



Internship Report

On

Sales strategies for guest retention in the hospitality industry: a study on DRHR

Submitted to

Mr. Mahbub

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Submitted

by

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Date of Submission:

Transmittal Letter

24th August 2024

Mr. Mahbub Parvez
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Subject: Internship report submission under the topic "A study on DRHR: Sales strategies for guest retention in the hospitality industry.'

Dear Sir,

As part of the BTHM program at Daffodil International University, I am thrilled to be demonstrating my dissertation, "Sales Approaches for Guest Loyalty in the Hospitality Industry: A Study on DRHR." This achievement represents a significant milestone in my academic journey. In accordance with my six-month internship in the sales department of the Dhaka Premier Hotel & Resort, this report was put together. This report has been composed in order to meet the apprenticeship program specifications set out by the company. This is actually what I was given.

I've given my full attention to this report, my workspace, where I obtained a lot of knowledge and loved collaborating with the organization. I anticipate finding the learning resources there beneficial for future study of similar types. I would be happy to provide any more details or address any queries you may have regarding this report whenever it would be convenient for you.

Warm regards,



Ashfak Mosen Efaz

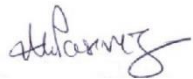
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A Document of Authorization

This is to attest that Ashfak Mosen Efaz, ID number 201-43-127, authored the report "Sales Approaches for Guest Acquisition in the Hotel Sector: An Analysis on DRHR." His 24-week internship at the sales department of the DRHR, which ran from August 13, 2023, to February 15, 2024, is the basis for this article. I oversaw the successful completion of his work experience and the related report. I found him to be reliable, diligent, and sincere in his efforts during this period. He has my best wishes for a successful career.

I hereby certify that I reviewed this report and believe it meets the quality criteria and requirements to achieve BTHM degree.

Signature



Mahbub Parvez

Associate Professor
Department of Tourism and Hospitality Management
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ACKNOWLEDGEMENT

I sincerely thank the following people for their efforts and assistance in getting this report completed successfully. I am deeply appreciative of those who demonstrated unwavering dedication throughout my internship program. The insights gained and the report itself is a testament to the collective efforts of many people.

First and foremost, I would like to express my sincere gratitude to Mr. Mahbub Parvez, an associate professor in the Daffodil International University Department of Hospitality and Tourism Management, who oversaw my internship. I am incredibly appreciative of him for his excellent and consistent supervision during my internship. His advice and assistance were crucial to finishing this work successfully.

Additionally, In addition to providing me with the priceless chance to finish my internship, the management of the DRHR deserves my gratitude for educating me about the practices and strategies employed in the high-end hotel industry. In particular, I am appreciative of the time and knowledge that Md. Mahmud Hassan (the director of Sales and Marketing), Md. Al Amin, and Kazi Shad Noor (Sales Managers), Md. Marufur (Assistant Manager, Catering Sales), Mr. Ariful Rahman (Senior Executive, Catering Sales), Dewan Farhan Masuk Era (Assistant Manager, PR and Communication), and Md. Tanvir Ahmed (Sales Executive) contributed generously. Their guidance and the various tasks they assigned me during the 24-week internship were instrumental in enriching my experience and understanding of the field.

For their unwavering cooperation and support during my time here, I would also like to express my gratitude to all of my coworkers..

Executive Synopsis

My six-month apprenticeship in the marketing and sales department of the DRHR served as the inspiration for this paper. I gained significant insights into the internal operations of a five-star hotel and the challenges that surround guest retention in the hospitality sector thanks to this hands-on experience. In the competitive hospitality sector, maintaining guest loyalty is crucial, as guests constantly seek exceptional experiences. By highlighting the hotel's offerings and services, the Sales team plays an essential role in encouraging repeat business. At DRHR, this department elevates the hotel's business through effective public relations and communication strategies, establishing a strong brand image and executing a well-defined promotional manual. Establishing relationships was the key objective that drives DRHR's Sales department. Maximize sales, and attract guests who return. The Sales team of the DRHR prioritizes building relationships in order to maximize revenue and encourage returning guests. The primary objectives of the Sales Department include building relationships, maximizing business opportunities, and encouraging repeat guests. Key strategies involve direct marketing to corporate clients, leveraging social media, and employing digital marketing techniques. Additionally, the department emphasizes a loyalty program, "Regular Member & Royal Member," which improves retention and fortifies customer relationships. The chance to do an apprenticeship in a prestigious five-star hotel was amazing. It enhanced my theoretical and practical skills, which will assist me launch a lucrative future profession.

A Summary of Contents

Transmittal Letter	i
A Document of Authorization	ii
Acknowledgment	iii
Executive Synopsis	iv

Sl. No	Topic Name	Page
Chapter -1	Introduction	1-5
1.1	Introduction	2
1.2	Background of the Study	2
1.3	Scope of the Study	3
1.4	Objective of the Study	3
1.5	Methodology	4
1.6	Limitations of the Study	5

Chapter –2	An Overview of the DRHR in Dhaka.	6-21
2.1	A Brief Overview of the DRHR	7
2.2	Background of DRHR	8
2.2.1-2	Mission and Vision	9
2.2.3	Organizational chart	9
2.3	Departments at DRHR that are in operations	10
2.4	The amenities and services provided by the DRHR	11
2.5	SWOT Analysis of DRHR	19

Chapter -3	Outline of Sales Department: Activities, Challenges, and Knowledge Gained.	22-38
3.1	Overview of the Sales Division	23
3.2	Operational network organogram of Sales department.	23
3.3	Wings of Sales Department	24
3.4	Approaches to Digital Marketing and Direct Sales	28
3.5	Coordination with other departments	35
3.6	Competitive Analysis	36
3.7	Activities Completed, Difficulties Faced, and Knowledge Gained.	39-44
3.8	Job description	40
3.9	Duties under taken and observed tasks in Sales Department	40
3.10	Academic Competence	43

Chapter- 4	Findings and Recommendations	45-50
4.1	Findings at DRHR	46
4.2	Recommendations	48
4.3	Conclusion	50
	Reference	51
	Appendix	53

