

Internship Report
on
“Sales Tactics of Dhaka Regency Premier Club”

Submitted to

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LETTER OF TRANSMITTAL

Date: 24 December, 2024

Md Mishkatul Kabir

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Subject- Submission of Internship report – “Sales Tactics of Dhaka Regency Premier Club”

Dear Sir,

I am here to submit my Internship Report, which is required coursework for the Bachelor of Tourism and Hospitality Management. It is a fantastic accomplishment to work under your direction. The basis of this research is “Sales Tactics of Dhaka Regency Premier Club” Through my six months of Internship, I was able to learn about Sales Tactics of Loyalty Program at Dhaka Regency Hotel and Resort. This Report was written to meet the requirements of my internship program at the organization to which I was assigned.

If you would be so kind as to review this report and offer your insightful opinion, I would be incredibly grateful. It would be my great pleasure if you found this paper interesting and beneficial in gaining a clear understanding of the topic.

Sincerely,



.....

Rahimuzzaman Rafit

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CERTIFICATE OF APPROVAL

This is to certify, that this internship report on “Sales Tactics of Dhaka Regency Premier Club.” is completed by Rahimuzzaman Rafit, ID: 201-43-481, as partial fulfilment of the requirements of the Bachelor of Tourism and Hospitality Management degree. This report has been completed under my complete supervision and guidance.



.....

Md Mishkatul Kabir

Senior Lecturer

Department of Tourism and Hospitality Management.

Daffodil International University.

DECLARATION

I declare that the report entitled “Sales Tactics of Dhaka Regency Premier Club” was completed after my internship. Additionally, I hereby certify that the information in my internship report is completely my original work and that no part of it has been shared with or given to a third party. I have aimed to present relevant information on hotel-related operations to strengthen and make the report more appropriate. This report is based exclusively on my internship program at Dhaka Regency Hotel and Resort.

Sincerely yours



.....
Rahimuzzaman Rafit

ID NO: 201-43-481

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ACKNOWLEDGEMENT

First of all, I would like to thank almighty Allah, for letting me finish my report on time. My internship report is “Sales Tactics of Dhaka Regency Premier Club.” My internship advisor, Md Mishkatul Kabir (Senior Lecturer) has been a great help with my work and writing reports. My special thanks go to Mohammad Mahmud Hassan, Director of the sales & marketing department, Md Al Amin (Loyalty manager) Masruk Era (PR Manager) Md Amin (Sales Manager) Maruful Rahman (Catering manager) Tanvir Ahmed (Sales Executive) for giving time from their busy schedules to guide me and assign me in various tasks throughout the internship period. Also, I am thankful to the management and authorities of Dhaka Regency Hotel and Resort and sales and marketing employees.

Executive Summary

I had the fortunate opportunity to work in one of Bangladesh's most spectacular performance hotels as part of my internship program. I was placed in the Dhaka Regency Hotel and Resort's premium club, which is part of the sales and marketing department. I gained knowledge about how the loyalty program functions and how things actually operate there. Understanding the Premier Club Service and the application of theoretical knowledge gained from conceptual concentration in the undergraduate program are the main goals of the current study. This study's main goal is to determine how they persuade visitors to become members and become frequent visitors throughout the year. By effectively keeping up with advancements and public connections, the sales and marketing staff at Dhaka Regency Hotel and Resort has elevated the hotel to a new level. They adhere to a set handbook of time-limited exercises that the authority has suggested. The Premier Club's main goal is to build strong relationships with its customers, provide them with individualized care, increase revenue and business, and acquire the greatest business in the community. Door-to-door marketing with corporates, social media marketing, and telemarketing are the main methods of gaining customers. Additionally, they are concentrating on a privilege loyalty program that strengthens the bond between the Dhaka Regency Hotel & Resort and its patrons. Twenty-five percent of total revenue comes from Premier Club. Premier Club staffs are constantly ready to provide clients with individualized attention, make reservations, place orders, and provide the most recent information on any packages.

Key Words

1. DR: Dhaka Regency
- 2.DOSM: Director of Sales & Marketing
3. S&M: Sales and Marketing
4. HMS: Hotel Management Software
5. PDR: Private Dining Room
6. HRM: Human Resources Management
7. PC: Premier Club
8. F&B: Food and Beverage
- 9.MIS: Management Information System
10. BAR: It stands for Best Available Rate which is the lowest rate of the day that is available for guests to book.
- 11.KPI: Key Performance Indicator
- 12.NID: National Identity

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Chapter 1

Introduction

1.1 Introduction

Today's hospitality sector is expanding quickly thanks to globalization. Due to the unique technological creation, the business field has been growing globally. Additionally, lifestyle and leisure period spending patterns have changed significantly. Standard accommodations are becoming more and more in demand from domestic and international business and leisure travellers. (Statista Market forecast, 2024) One of Bangladesh's greatest and most amazing five-star business hotels is the Dhaka Regency Hotel. It is located in the Nikunja-2 commercial district on Dhaka Airport Road. The Dhaka Regency Hotel is renowned for providing exceptional, expert services. The Dhaka Regency Hotel is a spectacular 15-story building with 224 luxurious and suite rooms (Booking.com, 2022). Numerous amenities and extra benefits are available to guests, such as a highly regarded spa royal lounge, a personal butler service, and a range of events. A health centre on the rooftop with unmatched panoramic views of Dhaka city, especially the airport, a lobby space, new rotating restaurants, and a pool, and conference and exposition facilities brimming with warmth and light are all available to its guests. The Premier Club consistently prioritizes guest happiness, provides them with exclusive services and discounts at all locations, gives them coupons, informs them of promotions and events, and works hard on their behalf.

