly furnished rooms, each providing stunning vistas of serene waters and gentle palm trees, visitors will be immersed in an atmosphere of complete tranquility.

2.2 Mission & Vision Statement:

Mission Statement: Mangrove Hotel & Resort Ltd. aims to transcend being merely a lavish coastal retreat. The organization is motivated by harmoniously combining exquisite hospitality, environmental conscience, and cultural appreciation. The organization is devoted to exemplifying greatness by demonstrating a resolute dedication to quality, ongoing innovation, and unyielding client satisfaction. The organization aspires to enhance the visitor experience by creating a memorable tapestry, incorporating personalized service, superb comfort, and spectacular natural beauty.

Vision Statement: Mangrove Hotel & Resort Ltd. aims to create exceptional hotels and resorts that offer unforgettable experiences for visitors while also driving the long-term development and progress of the tourism sector in Bangladesh. The company goes beyond simply providing lodging; it includes a broader dedication to substantially contributing to the country's economic well-being through a thriving tourist industry.

2.3 Core Values:

Quality: One of the most essential aspects about Mangrove Hotel & Resort Ltd. is maintaining a constant commitment to providing customers with first-rate goods and services. Every aspect of the company's offerings is meticulously crafted to surpass the guests' expectations, guaranteeing an unparalleled and unforgettable experience.

Innovation: Mangrove Hotel & Resort Ltd. is committed to remaining at the forefront of innovation, and as part of this commitment, the company is always looking for novel ideas and innovative techniques to enhance the quality of its services. The company's goal is to become the industry leader in Bangladesh's hospitality sector by putting an emphasis on innovation and making a commitment to achieve the highest possible level of performance.

Customer Satisfaction: With a strong focus on prioritizing guest satisfaction, the company places its needs at the forefront of its operations. The primary objective of Mangrove Hotel & Resort Ltd. is to exceed expectations by fostering an atmosphere that ensures every guest feels valued and appreciated.

Integrity: The foundation of Mangrove Hotel & Resort Ltd.'s business procedures is built on honesty and fairness. Mangrove Hotel & Resort Ltd. upholds a solid commitment to integrity, building trust with our stakeholders, and promoting transparency and ethical practices in the business environment.

Teamwork: Mangrove Hotel & Resort Ltd. firmly believes in the power of collaboration and recognizes that the best results emerge when the employees work together as a cohesive team. The company's dedication to promoting a cooperative work environment extends to collaborations and engagements with local communities, government entities, and the broader tourism ecosystem.

2.4 Objective of the company:

The company is dedicated to achieving excellence in the field of hospitality, with a strong focus on fostering economic growth through tourism and establishing sustainable income sources. Dedicated to fostering innovation, ensuring customer satisfaction, and upholding ethical practices, our company strives to redefine industry standards. Collaborative partnerships and community engagement play a crucial role in our mission, contributing to the holistic development and well-being of Bangladesh. In addition, the service provided by Kuakata is influenced by its vibrant

cultural heritage. They weave local traditions into their every interaction, ensuring guests experience the warmth and hospitality inherent in Bangladeshi culture.

The company's overarching goal goes beyond simply providing excellent hospitality. It includes a broader dedication to being a catalyst for economic prosperity in Bangladesh, by establishing sustainable and secure sources of income for the nation.

2.5 Management Structure & Work Environment of Mangrove Hotel & Resort Ltd:



Working in the Sales and Marketing Department at Mangrove Hotel & Resort Ltd gave me valuable experience in a professional and customer-focused work environment. The team's primary focus was on understanding and meeting guests' diverse needs, ensuring a positive and memorable experience.

The Sales and Marketing team fostered a cooperative environment, placing a strong emphasis on efficient teamwork. Regular meetings and brainstorming sessions were held to develop creative marketing strategies, ensuring active participation from all team members to improve promotional efforts.