List of Figures

Number	Description	Page No.
2.2	Information at a glance of DR	8
2.3	Dhaka Regency's departments of operation	10
2.4	Types of rooms and Published rate of DR	11
2.4.1	Amenities for conferences and other occasions at the DRHR	18
3.2	Departmental Organization Chart	23
3.6	Porter's Five Forces	37
4.4	Summary of the Internship Program	44

Chapter – 1

Introduction

1.1 Introduction

In any service company, but particularly in the hotel sector, customer satisfaction and retention are essential factors. The Sales department's initiatives propel hotel businesses with proactive mindsets to achieve client reliability. Bangladesh's first independently operated five-star hotel, DRHR has been operating for 15 years in Dhaka and is well-known for its repeating customer base. This repeat business has been possible to achieve by the integrated approaches of Sales department. Utilizing cutting-edge Sales strategies, the team's main objectives are to build relationships, increase revenue, and obtain the most promising potential clients in the area. Because currently digital media has become one of the effective viable ways for hotels to sell their rooms as the entire customer lifecycle has been transformed by the digital world. Along with these digital marketing approaches, direct sales or objectives for individual selling to establish a favorable, long-lasting bond between the salesman and his customer in order to increase sales which are consistent with the win-win concept. As the hospitality consumers are precisely critical to judge, it becomes the core responsibility of the Sales division to apply the perfect approach or strategy and grab the right target market. DRHR is more sophisticated to build relationship, make the most of business and get the finest business pitch. They select their every aspect of Sales very carefully to create emotional connection with the guests and ensuring the consistency with brand familiarity both offline and online. Digital marketing is now the most affordable way for bringing in fresh customers, construct a brand, and grow an audience of devoted patrons. In addition to digital marketing, direct sales along with individual selling make certain that an attachment is formed between the sales representative and the possible client. This report will focus on the aspects of the role of digital marketing to attract target market as well as it will emphasis on the importance of direct sales for increasing customer retention in hotel industry.

1.2 Background of the Study

For business and entrepreneurship graduates of the Bachelor of Tourism and Hospitality Management program at Daffodil International University who have completed the required coursework and would like to obtain experience in the real-world application of the concepts included in the program's curriculum, an internship opportunity has been created. In writing this paper, the instructions given by the Associate Professor, Mr. Mahbub Parvez were strictly adhered to.

(THM), in order to meet the course conditions. The BTHM program required the

completion of this paper, which was titled "Sales tactics to promote maintaining guests in the hospitality industry; a study on DRHR." Following my successful completion of all 124 courses needed to earn the Bachelor of Tourism and Hospitality Management degree at Daffodil International University, I was moved to the DRHR to complete my trainee internship. At the DR, I was an apprentice in the sales division.

1.3 Scope of the Study

This report's prospective contribution is on how digital marketing strategies and direct sales impact the hotel industry's ability to keep returning customers. The Sales department specifics provided in this study will help shed light on the necessity of striking a balance between offline and online sales tactics in order to build a loyal consumer base. In addition, it has given a clear image of how effective Sales are and how well-liked they are by both new and returning customers. On the other hand, because a large amount of the information in this report is confidential and cannot be shared with any other parties, its scope is restricted to the DRHR. Since the report is primarily based on actual observations, I was able to connect my theoretical knowledge to real-world scenarios in the context of the hotel sector. Thus, this paper presents a true face of fiction alongside actual facts on Sales initiatives in the hospitality sector.

1.4 Objectives of the Study

1.4.1 Broad Objective

In order to increase repeat business at the DRHR, the study's primary goal is to deepen understanding of direct sales tactics and loyalty programs on social media as well as digital channels.

1.4.2 Specific Objectives

- To gather important data regarding the DRHR's sales and marketing department's operational procedures.
- To talk about the advantages and disadvantages of the various digital marketing platforms and direct sales strategies employed by DR in attempting to increase client retention..
- To ascertain the relationship between the S&M department and a different division.

1.5 Methodology of the Study

• Type of Report

The descriptive study focuses on the digital marketing and sales strategies of the DR. Every piece of information is obtained through research, employment, firsthand observation, in-person interviews, and hands-on learning.

• Data Source

This study's primary source of data was the practical experience obtained during a six-month sales internship at the DRHR. Personal meetings with key officials, including the Director of Sales & Marketing and other management personnel, contributed to the insights by providing personal accounts of the hotel's guest retention and sales approach.

• Method of data collection

✓ Primary Sources

- Practical knowledge gained during a six-month sales internship at the DRHR.
- In-person meetings with key personnel, including the director of sales and marketing, manager of public relations, manager of guest relations, sales executive, manager of catering sales, and other staff members.

✓ Secondary Sources

- Information and documents from senior coworkers and the user's supervisor.
- The DR's official website.
- Fact sheets, prospectuses, and company flyers detailing the hotel's offerings and marketing strategies.
- Guest evaluations on websites, social media, and online booking platforms.
- Articles and media coverage on Dhaka Regency in print and other mass media.
- URL links and resources from reputable five-star hotels in Bangladesh for comparative analysis

1.6 Limitations of the Study

Writing an analysis on the topic is not a simple process. The following are some problems and restrictions that were found when this report was being written:

- Information regarding competitions with other hotel brands is not made public, and interns have fewer opportunities to learn about sensitive information.
- Limited access to S&M report releases.
- Strict privacy with relation to revenue data.
- Not getting much chance to interview guests.
- Difficult to have the sufficient knowledge and understanding in a short period of time.
- All information is not available in official website and social media platform.

Chapter – 2

An Overview of the Dhaka Regency Hotel & Resort.

2.1 A Brief Overview of the Dhaka Regency Hotel and Resort

Located Airport Road in Nikunja 2, the magnificent Dhaka Regency is a modern business-class hotel in a prominent location. The DRHR is in a prime location to lure in and target the consumer segment who utilizes lodging facilities the most. The Banani and Gulshan Commercial Areas are between ten and fifteen minutes distant by car, and Hazrat Shahjalal International Airport is just three minutes away by car. The Baridhara Diplomatic Zone is just around the corner. Because of its closeness to the commercial areas of Tongi and Export and Processing Zone (EPZ), that contain Bangladesh's ready-made garment (RMG) industry and attract the majority of visitors who come to the nation, the hotel's position is made even more appealing.