1.2 Background of the study

By improving the area's accessibility and network, the Premier Club of DRHR is expected to increase potential revenue. By providing them with year-round coordinated help, the club fosters connections among its members. by making it easier for visitors to go to the hotel and take use of the services offered by other outlets. The club tops all other departments in correlation and growth rate. Given the contemporary corporate environment, it is crucial to provide accommodations for visitors and their service consumption. As a result, PC is expanding with its large membership.

1.3 Objective of the Report

Broad Objective: The main aim of the study is to know about the sales operation of Dhaka Regency Premier Club.

Specific Objective: The following specific objectives will be investigated in order to address the broad objective.

- 1.To identify Premier Club’s Specific Sales Strategies
- 2.To Understand Premier club’s Customer Retention Strategies.

1.4 Methodology

The report's descriptive nature centre’s on Dhaka Regency Premier Club's sales operations. Each part of information is collected through research, own working, personal noticing, and training.

Data Source: The only data used in this report is secondary.

Secondary Sources: The secondary data employed in this study's research is information that has been gathered and assembled from many sources. The secondary data includes information gathered from:

- Internet
- Newspaper
- Company Prospectus, Brochure, Fact sheet.
- The Official Website
- Information and documents supplied by the management.

1.5 Method of Collection

- Data analysis and DR Report
- Personal Noticing
- Hands-on Experience

1.6 Limitations of the study

The following are some of the limitations of this study:

- Limited access to Premier Club’s report publishing;
- Less opportunity for interns to learn about confidential information.
- It's challenging to gain enough knowledge and comprehension in a short amount of time and to have little experience writing reports.
- Not all information is accessible on social media or the official website.

Chapter 02

Summary of the Dhaka Regency

2.1 Location of Dhaka Regency

The renowned business hotel Dhaka Regency is located at Khilkhet bus stand, Dhaka 1229. Conveniently situated to target and draw in the market segment that requires hotel services the most frequently is the Dhaka Regency Hotel and Resort. Hazrat Shahjalal International Airport can be reached by car in under three minutes., a short distance from the Baridhara Diplomatic Zone, or Banani and Gulshan Business Regions are just a short drive away.(The Daily Star, June 13,2023)

Established	2007
Group	British Bangladesh Group
Type of Hotel	Five Star Business Hotel
Telephone	01713332661
Email	info@dhakaregency.com
Web	www.dhakaregency.com
Accommodation	224 rooms
Transport	3-minute drive from Hazrat Shahjalal International Airport

Figure-1: Background of Dhaka Regency Hotel and Resort

2.2 Mission

The goal of the Dhaka Regency Hotel & Resort is to exceed guests' expectations. motivate their partners offer excellent financial outcomes compared to those tasked with managing their assets.

2.3 Vision

The vision of the Dhaka Regency Hotel & Resort is to become a world class hotel that is recognized for its superior products and services.

2.4 Departments of Dhaka Regency

- Front Desk Office
- F & B Service
- F & B Production
- Maintenance
- Housekeeping
- Security
- Management Information System
- Finance & Accountance
- S&M
- HRM

Some facilities of Dhaka Regency

Accommodation:

The facilities offered in rooms include the following are:

- The air compressor
- Television
- Bathtub & Hair dryer
- International Roaming
- Room bar
- Room services for 24/7
- Laundry facilities

Dining Facilities:

- Grandiose Restaurant
- Grill on the Sky Line
- Comfee Lounge
- Bubble Flavour Lounge
- Club-13

• Room Types		• Published Rates
• Standard	• 7 th -10 th Floor	• USD 170++
• Luxury Deluxe		• USD 250++
• Deluxe Supreme		• USD 300++
• Executive Suite		• USD 400++
• Regency Premium		• USD 350++
• Regency Studio	• 11 th & 12 th Floor (Executive floors)	• USD 325++
• Luxury Studio		• USD 400++
• Royal Suite		• USD 900++
• Presidential Suite		• USD 1200++

Figure-2: Types of Rooms

Featured service:

- Limo facilities
- Meeting room
- Spa facilities
- Gym
- Pool and Stream bath

2.5 Function Room

- Celebration Hall (5,721 sqft)
- Grand Summit-1 (4,334sqft)
- Grand Summit-2 (2,228sqft)
- Royal Lounge (1,918sqft)
- Crew Lounge (1,120sqft)

- Grill On the Skyline (8,785sqft)
- My Lounge (985sqft)

This venue is assigned to visitors based on the size, cost, and desired venue of the event.

Royal Lounge here is reserved exclusively for Premier Club members. From 2:00 pm until 9:00 pm, it is open. A member may visit during this time with his friends and family to enjoy some alone time. From there, they can place any order. Additionally, there is a sales representative who assists customers based on their requirements, needs, and demands while always giving them first attention.

2.6 Premier Club

The goal of the privileged loyalty program Dhaka Regency Premier Club is to elevate members' pleasure of food and lifestyle to new heights. More opportunities and discounts are given to those that consistently serve their guests. throughout the course of the 24-week internship program. Under the direct supervision of the Premier Club's Loyalty Manager, Md. Al Amin, and the department's director, Muhammad Mahmud Hassan, The training modules for internships for the S&M department had been developed.

Chapter 3

Discussion

3.1 Chart of Management

An organized summary of the significant duties and organizational structure of a premier team is given by an operational management chart. By identifying roles and duties, it promotes effective decision-making and open engagement.



Figure 03: Chart of Management

A loyalty program's organizational chart lists the important positions and connections needed to run and implement toward the program. The director at the top is in charge of strategy and alignment with overall company objectives. reporting to multiple teams, such as those in charge of member communication, data monitoring, marketing, customer engagement, and operations, each of which is in charge of particular facets including program implementation, member communication, and promotional campaigns. This structure guarantees a unified strategy for increasing client loyalty and encouraging connection.