The work environment provided ample learning opportunities, especially in staying updated on the latest marketing trends and tools. Engaging in content creation, social media management, and guest interaction allowed for skill development and a deeper understanding of the industry.

The Sales and Marketing Department demonstrated a proactive and innovative approach, creating an atmosphere that encouraged team members to take initiative and contribute fresh ideas. This aspect fostered a feeling of ownership and pride in the work.

A strong focus was placed on consistently evaluating marketing strategies and campaigns to drive improvement. The team showed adaptability in response to changing market dynamics and emerging trends, ensuring that the marketing efforts remained adequate and relevant.

Chapter 3
***Sales & Marketing Strategy of
Mangrove Hotel & Resort Ltd***

3.1 Market Research and Analysis of Mangrove Hotel & Resort Ltd:

Mangrove Hotel & Resort Ltd. conducted extensive market research and analysis to establish itself as a prominent player in the hospitality industry, specifically in the coastal town of Kuakata, Bangladesh.

Identification of the Target Market: Mangrove has carefully identified its target market, specifically focusing on travelers who seek luxury, environmentally conscious individuals, and those who have a strong interest in cultural immersion. The upcoming luxury hotel is designed to appeal to a wide range of travelers, both from within the country and abroad, looking for a unique and environmentally-friendly getaway.

Competitive Landscape: A comprehensive research of the competitive environment in Kuakata has been carried out, and it has been determined that Mangrove differentiates itself from its competitors by utilizing unique selling propositions (USPs) such as providing customized service, cultural integration, and sustainability. The resort prides itself on being a premium option, setting itself apart from other resorts by prioritizing environmental sustainability and offering authentic local cultural experiences.

Customer-Centric Approach: Mangrove places great importance on gathering customer feedback through regular surveys, which allows us to consistently stay informed about our guests' experiences and expectations. This approach, focused on meeting the needs of our customers, plays a crucial role in improving our services and ensuring high levels of satisfaction. As a result, we receive positive reviews and enjoy repeat business from our customers.

Dynamic Adaptation to Trends: Mangrove keeps a close eye on the latest developments in the hotel and tourist business, both worldwide and local. The firm is able to adjust and match its services with developing tastes thanks to this proactive strategy, which ensures that the company remains relevant and attractive to the market as it becomes more dynamic.

3.2 Recruitment & Employee Training at Mangrove Hotel & Resort Ltd:

Mangrove Hotel & Resort Ltd. utilizes a rigorous selection procedure, incorporating conventional interviews alongside the BD Jobs app, to establish its highly anticipated five-star hotel in Kuakata, Bangladesh.

BD Jobs App Posting: Posting on the BD Jobs app begins with strategically placing job advertisements on the widely-used platform in Bangladesh. This approach aims to increase visibility and attract a diverse pool of candidates.

Application Screening: Resumes and cover letters submitted through BD Jobs are meticulously screened, focusing on critical criteria such as relevant skills and qualifications.

Initial Interviews: Shortlisted candidates undergo initial interviews conducted by the HR team to evaluate their professional background, skills, and alignment with Mangrove's values.

Departmental Interviews: Successful candidates will move on to departmental interviews designed to evaluate their job-related competencies.

Final Interview and Offer: The final interviews conducted by senior management play a crucial role in assessing overall suitability. Selected candidates are extended official offers, and discussions are held to finalize the terms of their employment.

Onboarding and Orientation: During the onboarding and orientation process, accepted candidates are provided with a comprehensive introduction to Mangrove's culture, values, and their job responsibilities. A particular emphasis is placed on cultural sensitivity training to ensure a respectful and inclusive work environment.

Through a rigorous recruitment process that includes utilizing the BD Jobs app and conducting thorough interviews, Mangrove Hotel & Resort Ltd. can attract, select, and integrate top-tier talent. This ensures that our team comprises individuals capable of delivering an exceptional and culturally immersive hospitality experience.