This 15-story, approximately 250,000-square-foot hotel featuring classical architecture has a 15,000-square-foot parking lot. To make guests' stays quicker, there are 221 exquisite suites and guest rooms with a perfect mix of luxury and elegance. Each room and suite has been elegantly furnished with every thought for our guests' comfort, and includes features like individually controlled air conditioning, satellite television, minibars, hair dryers, free Wi-Fi, personal electronic safety kits, and an array of lavish restroom amenities. With an extensive selection of hotel and suite categories to meet every guest's exclusive demands, In addition, the hotel offers complimentary buffet breakfast for everyone staying in rooms, entrance to a modern fitness center and rooftop pool, laundry facilities, and continuously room service.

Previously the Regency Elite levels on Levels 11 and 12, the club levels now house 61 of our hotel's most exquisitely furnished guest rooms and suites. The Presidential Suite is one of them; it is over 1,675 square feet in size. Level 11's Executive Club Lounge, which offers club floor visitors private check-in and check-out, is one of these floors' features. Those who reserve a room on the club level also receive free local calls, free shoe polishing, free laundry for a maximum of three loads a day, and free limo service to and from the airport. Additionally, guests can take pleasure in a price reduction of 15% at Juvenex Spa & Salon, a price reduction of 30% on all Business Center services, and a 15% discount on limousine services.

2.2 Background of DRHR

One of Dhaka City's finest business class hotels is the DRHR. The experience at the Dhaka Regency Hotel started in May 2005. A combination of Bangladeshi and British investors is initiating the project. After completing the required paperwork, construction on the building started in June 2005. The project took about two years to complete. The director body appoints the management body in the interim. By December of the following year, the first employment process was completed, and in January of 2007, the training program got begun. The pre-opening team was ready by then. With the exception of a few minor details, the hotel was also prepared. In April 2007, the trial launch eventually occurred. It's more than a time frame for their adventure, though. They renovated their property with a stunning ornamentation a few years ago.

YEAR OF ESTABLISHMENT	2007
TYPE OF HOTEL	5 Star Business Hotels
GROUP	British Bangladesh Group
ADDRESS	Airport road, Nikunja 2 Dhaka-1229.
TELEPHONE	+88 02 8913912
E-MAIL	info@dhakaregency.com
TRANSPORT	Transportation time to the airport: 1 km, 3 min
ACCOMODATION	221 Guest rooms
LOCATION	The hotel next to the international airport in the city. The closest to Gazipur, the Tongi & Ashulia Industrial Zone, and the Baridhara Diplomatic Zone are also included.

Figure 2.2: Information at a glance of DR

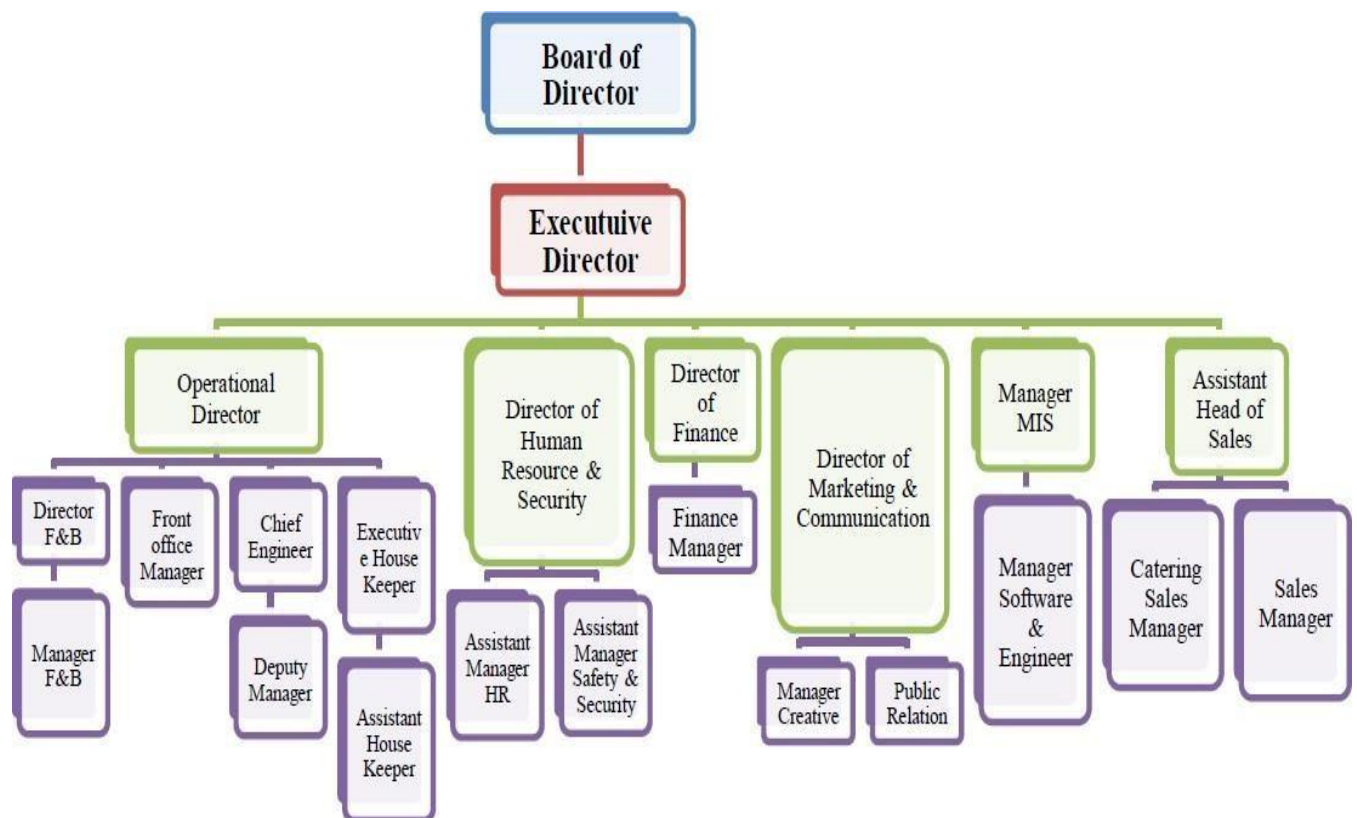
2.2.1 Mission of DRHR

The goal of DR is to surpass their guests' expectations. Motivate their colleagues and provide exceptional financial outcomes to individuals entrusted with asset management.