Director

The program's overall vision and approach are greatly influenced by the director. This person is in charge of establishing goals that complement the aims of the business, assessing market trends, and spotting expansion prospects. To provide a smooth experience for members, the director works with cross-functional teams such as marketing, data analytics, and customer support. by utilizing customer feedback and data insights. To increase participation and encourage retention, the director makes constant improvements to the program.

Loyalty Program Manager

The Loyalty Manager is in charge of managing the daily management of the loyalty program and implementing the strategic goal established by the DOSM. In order to make sure goals are reached, this position entails managing member communications, developing and executing out promotional programs, and assessing program effectiveness. monitoring key performance indicators (KPIs) to evaluate the program's efficacy and pinpoint areas in need of development, which will ultimately increase customer retention and engagement.

Assistant Loyalty Program Manager

By managing member communications, creating promotional programs, and supervising daily operations, the assistant loyalty manager carries out the loyalty program's strategy. The team receives instructions from the assistant loyalty manager.

Loyalty Officer

The officer promotes the way it was carried out of the program by handling member questions, distributing promotions, along with making sure that users have an excellent experience. The officer helps maintain accurate program data, collects customer feedback, and aids in the execution of promotional activities. In order to contribute to the success of the program as a whole, the Officer also works with the group to report on the involvement of members and pinpoint areas for development.

Loyalty Specialist

Improving the guest experience within the loyalty program is the main goal of the loyalty specialist. Managing member accounts, responding to questions, and quickly fixing problems are all part of this job. Customer support is the top priority for loyalty specialists, who also add additional members to the exclusive club list.

Admin Officer

The loyalty program's administrative responsibilities, such as scheduling meetings, organizing paperwork, and keeping records, are overseen by the Admin Officer. An administrative officer helps with data entry, creates reports, and makes sure team members communicate effectively. In order to improve program efficiency, the Admin Officer also assists the Loyalty Manager with different operational duties and plans for promotional events.

Collection Officer

The Collection Officer is responsible for handling past-due bills by getting in touch with clients to arrange for payment. A collection officer keeps accurate records of collections, negotiates payment schedules, and tracks outstanding debts. plays a crucial part in guaranteeing on-time payments and minimizing the financial risk to the company.

Lobby Ambassador

The Lobby Ambassador welcomes and helps visitors while promoting the advantages of the loyalty program and giving information about it. In order to guarantee a satisfying experience for guests and build client loyalty, lobby ambassadors assist in establishing a friendly environment, responding to questions, and facilitating member interaction.

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3.2 Sales Operation of Premier Club

To ensure the success of the program, sales operations for loyalty programs usually include a number of essential activities.

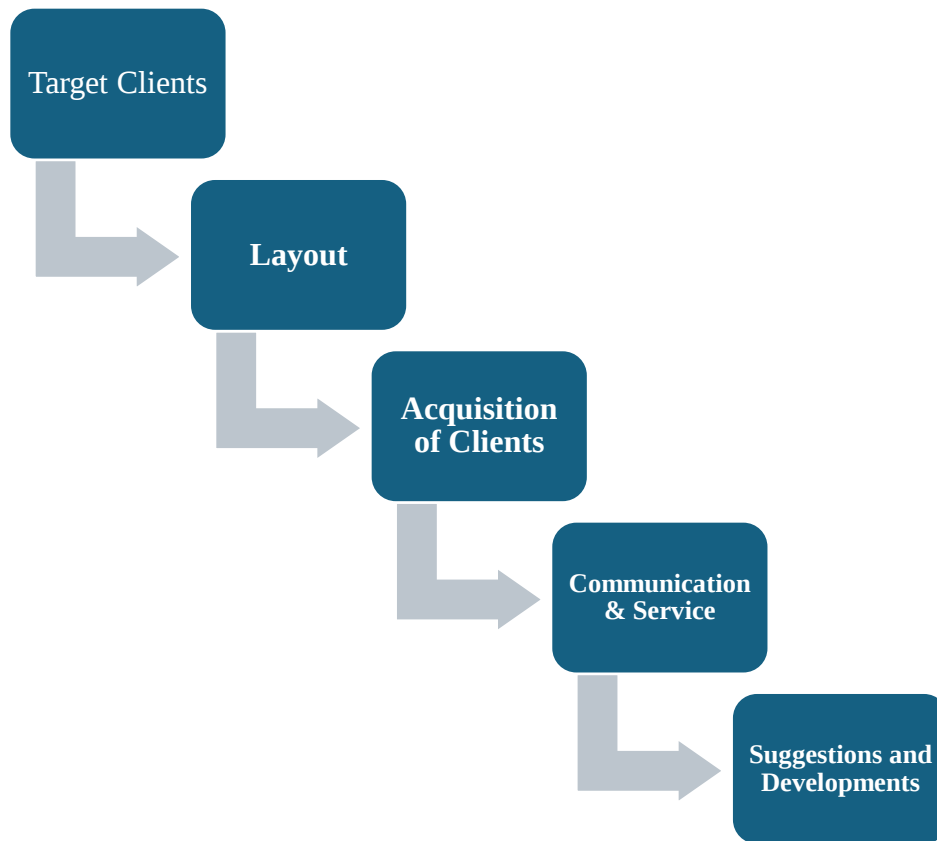


Figure 04: Premier Club's Sales Operation Process

3.2.1 Target Clients

The target clientele is determined by the Dhaka Regency Premier Club sales team in order to offer loyalty program services. A list of clients was developed by the sales team members. Regular visitors to Dhaka Regency are often chosen by the team. For instance, spa clients, room guests, and Barguests among others. Additionally, they select from a variety of media, including directories, publications, club voter lists, well-known individuals, corporate visitors, etc.