Training Program for Employees at Mangrove Hotel & Resort Ltd.:

Mangrove Hotel & Resort Ltd. emphasizes a thorough employee training program to ensure its workforce is well-prepared to provide outstanding hospitality services at its upcoming five-star hotel in Kuakata, Bangladesh.

Onboarding Training: New hires go through a comprehensive onboarding process that introduces them to Mangrove's culture, values, and distinctive features of the hotel and resort. This training is essential for employees to gain a comprehensive understanding of the organization's mission and their responsibilities within it.

Customer Service Excellence: A primary emphasis of the training programs is on providing exceptional customer service. An intensive training program is provided to staff members to guarantee that guests' delight is their first concern. They are equipped with the skills to handle inquiries professionally and foster an inviting and hospitable atmosphere. This training aims to cultivate a customer-centric mindset throughout all departments.

Cultural Sensitivity Training: To fully embrace and understand different cultures, staff members must undergo training that focuses on developing cultural sensitivity. Employees must profoundly understand local customs to engage with visitors and enhance their entire experience authentically.

Sustainability Practices: Mangrove's dedication to environmental consciousness is evident through its training programs focusing on sustainable practices. Employees are educated about the resort's eco-friendly initiatives, which helps instill a sense of responsibility toward preserving the environment.

Technology Integration: Training encompasses the proficient utilization of contemporary hospitality technology. Staff members receive comprehensive training on software utilization to optimize operations, resulting in improved efficiency across various functions, including reservations, guest services, and internal communication.

Continuous Professional Development: Mangrove promotes a culture of ongoing learning and development. Employees are strongly encouraged to engage in continuous training sessions, workshops, and programs to enhance their skills. This dedication to ongoing professional development guarantees that our staff members remain current with industry trends and consistently enhance their service standards.

Performance Evaluation and Recognition: The training program is enhanced by a comprehensive performance evaluation system. Acknowledging and appreciating exceptional achievements is a fundamental aspect of Mangrove's employee management strategy, cultivating a constructive work atmosphere and inspiring team members to surpass expectations consistently.

Through thorough employee training, Mangrove Hotel & Resort Ltd. guarantees its staff is equipped to provide an exceptional and culturally immersive hospitality experience, aligning with the company's mission and values.

3.3 Four Ps of Mangrove Hotel & Resort Ltd:

Product: The Mangrove Hotel & Resort Ltd. provides a one-of-a-kind and all-encompassing product that consists of two hundred rooms that have been artistically decorated, a picturesque beachfront location, and a variety of contemporary facilities such as a swimming pool, a fitness center, a spa, and a variety of water sports.

This product goes beyond only offering lodging; it also includes individualized services, cultural immersion, and a dedication to environmental preservation, all of which are designed to provide visitors with a comprehensive and unforgettable experience.

Price: The resort's pricing tactics are aimed at reflecting the premium quality of the resort while also delivering appealing packages and investment options to visitors and investors.

Exclusive packages, yearly earnings for investors, and ownership in a five-star hotel are all factors that contribute to the pricing model, which offers investors a variety of alternatives to choose from in order to cater to their specific demographics.

Place: A primary "place" aspect is the strategic position of the Mangrove Hotel & Resort, situated in the seaside town of Kuakata, Bangladesh. The resort is positioned as an appealing destination due to its beachside location, which provides quick access to various other leisure activities.

Using Internet booking platforms, involvement in travel trade events, and cooperation with local attractions contribute to the resort's increased accessibility and dissemination to a wider audience.

Promotion: The resort's unique selling propositions (USPs), which include cultural integration, sustainability, and personalized service, are the primary emphasis of the implemented promotion techniques.

The marketing activities consist of tailored advertisements aimed at reaching persons interested in cultural immersion, individuals who are environmentally concerned, and luxury-seeking visitors. The resort utilizes several strategies, including paid advertising, content marketing, and strategic alliances, to increase its exposure and effectively attract the target demographic.