2.2.2 Vision of DRHR

The goal of the DR is to become a world-class, well-known hotel known for its superior products and services.

2.2.3 Organizational chart of DRHR



2.3 Departments at DRHR that are in operations

To operate efficiently, the Dhaka Regency Hotel has ten departments in total. Providing the greatest services and accommodations to the guests is the shared goal of all these departments. Because a single the department that failure might have detrimental effects on other sub-departments and result in lost business, these departments are interdependent. The following lists the "DRHR's" operational departments:

Serial No.	Department
1.	Front Office
2.	Sales department
3.	Food and beverage service
4.	Food and beverage production
5.	Engineering and Maintenance department
6.	Housekeeping department
7.	Security department
8.	MIS department
9.	Finance and Accounting department
10.	Human resources department

Figure 2.3: The Dhaka Regency's departments of operation

2.3.1 The amenities and services provided by the DRHR Accommodation

Their 221 suites and guest rooms have all been painstakingly designed with their guests' comfort in mind. A range of accommodation classifications are offered in order to accommodate the distinct needs of each of these distinguished visitors.

Their accommodations come with the following amenities:

- The central air conditioner
- TV via satellite
- Hair dryer and bathrobe
- Direct Dialing Abroad
- Mini Bar
- Digital Security
- Round-the-clock room service

Room Type	Published Rate*
Standard	USD 180 ++
Luxury Deluxe	USD 260 ++
Deluxe Supreme	USD 320 ++
Executive Suite	USD 420 ++
Regency Premium	USD 360 ++
Regency Studio	USD 335 ++
Royal Suite	USD 920 ++
Presidential Suite	USD 1250++

Figure.2.4 Varieties of guestrooms and the DR's published rate

Every one of their 221 suites and guest rooms has been meticulously furnished with our guests' convenience in mind. They provide a wide variety of room types so they can meet the specific requirements of each of our esteemed visitors.

2.3.2 Dining Facilities

- **Grandiose Restaurant**



Our all-day eating establishment, Grandiose Restaurant, offers a variety of world cuisines to patrons, including breakfast, lunch, and supper buffets as well as an à la carte menu including carefully chosen gourmet favorites.

LEVEL 06

Open Daily | 06:30 - 23:30

Buffet Breakfast | 06:30 - 11:30

Buffet Lunch | 1:00 - 17:30

Buffet Dinner | 18:00 - 23:30

Seating | 200 Guests

- **Grill on the Skyline**



Amidst the smoky aroma of gourmet treats, a canopy of stars overhead, and an unhindered view of Dhaka City and the airport runway, visitors dining in our distinctive rooftop restaurant GRILL ON THE SKYLINE transform evenings into memorable experiences.

ROOFTOP

Open Daily | 16:30 - 23:30

Seating | 150 Pax

- **Comfee Lounge**



In a laid-back setting reminiscent of meet-and-greets, Comfee Lounge offers the perfect solution for any craving, be it coffee, chai, sweets, or conversation.

LEVEL 05

Open Daily | 06:00 - 24:00

Seating | 40 Guests

- **Club 13**



Evenings glitter, whether you choose vibrant cocktails or simple aperitifs at Club 13, the biggest bar in the city.

LEVEL 13

Open Daily | 16:00 - 2:00

Seating | 150 Guests

- **Bubble Flavor Lounge**



The most well-known shisha venue in the nation, Bubble Flavor Lounge, is filled with the effervescent aroma of expertly blended flavored hookahs. Furthermore, its varied menu readily satisfies cravings for both snacks and full meals, whether it is daytime or late at night.

LEVEL 06

Open Daily | 24 Hours

2.3.3 Featured services

- **Juvenex Spa & Salon**



With five thousand square feet of space on Level 13, Juvenex Spa & Salon offers a stunning aerial view of the city and the runway of Hazrat Shahjalal International Airport, making it the largest private wellness center in the nation. It replicates the calm sophistication and meticulous attention to detail found in modern Thai spas.

LEVEL 13

Open Daily | 10:00 - 11:00

- **DR Fitness**



The cutting-edge health club DR Fitness provides both members and visitors with a multi-gym with a sauna, steam room, and personal fitness instructors to guide and inspire conditioning exercises that will make you feel stronger and healthier.

LEVEL 13

Open Daily | 06:30 - 24:00

- **Swimming Pool**



Our rooftop pool guarantees guests a moment of pure relaxation, whether they choose to keep themselves cool down by taking a refreshing dip or just relax outside.

ROOFTOP

Open Daily | 06:30 – 23:30

2.4.3 Meeting and Event facilities

The staff of banquet and catering experts is always available to assist clients in organizing and carrying out distinctive and captivating events, whether they are social or business-related. The hotel has been designed to accommodate gatherings of all kinds and features more than eight locations with 1,100 to 10,000 square feet of space, including a rooftop garden dining for lively events..



Celebration Hall



Grand Summit-3



Rendezvous Lounge



My Lounge



Grill on the Skyline



Grand Summit-1

2.4 DRHR's SWOT analysis

The SWOT analysis is a strategic planning method that assesses an organization's exterior possibilities and threats in addition to its internal strengths and weaknesses. A SWOT analysis must have a well-defined goal. It is an instrument that a company can employ to achieve its goal or figure out how to stay afloat in a market that is extremely competitive. It assists a company or commercial venture in defending its current stance and making decisions about the future, including how to contend with existing competitors. Strength: Internal element that bring some advantages over the existing competitor.

- Weakness: Internal element that bring some disadvantages over the existing competitor.
- Opportunities: An outside factor that contributes to a large profit or increased sales.
- Threat: An outside factor that interferes with the operation of the business

Strength of the DRHR

- Location: The second-closest business hotel to Hazrat Shahjalal International Airport is the Dhaka Regency. The airport may be reached by car in three minutes.
- Premier Club Member: Membership in the Dhaka Regency club is very well-liked. Thus, in addition to the foreign visitors, they have a large number of local guests.
- Independent Brand Image: Since Dhaka Regency is not a part of any global chain, it is an independent brand. It still has a high brand value after all these years.
- Excellent Outlets: Every Dhaka Regency location is up to par. In particular, Dhaka Regency's Club 13 is the biggest bar in the city. In Dhaka City, exercising is also quite well-liked and resourceful. With their stunning appearance, other establishments are also offering top-notch service.