Company Guest

Standard Profile Guest

Inhouse Guest

Social Media Person

Figure 05: Group Customers

The DRPC sales department chooses their objective market in order to provide privilege program services. The members of the sales department created a list of clients. The department frequently chooses frequent clients to DR. For example, Bar guests, hotel guests, and spa patrons, among others. They also choose from a range of media, such as newspapers, directories, club voter lists, famous people, corporate guests, etc.

3.2.2 Layout for the program

By providing incentives and awards that promote repeat business, a hotel loyalty program aims to establish and preserve enduring connections with its patrons. The program seeks to improve the overall visitor experience and promote a feeling of community by offering perks including exclusive discounts, hotel upgrades, and customized services. This in turn promotes customer happiness and retention, boosts income from repeat business, and produces insightful data about customers that may be used for more focused marketing campaigns and better service. The program's ultimate goal is to give the hotel industry a competitive edge by converting happy customers into devoted brand ambassadors. Members receive information from the salesperson. For this program, Premier Club provides two loyalty cards.

Categories of Membership:

1. Royal Membership
2. Regular Membership

Royal Membership: There are three benefits for Royal Membership. The annual sign-up fee for Royal Membership is Thirty- five thousand taka.

Regular Membership: There are three benefits for Regular Membership. The annual sign-up fee for regular membership is Twenty-five thousand taka.

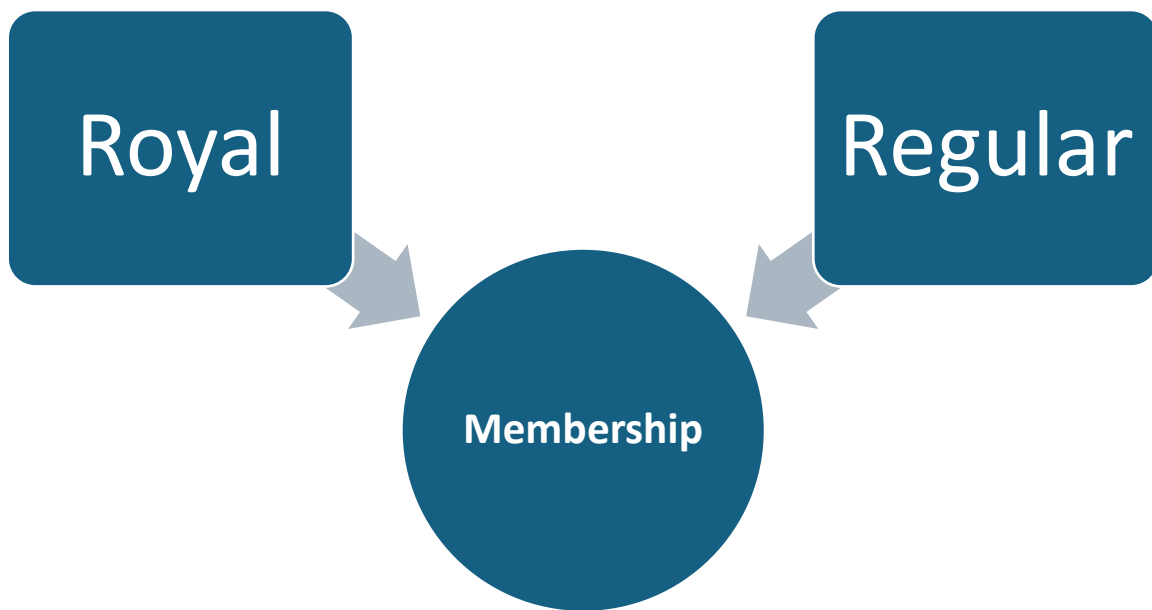


Figure 06: Categories of Membership

Categories of Benefits

Three categories of benefit for Members

- Vouchers
- Cards
- Partners.

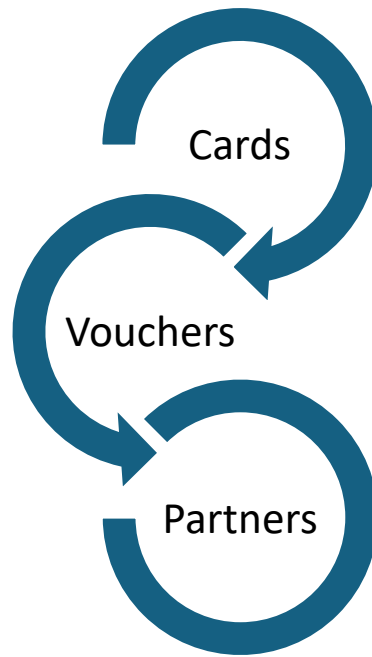


Figure 07: Categories of Benefits

3.2.3 Acquisition of Clients

When a visitor is prepared to become a member, all the information regarding the loyalty program should be provided. To create a membership, follow these three simple actions:

- NID Card /Passport Copy
- Picture
- Fees



Figure 08: Quick Procedure for Signing Up

- **NID Card /Passport**

Client must give their National ID Card. It might be in hard copy or as a PDF.

- **Picture**

Client must give a picture. It might be an official photo or the size of a passport.

- **Fees**

There are numerous ways for guests to pay. For example, using a bank card, cash, mobile banking, bank transfer, and a collection officer to collect the money from their location.

3.2.4 Communication & Service

Royal Lounge: The Royal Lounge is a private space reserved for members where they can enjoy memorable moments.

- As a member, every outlet offers easy service.
- Members have a PDR in the restaurant area.
- The Premier Club service desk located in the main lobby

Building engagement and creating strong connections with visitors in a loyalty program require regular communication. Organizations can notify members about special deals, forthcoming events, and program benefits by sending them specialized updates via emails, mobile app notifications, and targeted offers. All updates, promotions, and offers are given to members by the salesperson. The salesperson keeps the reservation if the member wants to reserve a deal after that. The salesperson made an effort to provide members with efficient service.