3.4 Sales & Marketing Strategy of Mangrove:

Diversified Portfolio: Mangrove promotes a varied real estate portfolio that encompasses a range of property types, such as hotel rooms, resort villas, and prospective commercial spaces. This method appeals to a broader spectrum of purchasers, from individual investors to those seeking business prospects.

Partnerships with Real Estate Agents: Mangrove's properties benefit from collaborations with local and international real estate brokers, effectively broadening their market presence. These collaborations offer opportunities to tap into well-established networks, enhancing exposure and recruiting committed purchasers.

Utilization of Digital Platforms: Employing digital channels for marketing and sales is a fundamental aspect of the approach. Mangrove uses websites, social media platforms, and online real estate portals to exhibit its properties, expanding its reach to a broader audience and simplifying the process for potential purchasers to obtain the information.

Customization Options: Mangrove acknowledges the significance of customization in the real estate industry. The sales strategy entails offering various choices for tailored spaces or personalized features within the properties, catering to potential buyers' specific preferences and needs.

Continuous Training for Sales Team: The sales team participates in ongoing training to remain informed about current industry trends, customer preferences, and the distinctive selling features of the resort. This guarantees they are adequately prepared to convey the value proposition to potential guests efficiently.

Personalized Sales Approach: The sales team at Mangrove embraces a tailored approach, taking into account the distinct preferences and requirements of potential guests. Customizing products or services to meet specific needs helps establish a connection and improves the chances of making a sale.

Exclusive Pre-Sale Access: Providing exclusive pre-sale access to potential purchasers creates a feeling of exclusivity and time sensitivity. By implementing this technique, Mangrove can obtain firm commitments from prospective investors before the formal launch, establishing a competitive edge.

Post-Sale Support and Services: A robust post-sale support strategy guarantees continuous client happiness. Mangrove's approach includes offering post-purchase services, such as property management choices or support with rental programs, to boost the customer's overall satisfaction.

Networking Events: Mangrove hosts networking events in virtual and real formats to establish direct connections with possible buyers. These events offer chances for in-person contacts, promoting connections, and resolving specific buyer problems.

Consistent market research: Remaining knowledgeable about changing market trends and customer preferences is essential to the approach. Mangrove does regular market research to adjust its services to evolving demands and sustain a competitive advantage.

3.5 Brand Activity of Mangrove Hotel & Resort Ltd:

Throughout my internship in the Sales and marketing department at Mangrove Hotel & Resort Ltd., I acquired valuable insights into the complexities of developing a comprehensive marketing strategy to establish the resort as a top-tier destination.

I significantly contributed to an integrated marketing strategy while interning at Mangrove Hotel & Resort Ltd. in the sales and marketing division. We strategically positioned the resort as a high-end sanctuary in Kuakata, highlighting the importance of cultural immersion and environmental awareness. Through my experience, I had the opportunity to witness the impact of focused strategies on digital platforms in enhancing brand visibility. This was achieved through paid advertising campaigns, content marketing, and the creation of exclusive packages. Through managing social media channels, I was crucial in establishing a dynamic online presence that cultivated a strong sense of community. Implementing customer testimonial campaigns and exclusive member benefits underscored the significance of authenticity and customer loyalty. In addition, my participation in public relations initiatives showcased a strategic approach to engaging with the media, which significantly enhanced Mangrove's reputation as a top-tier destination. In conclusion, this internship has offered valuable insights into the diverse strategies needed to succeed in the highly competitive field of hospitality marketing.

Brand Positioning: Mangrove Hotel & Resort Ltd. strategically positions itself as a symbol of opulence, cultural engagement, and environmental awareness. The brand narrative highlights the

resort's dedication to offering a top-notch experience in the scenic coastal town of Kuakata, Bangladesh.

Paid Advertising: Mangrove utilizes targeted paid advertising campaigns across various digital platforms to enhance its reach and impact. Display ads, search engine marketing, and social media advertising effectively highlight the resort's distinctive features, attracting potential guests to discover the exceptional offerings.