- Excellent service: The management of the Dhaka Regency hotel consistently strives to give its guests first-rate service. They don't cut corners on their services.

Weakness of the DRHR

- Lack of dedicated hotel Building: The Dhaka Regency building is not entirely devoted to the hotel. For this reason, the hotel begins on the fifth floor of the structure. For that reason, guests can become confused at times.
- Doesn't belong to any international Chain: Dhaka Regency's two closest rivals are the Le Meridian and Radisson Blu hotels, both of which are part of the most well-known chains.
- HMS: All around the world, five-star hotels use PMS OPERA, but they also use HMS, a proprietary PMS.
- Shuttle and limo service are not enough: Sometimes hotel's limo and shuttle service is not enough because of vehicle shortage.
- Professional behavior: Because certain staff members lack professional training or education, it is difficult to adequately assure professional behavior.

Opportunities of DRHR

Every business should think about all the positive outside factors that could improve performance or help it endure in a competitive market. Organizations need to look at every possibilities connected to improvement. The Dhaka Regency Hotel offers the following opportunities:

- They are renovating their house and making the interior beautiful, which is a great way to increase the number of guests.
- To residents, it's a prestigious local brand.
- Expanding MICE industry in Dhaka.
- Guests always seek to make reservations in hotels close to the airport.

Threats of DRHR

Due to Dhaka's flourishing economy, a large number of foreign visitors are coming to the city for various purposes. As a result, the market is growing rapidly. While it is good to have international guests, there is a new danger that also comes with them. These risks need to be handled seriously if one wants to remain viable in the market. Several dangers to the Dhaka Regency hotel –

- There currently exist sufficient five-star hotels in the market to provide intense rivalry. Once again, new companies are emerging with cutting-edge products and services. The Dhaka Regency Hotel faces serious worries from new entrants. In order to remain profitable, they must expand the variety of services they offer and enhance the level of personalization of those services.
- The Dhaka Regency Hotel is also seriously at risk from traffic congestion. Sometimes it takes forty to sixty minutes to get to the airport because of the terrible traffic jams. Again, because of the traffic, those who come to Dhaka to work are reluctant to stay.
- The nearest five-star hotels nearby Dhaka Regency, a local brand, are Le Meridian and Radisson Blu. Owing to their substantial properties and powerful brands, these two big fish usually take advantage of the opportunity to attend upscale events such as conferences and business meetings.
- Bangladesh has witnessed severe challenges during the political unrest of 2024, especially around the election period. Every sector of the country faced negative impacts, with the travel and tourism sector, including the hotel industry, airline industry, and transport industry, suffering the most. Political unrests are not new, and experts predict that future disruptions could be even more damaging. The losses faced by the hotel industry might take 4months to recover. It is crucial to consider the risks posed by such instability.

Chapter – 3

Sales and Marketing Approaches to Retain Guests in DR.

3.1 Overview of the Sales Division

The sales crew is in charge of pitching prospective clients on hotel rooms and other services. Establishing a perception of what it sells in the eyes of customers is the primary duty of the sales division. The DR sales crew is among the most motivated to compete with the other companies in the market. A number of departmental initiatives have helped the DR become known as the city's friendliest hotel.

3.2 The Sales department's operational network organogram.

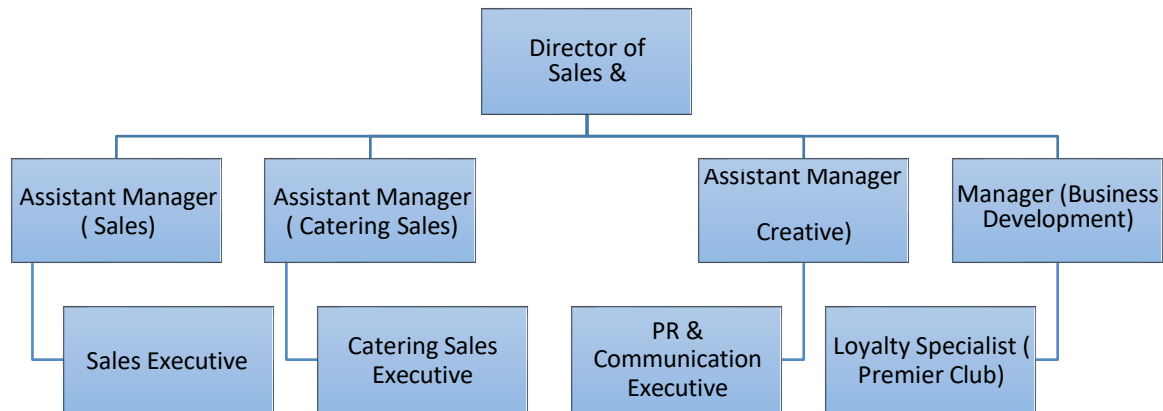


Figure: 3.2. Departmental Organization Chart

3.3 Wings of Sales Department

One of the two separate wings that comprise the DR marketing and sales unit is under the executive assistant manager's jurisdiction. These wings include marketing, sales, and public relations.

Sales Wing:

The sales team in this hotel is in charge of optimizing income by creating different strategies to boost occupancy and make profitable use of the accommodation, conference, and recreational amenities. They stay aware of the variables that affect the hotel sector and acquire an extensive understanding of the requirements and perspectives of their hotel's present and prospective clientele. Together with other hotel employees, they are in charge of organizing marketing and promotional campaigns that fulfill patron needs and make certain that guests enjoy their stay and the amenities.

Marketing and Public Relations wing:

Two members of the marketing wing oversee the public relations and marketing wing operations of DR. Through a variety of planning techniques, they clarify the role of anxiety management in serving the public interest, assist management in handling challenges or problems, and assist management in staying cognizant of and sensitive to public opinion. They also assist the organization and its audiences in creating and preserving channels of understanding, cooperation, communication, and acceptance. Additionally, the marketing division is essential to the hotel's operations and goal-achieving. Through the creation and organization of all company-related materials, it serves as the public face of the business. Establishing a favorable overall impression that represents the business to prospective consumers, investors, clients, and/or the community is their responsibility.