- Exclusive Dinner in Buffet Restaurant
- Special hours at Spa
- Special Hours at Bars
- Rates for rooms
- New Year celebration.
- Ghost Night celebration.
- Culinary food festival
- Valentine Day celebration.

Following all of that, the Premier Club administrative staff routinely collects guest reviews. Next, make a note of the suggested point. Additionally, the administrator compiles a list of regular clients.

3.2.5 Suggestions & Developments

Following all of that, the Premier Club management routinely collects guest reviews. Next, make a note of the suggested point. Additionally, the administrator compiles a list of regular members.

Questionnaires & Surveys: Administrative office questionnaires sent by WhatsApp or email. Pay attention to important aspects such as overall experience, service quality, and product satisfaction.

Direct Conversations: When members are in the hotel, the admin officer conducts direct conversations to collect reviews. Direct Conversation fosters positive ties with visitors and encourages them to voice their opinions.

Suggestion Box: Premier Club maintains a suggestion box at each of its locations. Members offer recommendations.

Follow-up emails: Guests receive a thank-you email from the admin office. Inquire about experiences as well.

Posts on social media, including Facebook, Instagram, Trip Advisor, and Booking.com, should encourage visitors to leave comments or messages.

Following visitor comments, the office identifies the main issues and works to address them.

Role-playing and training: The Human Resource team and Premier Club work together to conduct employee training during the season. All are also made an effort to support further improvements during the training season.

Being positive: The premier club squad constantly views grievances as chances to strengthen bonds and raise client satisfaction.

Frequently follow-up: After the complaint has been resolved, make sure the customer is happy and reiterate that their input is important.

Learn from Feedback: To find trends and places where products or services need to be improved, the premier club team examines complaints.

Weekly meetings: To develop the loyalty program, DOSM and Premier Club associates meet once a week. All significant issues are noted by DOSM, which then brings up all of the issues and attempts to improve across all departments during monthly management meetings.

3.3 The Loyalty Program's Sales Strategies

3.3.1 Offers in Cards

All year long, members of the Dhaka Regency Premier Club are eligible for exclusive savings. Members are eligible for discounts at all Dhaka Regency and exclusive partner stores.

3.3.2 Benefits in Vouchers

Premier Club continuously aims to provide their clients with an unparalleled level of service. Members get access to both card offers and voucher advantages. Royal Members receive 22 gift cards upon joining, while Regular Members receive 15 gift coupons. Some of those gift cards are completely free. A membership sign-up fee can be readily recouped by the free gift coupon. (Dhaka Regency Premier Club)

3.3.3 Benefits in Privilege Partners Outlets.

Members of the Premier Club receive significant savings at partner outlets. Premier Club's loyalty program has over 40 partners. Partners provide additional benefits and discounts to Dhaka Regency Premier Club members. Hospitals, lifestyle companies, hotels, resorts, and other establishments are among the numerous category partners. (Newsage, 09 July 2024; DRPC LinkedIn August 2024)

3.3.4 Extra Sales Techniques

Exclusive Events: PC arranged Members Night, an exclusive evening for members. Members are welcomed for special event, where they can enjoy a cultural presentation and meal. Member nights are held annually. (The Bangladesh Monitor, 20 June 2022)

Bijoy Children's Art Contest: On Bangladesh's victory Day, the DRPC hosts a Bijoy Children's Art Contest each year. Children of members can join with joy. (Bangladesh Pratidin, 16 December 2023; The Business Standard, 19 December 2022)

Room with fixed fees: Certain rooms have a one-year pricing that is exclusive to members. If there is room available, members are free to update the room.

Late check-out and early check-in: Certain rooms are reserved exclusively for members. Members have the option to check in early or check out late, depending on the number of rooms occupied.

Regularly provide offers and get numbers from the database: Dhaka Regency has seven locations. Every store has a sizable consumer base, including loyal customers. Collecting phone numbers from the outlet database, speak with the visitor, and provide all the information regarding the loyalty program. Additionally, the salesperson consistently delivers all offers to guests. Interested visitors are signing up for membership.

Outlet Guest: The salespeople and loyalty specialists do more than just call prospective customers to offer membership. Additionally, they visit the hotel's outlets, speak with visitors, and explain the membership program and its advantages to them. A significant proportion of new visitors are immediately registering for membership. Additionally, they inquired about the guests' happiness and whether there were any issues.

Exclusive to members, both online and offline: Premier Club uses both offline and online strategies to draw in new members:

Online activities:

- Facebook marketing based on target audience
- Use WhatsApp to advertise the facilities.
- Sending emails to all types of persons who are regular Regency customers.

Offline activities:

- Various banner types placed in various locations to draw visitors
- Various staying and dining package options for members
- A fact sheet with well-written details about the facilities
- Members receive a promotional benefit sheet.
- Member get New Year's Calendar.

Offer prices for special event: DR hosts all of their special events directly on site, such as New Year's celebration, Halloween night party, and Valentine's Day. Members receive a special

discount at every event. Special set up for members. (The Financial Express, 27 October 2023; The financial express, 23 July 2023)

Management of Electronic Cards: Digital cards are moreover given to members. Carrying a permanent card is not necessary. Only one thing is required of members is a phone number or membership number. Every member's information is shown in the software. The digital card includes the member's photo and the validity of their membership.

3.4 Customer Retention in Loyalty Program

In this program, customer retention entails promoting more trips through promotions, savings, and customized experiences. Hotels try to make visitors feel appreciated and content by offering special benefits and maintaining lines of contact open. Getting and acting upon guest feedback enhances services and builds loyalty, which eventually results in the development of long-lasting relationships with repeat clients.