Content Marketing: An extensive marketing plan showcases interesting blog entries, aesthetically pleasing films, and educational manuals. Mangrove sets itself apart as a pioneer in the luxury hotel industry with this material that showcases the resort's cultural integration, sustainability initiatives, and the Kuakata experience as a whole.

Exclusive Packages and Promotions: Mangrove attracts customers with exclusive offers and bundles unavailable elsewhere. In order to encourage potential guests to select Mangrove for their next trip, we provide tailored options, including exclusive pricing, personalized experiences, and limited-time promos. These drive reservations and create a feeling of urgency.

Social Media Engagement: An integral part of Mangrove's advertising strategy is social media interaction, both actively and strategically. Instagram, Facebook, and Twitter are just a few sites where the resort keeps a lively presence, publishing aesthetically pleasing material, engaging with followers, and using user-generated content to build community.

Chapter 4
***Findings, Recommendations,
and Conclusion***

4.1 Findings:

1. When working on promotional content writing, the brief about the material is frequently not supplied, and the content writer must develop the original ideas independently. The marketing team did not have a suitable content calendar, which meant they did not know how to strategize and distribute all of the material among the content providers.
2. It was challenging to adjust to the drastically changing digital marketing environment, which presented a problem. In order to guarantee the success of online campaigns, I needed to have a current knowledge of the most recent trends, algorithms, and technologies.
3. It was necessary to strike a careful balance to find creative outlets while sticking to the brand rules. It became an ongoing personal effort for me to keep the brand's character intact while simultaneously exploring novel marketing tactics.
4. Interpersonal skills were put to the test as staff members personally handled queries and complaints from guests. An approach that was polite and focused on the consumer was essential to navigate tricky situations while maintaining a favorable brand image successfully.
5. As an individual in charge of sales and marketing, I needed to conduct a personal study and be flexible to understand the dynamics of the Kuakata local market. An opportunity for personal development was offered by adapting marketing methods to the particular requirements of the community.
6. It was challenging to communicate personally with investors and resolve their issues despite the obstacles. In order to articulate the value proposition and investment benefits and ensure clarity on the notion of halal profits, it was necessary to possess communication skills that were specific, clear, and convincing.
7. Interpersonal skills were put to the test as staff members personally handled queries and complaints from guests. An approach that was polite and focused on the consumer was essential to navigate tricky situations while maintaining a favorable brand image successfully.
8. Social media platforms frequently provide new features or changes to their services. It is necessary to acquire knowledge and put it into practice quickly to maintain a competitive edge in the face of these developments, which may include new advertising possibilities or content forms.
9. The work atmosphere placed a high emphasis on fostering inclusion and promoting mutual support among team members. Whether working independently or together on initiatives, a

culture of fostering support and motivation was dominant. The collective dedication to achieving departmental goals cultivated a cooperative environment, encouraging appreciation and assistance for each member of the team.

10. The work environment offered abundant learning possibilities, particularly in terms of staying abreast of the newest marketing trends and techniques. Participating in activities such as generating content, managing social media, and interacting with guests facilitated the development of skills and a more profound comprehension of the sector.

4.2 Recommendations:

1. **Content Ideation and Calendar:** Establishing a straightforward content ideation process and ensuring that content producers receive specific briefs for promotional writing is an essential step in the content creation. In order to successfully train content creators, it is essential to develop a complete content calendar that specifies the content strategy, distribution plan, and significant topics.
2. **Digital Marketing Training:** Ensure that the marketing staff participates in frequent training sessions to keep them updated on the most recent developments, algorithms, and technologies in digital marketing. Their talents and the efficacy of online marketing will be improved due to its implementation.
3. **Creative Outlet within Guidelines:** To ensure that content producers adhere to brand requirements while contributing ideas, fostering an environment that encourages collaboration is essential. Sessions of brainstorming should be held regularly to encourage creative thinking within the constraints of the brand.
4. **Customer Relationship Management (CRM):** In order to streamline the process of managing guest complaints, it is recommended to implement an efficient CRM system. In order to maintain an excellent image for the business, it is essential to provide the staff with training on how to handle queries and complaints in a polite and customer-focused manner.
5. **Market Research and Strategy for the Local Market:** Consider investing in extensive market research tailored to Kuakata's dynamics. Create individualized marketing tactics that are in tune with the requirements and preferences of the residents of the local community. Through the implementation of this strategy, marketing objectives will be executed more efficiently.