3.3.1 Sale's operational activities

The business's profitability is greatly affected by the sales segment. The DRHR's sales team works extremely hard to win over new clients and key markets from rival hotels because there is fierce rivalry in the industry and five-star hotels are doing everything in their power to take their share of the market. These represent a few basic functional tasks which drive up sales.

- ✓ Coming up with fresh concepts for business packages, lodging, incentives for customers, and other promotional and sales tasks to rival similar companies
- ✓ Visit various federal departments and other businesses to determine if any might be interested in cooperating with you by promoting updated corporate rates, special amenities, and discounts.
- ✓ Acquiring new accounts and merging existing ones, with an emphasis on attracting customers from competing establishments by providing them with superior and unique services, adaptations, and savings.
- ✓ Support the management team and DR Corporate Sales Team to acquire important accounts. Plans that specify objectives, due dates, and sales.
- ✓ Bringing other departments' operations and processes related to the marketing/sales function into coordination
- ✓ Take care of reservations for guests made via direct phone calls or emails with efficiency, giving group and extended stay business precedence.
- ✓ Speaking with people who are not hotel employees, such as business owners, managers, and associates; the media; advertising agencies; customers; ministries; the tourism board; airlines; travel agencies; tour operators; competitors; and other members of the municipality and business community.
- ✓ Set targets & communicate it with all sales associates to ensure that they meet the goals of the sales plan.
- ✓ Need to be fully acquainted with their own software named HMS for internal and industry related activities.
- ✓ Ensuring that all details of accounts are kept up to date and accurate within HMS, regular review them.

- ✓ Establishing a marketing and sales strategy that precisely translates the company's objectives and makes use of this information to interact with the team and refocus on its own endeavors
- ✓ Establish guidelines and policies to make it easier to execute them in all areas including account management, reservations, sales associate activity monitoring, account tracking, etc. Ensure that all rules and regulations are well documented in the sales procedure handbook, and that it is updated as needed.
- ✓ Organizing the work and functions of marketing and sales staff, including public relations and marketing.
- ✓ Ensure monthly reviews of total department, productivity verses goal and analysis of each sales person is produced accurately and on a timely manner for use by the sales associates.
- ✓ Weekly meetings including the entire Sales team.
- ✓ Boost and achieve the productivity of every salesperson by following a weekly, every month, and yearly action plan framework.
- ✓ To ensure that business objectives are achieved, perform research on and put into practice best practices selling strategies and processes at every staff level.
- ✓ Conduct research and put best practices selling techniques and protocols into place at every team level to guarantee that business goals are fulfilled.
- ✓ To assure that business objectives are met, all team members must agree on, establish, and put into effect Best Practices selling tactics and procedures..
- ✓ Consistently apply professional account qualification techniques to ascertain client goals, gauge financial requirements, assess flexibility, and gather competitive data.

3.3.2 Functional activities of Marketing and Public Relations

The marketing department is responsible for carrying out every task that DR assigns them. They are solely responsible for interacting with customers by presenting the brand's values and offering them affordable services. Nonetheless, PR's objective is to

Sustain positive interactions with the objective of enhancing all facilities, services, employee attitudes, and customer personal attitudes.

These functions are described below:

- ✓ Carrying out market and consumer research. Target markets, opportunities, and consumer perceptions of the goods and services are all aided by research.
- ✓ Oversee the creation, implementation, and oversight of all advertising and promotional efforts for various events.
- ✓ In order to interact with guests and acquire insight into their needs, it is necessary to manage all social media platforms and guest review sites.
- ✓ Creating promotional & advertising materials that emphasize and describe important products and services; these should be updated if the products and services change.
- ✓ Preserving a forward-thinking vision strategy, developing rules for the hotel's place in the industry, and directing operations and other business divisions in accordance with those standards.
- ✓ Creating material for websites using SEO techniques and in charge of maintaining up-to-date information on websites.
- ✓ Keep Maintain a year-round strategy that accommodates the hotel's business plan and the requirements of its numerous departments. Additionally, keep a close eye on advertising and promotion costs in relation to the budget.
- ✓ Through regular market monitoring, keep the team informed about competitors' advertising and promotional efforts.
- ✓ Make sure that innovative marketing is done at a fair price by working closely with the assigned advertising agency and other vendors on above- and below-the-line advertising initiatives..
- ✓ To stay positive in the market and create commercial chances, consider collaborating on joint promotional campaigns with certain banks, credit card firms, and publications.
- ✓ Send out invitations to business clients on noteworthy occasions and update internal visitors on activities and events at the hotel.
- ✓ Create, organize, and oversee all public relations initiatives, such as press release and brief writing, key message development, speeches, and presentation preparation.

- ✓ Foreseeing, recognizing, assessing, and reacting to matters of public policy that impact organizations associated with their respective publics.
- ✓ Arranging press releases to be distributed to prominent newspapers and publications in order to guarantee that the hotel receives the proper exposure
- ✓ Broadcasting media releases, general media relations efforts, in-house marketing, and internal events to raise awareness of the hotel and company activities.
- ✓ Getting ready to submit media and advertising campaigns to the Salesmanager in order to actively market the property.
- ✓ A specialist area of public relations called lobbying establishes and preserves connections with the government in an effort to influence laws and regulations.
- ✓ Writing press releases that will be distributed to prominent newspapers and publications in order to guarantee that the hotel receives the proper exposure.
- ✓ Highlight the positives of the future to visitors and inform them of any potential annoyances, such as ongoing maintenance.
- ✓ Crisis communication: sustain close relationships with influential media figures in order to foresee and oversee a plan for resolving problems or seizing unforeseen possibilities.
- ✓ Monitor and evaluate marketing campaign efficacy and return on investment on a regular basis.
- ✓ Represent Serve as the hotel's main point of contact and spokesperson for local and international media relations.