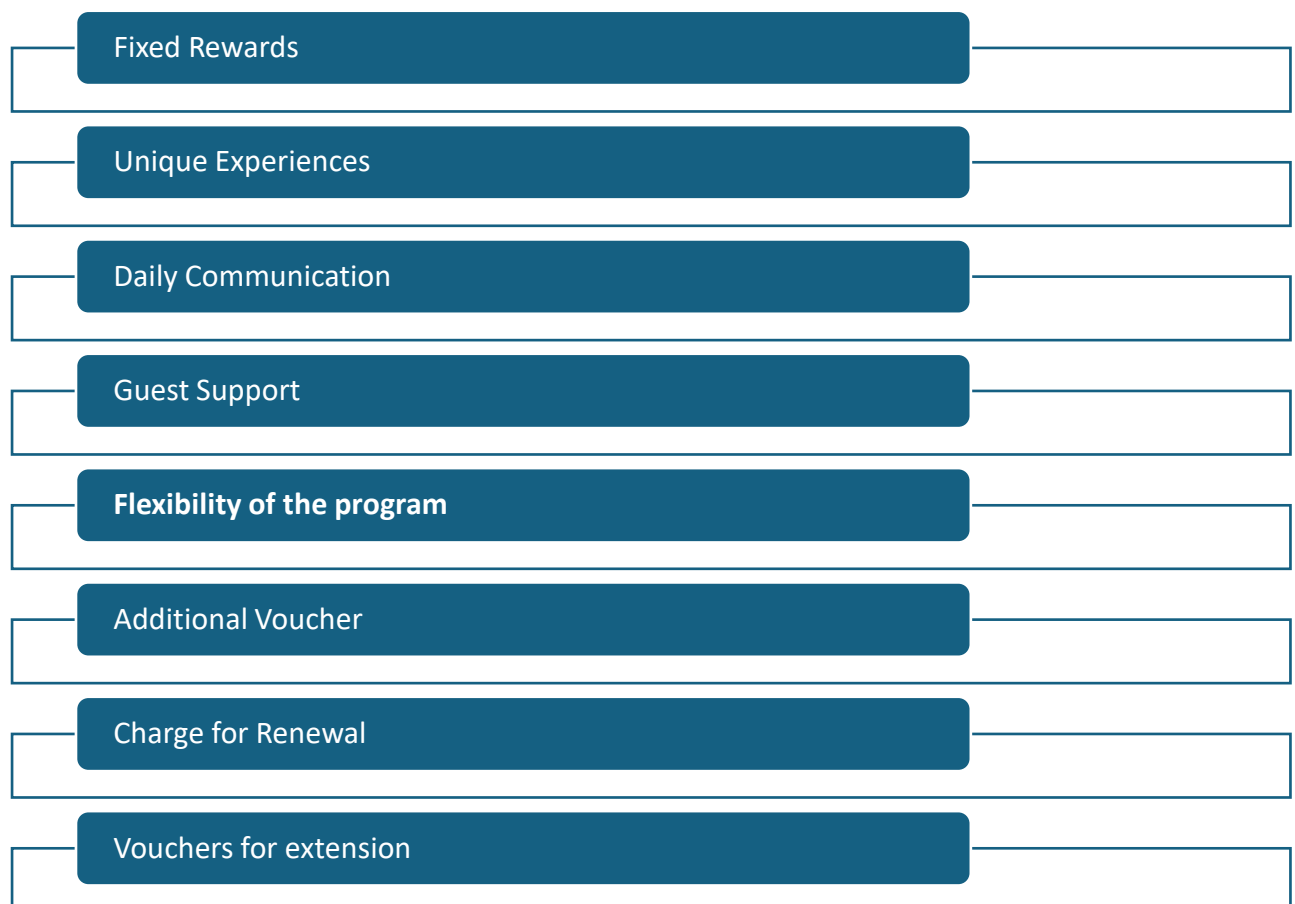


Figure 09: Essential Points to Retaining Customers.

3.4.1 Fixed Rewards

Regular repeat members receive an additional membership card. It might be a life partner, friend, or family member.

3.4.2 Unique Experiences

Only members are eligible for some exclusive services offered by Dhaka Regency. For example, providing a couple free airline tickets, a couple diamond rings, free cinema tickets, free viewing of the football championship game, and free viewing of the cricket world cup are all exclusive to members.

3.4.3 Daily Communication

Each member service has a designated salesperson. Additionally, they make offers to them via WhatsApp apps, phone calls, etc.

3.4.4 Guest Support

Members of Premier Club are served 24/7. The Premier Club helpline is available 24/7. Members receive immediate assistance for anything.

3.4.5 Flexibility of the program

No National ID card or photo is required for renewal members. After paying, new members have five minutes to use all of the outlets.

3.4.6 Additional Voucher

A Regular Renew member may extend their three previous vouchers for three months and receive one free pizza voucher if they decide to sign up their membership. If they have five previous vouchers, Royal Renew members can extend them for three months.

Regular membership Renewal

In addition to the previously specified gift coupons, membership renewal awards one additional gift voucher.

01 * Free 10-inch Regency Special Pizza

3.4.7 Charge for Renewal

If a guest wishes to sign up again their participation after one year, they will receive a membership discount of 3000 BDT. Signing up as a Regular Renew member costs Twenty-two thousand taka, while signing up as a Royal Renew member costs Thirty- two thousand taka.

3.4.8 Vouchers for extension.

If a member wishes to sign up again their participation after a year, they can do so by extending three of their previous coupons for three months, and if they so choose, they can extend five of their prior vouchers for three months.