6. **Facilitation of Improved Investor Communication:** Establish a communication strategy for investors. In addition to providing information on the value proposition, investment benefits, and the concept of halal profits, please provide thorough details. The confidence of investors may be increased by clear communication and consistent updates.
7. **Ongoing Instruction Regarding the Interaction with Guests:** Conduct continuing training programs that have an emphasis on interpersonal skills in order to manage interactions with guests effectively. It is essential to provide the team with efficient communication tactics to handle difficult situations while creating an excellent image for the company.
8. **Adaptive Social Media Strategy:** The adaptive social media strategy involves the development of a social media strategy that is both flexible and able to predict and respond to changes in platform. Set aside time for team members to ensure they are current on the latest trends, tools, and features. Ensure that the implementation is done quickly to keep up with the competition in the digital world.
9. **Maintaining a Supportive Environment:** Mangrove Hotel & Resort Ltd has established a constructive and encouraging work environment. In order to improve this, the organization may contemplate establishing regular team-building activities, which will cultivate better connections among team members. Fostering transparent dialogues and acknowledging individual contributions will foster an enduring culture of assistance and drive.
10. **Enhancing Learning Initiatives:** Expanding upon the current learning possibilities, Mangrove Hotel & Resort Ltd may implement organized learning programs. This may entail periodic seminars or knowledge-sharing events where team members may exchange valuable thoughts. Through the formalization of learning programs, the organization guarantees a consistent improvement of skills and knowledge, so allowing the team to achieve greater success.

The specific difficulties found during the internship in the sales and marketing department are the focus of these proposals, which try to address those challenges. By implementing these tactics, Mangrove Hotel & Resort Ltd. will improve its operational efficiency, increase the level of happiness experienced by its guests, and maintain its position at the forefront of the constantly shifting marketing environment.

4.3 Conclusion:

In Conclusion, the study of Mangrove Hotel & Resort Ltd's progress, goals, and operational tactics has unveiled a captivating story of a hospitality enterprise positioned for exceptional success. The company's steadfast dedication to excellence, environmental awareness, and cultural integration distinguishes it in the competitive climate of Kuakata, Bangladesh.

The ambitious and inspirational mission of Mangrove Hotel & Resort Ltd is to provide exceptional accommodations that not only provide guests with an outstanding experience but also serve as catalysts for the long-term development of the Bangladeshi tourist sector. The resort's distinctive features, including environmental activities, customized services, and halal profits, provide a solid basis to success.

The study focuses on particular parts of Mangrove Hotel & Resort Ltd's operations, examining them from an internship in the sales and marketing department. The challenges encountered, be they in terms of assimilating the local culture in marketing, establishing effective contact with investors, or navigating the complexities of the local market, are shown as chances for development and improvement.

The advice presented is intended to guide to Mangrove Hotel & Resort Ltd in achieving long-term success. Each proposal is designed to improve the resort's brand, increase visitor experiences, and assure long-term success by focusing on digital presence, customer review management, community participation, and staff training.

The Mangrove Hotel & Resort Ltd is more than simply a place to stay; it represents ambition, cultural respect, and environmental stewardship. The success of this place is not just attributed to its beautiful surroundings and excellent amenities but also the harmonious combination of history and contemporary, resulting in a sanctuary that surpasses the usual hospitality experience. The resort aims to combine sophisticated hospitality, environmental awareness, and cultural diversity to reshape the hotel industry in Kuakata and make a substantial contribution to the overall economic development of Bangladesh.

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