3.4 Approaches to Digital Marketing and Direct Sales

3.4.1 Strategic approaches for direct sales

The sales department is responsible for the majority of hotel room sales. As such, they must maintain cordial relationships with new as well as current corporate customers. DR'S sales team employs various strategies to reach out to prospective clients and generate income..

✓ Sales Call:

To attract new customers, it is the main tactic employed in personal selling. The everyday task of making sales calls to different clients falls to the sales managers of this hotel. The director of Sales is frequently informed about deals by each salesperson based on their weekly sales strategy. Through a sales call, they might

Talk over the existing corporate price and possible perks with the opposite party. Building a relationship between the salesperson and the organization is crucial, even though a sales call cannot always ensure business. Salespeople can more effectively adjust their prices and packages when they are aware of the needs and budgets of their corporate clients. In an effort to increase revenue, the majority of sales managers at the DRHR pursue group business or long-term stay guests.

✓ **Tele Sales:**

Telemarketing is a method of direct marketing in which, a salesperson implores prospective customers to buy services, over the phone. Every day, the DR sales team members conduct tele sales, much like sales calls, with the specific goal of informing potential customers about rates and other deals. At the end of the day, they make a list of the calls they made that day and talk with the director of sales about any prospective opportunities. This aids in accelerating the sales process and reaching clients both domestically and abroad. In order to speed up sales cycles and payment confirmation, In order to make payments, credit card information is usually obtained over the phone.

✓ **In House Meeting:**

Meetings are held at the homes of most walk-in clients. A "walk-in" customer is someone who shows up at a hotel to browse the accommodations and speak with the salesperson without making any reservations beforehand. Most walk-in customers inquire about apartment costs and amenities. Within five minutes of entering the foyer, salespeople greet and assist customers. If a client visits during business hours, the front desk informs the sales department that they would want to talk with a possible business partner. The salesperson talks to the customers as they walk by and records all of their needs. They try to offer corporate prices & sign an agreement for group business when they find a possible lead. And arrange for them. One excellent way to put customers at ease is to show them the rooms and other facilities that are available. There's also a great opportunity for upselling.

✓ **Client Entertainment:**

Before a customer signs a business contract, a salesman might provide them lunch, dinner, or a free hotel stay. As a sales strategy before closing any potential deals, a salesperson presents these goods to customers. Customers can highlight the amenities of DRHR with this particular method, which makes it very effective. But sometimes a salesperson has to provide food, like cakes and cookies, to visitors who are staying at a different hotel. The maximum amount of enjoyment a salesman may offer to a consumer is limited. They have to complete an application with details about the firm, the guest, the purpose of the entertainment, the cost, etc. in order to accomplish this.

✓ **Discount vouchers and Gifts:**

For their regular guests, the directors of Sale often bring gifts, such as cake, flowers, biscuits, etc. They regularly provide discount coupons to prospective bookers in an effort to draw in more business. Furthermore, they plan a parting celebration for a long-term visitor and bring birthday cakes and cards to hotel patrons during their stay. They also make welcome banners for big events, airline staff, and other business guests. It makes communication easier between the salesman and the client. This helps them draw in committed, loyal clients.

✓ **Arranging Contests and Food Festivals:**

And sometimes they collaborate with other companies or groups to jointly sponsor new tournaments to increase room sales. On the day of the children's art competition, they recently joined with NOVO Air, and as a consequence, they received two airline tickets from Dhaka to Cox's Bazar. As more individuals vie for the substantial prize, this significantly contributed to their clientele growth. Additionally, the food and beverage division's earnings are increased by the numerous food festivals they regularly host.

3.4.2 Techniques for digital marketing strategy

Promotions are now a vital component because of how easy it is to replicate services. In a market where service providers are essentially giving the same thing, this is crucial for drawing in customers. In our country's hospitality industry, DR is among the best 5star establishments. They are advertising themselves via their Sales department. Their primary goal in creating such a promotional strategy is to maintain good relationships with their current domestic and international clientele while also attracting additional through promotional activities. All promotional actions must adhere to a set of rigorous brand standards that are eventually authorized by the director of the marketing and sales team.

Their marketing initiatives are detailed below:

✓ **E-mail Blast:**

When new hotel products are prepared for launch, it is imperative to market them to the customer base. The concept and introduction of the new product are sent to the clients of the DRHR via email. Not informing them about fresh ideas or items will not inspire them to come back for another visit. Before any kind of event, including food festivals, fairs, sweepstakes, and about recent bargains, DR uses a master database to send emails to its attendees. Once a week, DR contacts its regular visitors to let them know about upcoming and current deals.

✓ **SMS Blast:**

Similar to an email blast, DR typically sends SMS messages to their most devoted and frequent guests before to any events. Through the messaging, the media and press personnel may also readily comprehend their activities and how those activities are being promoted by the media and press personnel.

✓ **Social Media Advertisement**

The prominent social media platforms, including Facebook, Twitter, Instagram, and their own websites, are all actively used by DRHR for social media marketing. Through social media site following, guests can learn about the offers and events that are now going on. In order to reach their target audience, they frequently update all the information on their personal Facebook page and promote key postings.

✓ **Advertising on Digital kiosk and Billboard:**

The majority of businesses utilize advertising, which is an extremely successful method of promotion, to sell their products or services. In addition to promoting its promotional ads on its massive digital billboard outside, additionally, the DRHR advertises on its digital kiosk screens, which are situated adjacent to the lobby and restaurant.

✓ **CRM via a variety of review websites:**

At the heart of successful hotel marketing is customer relationship management, which helps businesses operate more profitably by concentrating marketing efforts and forging stronger bonds with guests, groups, and corporate customers. More often than not, visitors want to be heard more than they want perfection. These days, guests may use internet reviews to feel heard, not only through surveys but also by having their ideas verified in person and taken into consideration during their stay. The Dhaka Regency's marketing team checks reviews from Booking.com, Facebook, Trip Advisor, and thrust to guarantee the highest degree of customer satisfaction.

✓ **Facebook:**

Reaching a wider audience within an identified market, age range, and interest is possible with Facebook's extensive reach. Reviews are addressed as soon as possible by the Dhaka Regency, with constant effort. When a service provider addresses their clients with consideration, they feel appreciated. Their motivation to provide reviews on social media platforms on their hotel experiences is enhanced. By analyzing these reviews, the hotel is better able to recognize areas for improvement while creating a strategy for advertising that will bring back those customers.