Chapter 04

Job Duties and Responsibilities

4.1 Job experiences and Duties

Throughout the course of the 24-week internship program. Under the direct supervision of the Premier Club's Loyalty Manager, Md. Al Amin, and the department's director, Muhammad Mahmud Hassan, the training modules for internships for S&M department had been developed.

4.2 Job Responsibilities

Participated in training sessions led by Human Resource Department staff who made an effort to share their experiences and lessons learned with me.

- Learned the daily tasks involved in performing work by attending morning meetings at ten a.m.
- Reserved seats at the rooftop restaurant Grill on the Skyline and the Grandiose restaurant.
- Acquired knowledge of customer loyalty service phone abilities, including how to take reservations, properly host guests, respond to their questions, and make presentations to sell memberships.
- Collaborated with others and sold tickets for the New Year's Eve celebration.
- Participated in monthly and weekly meetings with a different department and team.
- Acquired actual work experience in membership sales and learned effective guest methods for convincing.
- Gathered guest opinions regarding the event, lunch, dinner or other service.
- Build up guest information, particularly for Premier Club members who have enrolled, so that they can get gifts for the new year.
- Provided business rates to visitors, corporate offices, and other establishments.
- Acquired knowledge of how to communicate with the company and submit official letters.
- Presenting the guests and the party location
- Set up the Valentine's Day event and sold tickets.
- Assisted visitors during the event or program.
- Acquired coupons by visiting hotels, offices, and other brands.
- Understood the fundamental questions around event hosting.

Chapter 5

Findings & Recommendations

5.1 Findings at Dhaka Regency Premier Club

After 24 weeks of job duties at the Dhaka Regency, I have discovered both the hotel's positive and negative aspects. These parts are explained below.

Improved Local Guest Facilities: Premier Club provides local guests with first-rate service and makes them feel as satisfied that they would in an international brand hotel by providing them with personalized attention.

The website's information is inadequate: The website of Dhaka Regency Premier Club is minimal. However, guests are unable to obtain accurate information about the Loyalty Program on this page. They don't receive any information regarding partners or gift certificates. As a result, guests are unaware of the complete program and its advantages.

Voucher and temporary card delivery time: Premier Club members receive exclusive gift certificates. However, the gift certificate will be delivered 2 days after one's sign up for membership. Guests are therefore unable to use vouchers immediately. The Ready Voucher will boost the number of immediate sign-up members and assist in taking advantage of discounts. Premier club also give temporary cards, it takes three days. Within an hour, this card should arrive.

Main Card Delivery Time: Members of Premier Club receive unique cards. However, it takes one and a half months, therefore they should aim for a 10-day delivery schedule.

The absence of a Client Requirements Database: Absence of a central database exists that contains information about the dining inclinations, room preferences, requirements, likes, and dislikes of visitors. This will assist in offering a customized service once all the data has been gathered and entered into the database. Additionally, provide customers additional discounts if they frequently utilize Regency products and businesses.

Insufficient Marketing Budget: Prior to any major event, Premier Club consistently faces this challenge. having restricted reach and financial limitations that impede successful execution and audience engagement. Campaigns with little creativity may not have the same impact, and cost-cutting measures may result in lower-quality promotional materials.

Insufficient interactions with partners: The Premier Club's insufficient interaction with partners can have a number of detrimental effects, such as goal misalignment, which can lead to inefficient teamwork and lost chances. Teams may become confused and frustrated as a result of insufficient interaction that leads to misunderstanding about roles and responsibilities.

5.2 Recommendation

Some facts can assist the Premier Club of Dhaka Regency Hotel enhance their service and increase their revenue, even if they offer extremely valuable and efficient service and are reasonably priced in the market. The following are some suggestions:

- By promoting themselves more online, the regency will increase the likelihood of receiving new inquiries.
- With every outlet, Royalty may establish a brand image and provide exceptional service.
- By offering a minimum service charge and a motivator, the representative may receive a lot of support from the regency.
- The representative's daily concentration and control can produce excellent results.
- Only members are eligible for a select few outstanding services and amenities provided by the regency.
- In order to meet the desired revenue, the regency may raise promotion and other exceptional facility costs.
- Regularly losing employees may have an impact on achieving the goal and maintaining positive relationships with visitors in the long run.
- The company can gather feedback from tele sales and doing daily sales calls and follow up with them on a regular basis.
- To keep the database up to date and provide guests with convenient service, the hotel can provide desk laptops.
- The hotel might print additional fact sheets and distribute them to all guest.
- In front of the elevator, the hotel might install an LED TV and run regular promotional video.
- To attract in more guests, the hotel can add more recently renewed partners.
- Each outlets staff may receive training on the loyalty program and receive points for providing excellent customer care.
- The Premier Club may designate a specific individual to handle routine partner communications.
- Every three months, Premier Club can organize a partners' night.

Chapter 6

Conclusion

One of the major five-star hotels that offers visitors excellent services is the Dhaka Regency Hotel and Resort. Guests frequently get privileges in this hotel's diplomatic area. Another employee can gain more knowledge about Premier Club and its offerings by using the information provided here. An employee may benefit from a trainee's work in comprehending and effectively carrying out their job duties. The findings will be useful in determining the activities and events taking place in this club. Additionally, recognizing opportunities and converting problems into strengths could contribute to the club's sustainability and increased revenue. Though there are certain problems, the club is making a lot of effort to achieve their goal and generate revenue from each outlet. These can be resolved to create the most enrolment-selling club in Bangladesh's current hotels.

Chapter 7

Appendix



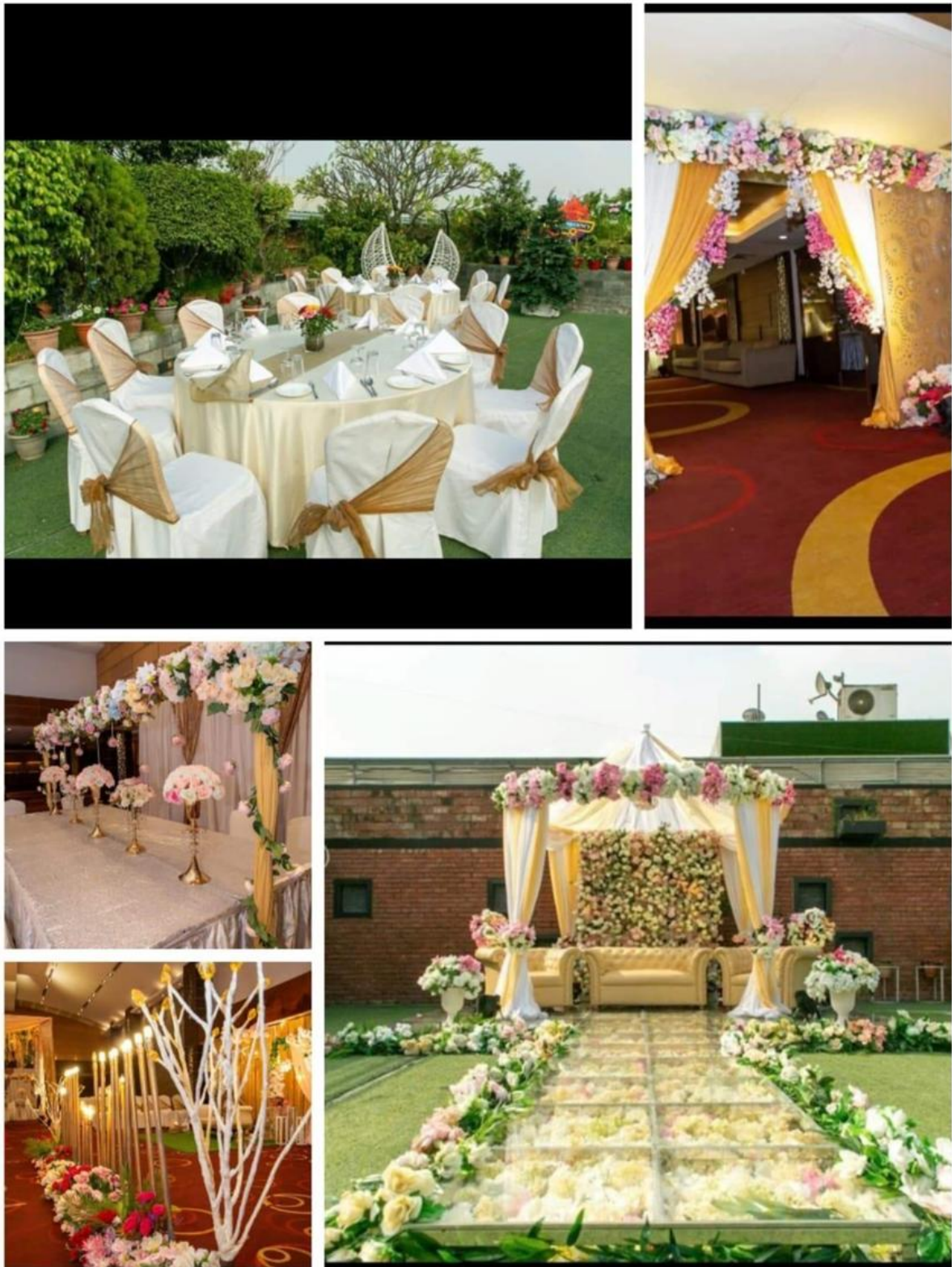
Appendix 01: 14 February Valentine's Day Festivities & Members' Exclusive Table.



Appendix 02:Opening Program for the Royal Lounge



Appendix 03: Christmas celebration and Bijoy children's contest



Appendix 04: A few locations for DR events



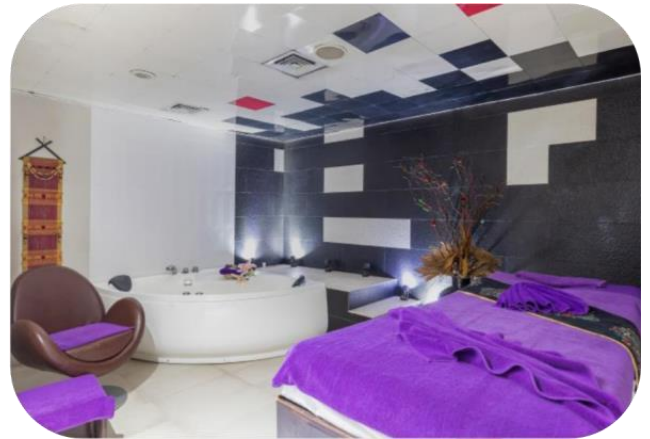
Appendix 05: Some Special Rooms for Guests



Appendix 06: Privilege Membership Cards



Private Dinning Room



Special Spa Room

New Member Payments Benefit Supplementary Card

Registration # 0000010500 ☒ Activate This Member

Card # 5004206P Reference # Md. Al-Amin(23)

Name MD. Woazidul Haque Sakib

Member Since 19/09/2024 Valid Date 31/10/2025

☒ Home Address ☐ Office Address

Mobile 01719592011

Email Sakib.wazid22@gmail.com

Birth Day 19/Sep/2024 Anniversary 19/Sep

Passport National ID

Remarks

Lead Package Royal (2)

Application Form Scan Copy of Form Available

Search

Search By?

☒ Card No. ☐ Registration # 5004206p

☐ Name ☐ Mobile

Find

Add New

Save

UpdateMember

PHOTO NOT

Upload



Appendix 07: HMS & Gift Vouchers

Chapter 8

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