3.4.3 Using Tools for Offline Marketing

Offline marketing refers to the process of selling or promoting things through offline media and networks. Examples of offline marketing techniques were brochures, TV commercials, billboards, banners, newspaper ads, and so forth. Dhaka Regency employs offline marketing techniques in addition to digital media to reach prospective customers..

✓ **Printed Materials:**

Despite their somewhat outdated appearance, printed materials have countless applications. Visitors can learn a great deal about the service via printed materials in the entryway or guest rooms. This is true for booklets, flyers, bulletins, etc. To further inform their guests, DR provides fact sheets that include all the information about their products, deals, and services. For house guests, these printed items are more useful. This is an example of a DR fact sheet.

✓ **Press releases:**

The manager of consumer relations and public relations before any events of DRHR handles press releases. Every press release extends an invitation to the media, ensuring that their presence at the conference is guaranteed. Every department head is invited to press releases, and the general manager extends a vote of gratitude. Immediately following a press conference, press release copies are given to the media.

✓ **Media Coverage in Top Daily Newspapers:**

Attention from the media is a major worry for the hotel business. The media reports on significant announcements, sales, freebies, signing ceremonies for MOUs, and the debut of new hotel services. The DR's public relations manager gathers news articles from the morning's newspaper to bring to the meeting. Additionally, the hotel shared this publicity on its website and Facebook pages. Increased visibility, increased consumer confidence, and uniqueness from rival facilities are just a few benefits of the favorable PR.

✓ **Invitation card:**

Prospective customers receive invitation cards from the Sales team of DR prior to the organization of any food festival or event. Building positive relationships and informing them about the new service are beneficial. The Sales team gave out cards for the "KIDS ART COMPETITION event" to a few banks, international corporations, and media representatives. Due to this invitation, a large number of individuals attended the festival and voluntarily purchased the goods of their choice, generating a healthy profit for that particular month.

3.4.4 Dhaka Regency Loyalty Program- Premier Club:

Enhancing the culinary and recreational pleasures provided to visitors is the aim of the exclusive privilege program Dhaka Regency Premier Club. Premier club membership allows a member to do so in style, whether it's to catch up with friends and family over a delectable feast, impress a business associate with an opulent meal, or take a weekend break from the everyday grind. Regardless of whether they are traveling or staying at home, members are the first to learn about amazing deals and invites to exclusive events. They also reclaim the right to a privileged existence, which includes discounts on food, lodging, and leisure.

Premier Club is a great way to encourage guests not only to return to hotels, but also to try out new hotels and experiences. It is created for those that love to travel and embrace new experiences. The objective of Premier Club is to create loyal guests through recognizing loyalty differently, rewarding members with unique and memorable experiences.

There are two types of membership privilege program these are given below:

1. **Regular Membership:** Regular members who sign up for the Dhaka Regency Premier Club are eligible for 15 special gift certificates valued at over BDT 1, 50,000 in addition to preferential treatment at all DRHR amenities.
2. **Royal Membership:** Joining the Dhaka Regency Premier Club grants Royal Members exclusive access to all DRHR locations, along with 22 unique gift cards valued at over BDT 2, 10,000.

3.5 Coordination with other departments

Coordination with Front Office Department

Details regarding each visitor's visit, including their history, are sent to the Sales department via the front office. Data is gathered based on a number of variables, such as zip code, visitation frequency, corporate affiliation, specific needs, and housing reservations. It is crucial to deliver information to the sales teams in a thorough, accurate, and timely manner. The switchboard operator serves as a crucial conduit for communication between a salesperson and a prospective client in the sales industry. The advertising and marketing the department that personnel as well as the obligations of each position ought to be explained to all recently hired front desk employees by the manager of the front desk.

Coordination with Finance Department

The hotel's Sales staff is in charge of generating revenue, while the finance team is in charge of turning that revenue into cash. The sales department reviews the revenue budget that the finance team has created to determine its viability. The hotel financial team is mostly in charge of collecting money from various businesses. Additionally, they keep solid contacts with the various corporate offices, which simplify their task. For a better hotel operation, the Salesstaff and the financial team also keep a solid relationship going.

Coordination with the Food & Beverage Department

Working together closely is the F & B team and the Sales team. Inside the supply and refreshment division are the cooking teams as well as organizing workers. Sales personnel need to work together with the F&B department to ensure that guests are satisfied. When the hotel first opens, for example, the salesperson's rapport with the visitors is stronger. At that point, they might have asked the seller for anything in particular. The salesperson has the duty to notify the F&B staff in that case so that they can take the necessary action to optimize the satisfaction of the guests. To ensure that hotel services are enjoyable for visitors, the food and beverage staff is also essential.

Coordination with Banquet Team

The Sales team is solely in charge of generating business for banquet events. To ensure that the banquet crew is fully informed of any confirmed events, they must first be notified. The banquet team sets up their team members to ensure that the event runs smoothly. For the benefit of the guests, they also participate. In conclusion, the sales team and banquet crew collaborate closely to achieve a common objective.

3.6 Competitive Analysis:

One organization needs to comprehend the competitive factors in order to boost profitability. A valuable tool for comprehending the competitiveness of the corporate environment and determining the potential profitability of adopted strategies is Porter's Five Forces. This is helpful since it allows one to modify their approach in accordance with the dynamics in their industry that may affect their profitability. Here I will present the competitive analysis of DRHR by using this model:

Rivalries in Competition:

This component examines the quantity and caliber of rivals. The Westin Dhaka, Le Meridian Dhaka, Raddison Blu Water Garden, Intercontinental Dhaka, Aamari Dhaka, and others are among its rivals, according to the market share statistical analysis of Dhaka Regency. In terms of services, rivals provide more high-end goods and offerings than DR. Because other hotels, particularly the recently opened Le Meridian Dhaka near DR, can draw guests with dramatic price cuts and sophisticated marketing campaigns, there is fierce competition in this area. Additionally, suppliers and buyers in highly competitive marketplaces have the option of selecting another supplier if they believe DR doesn't give them an equitable enough deal.

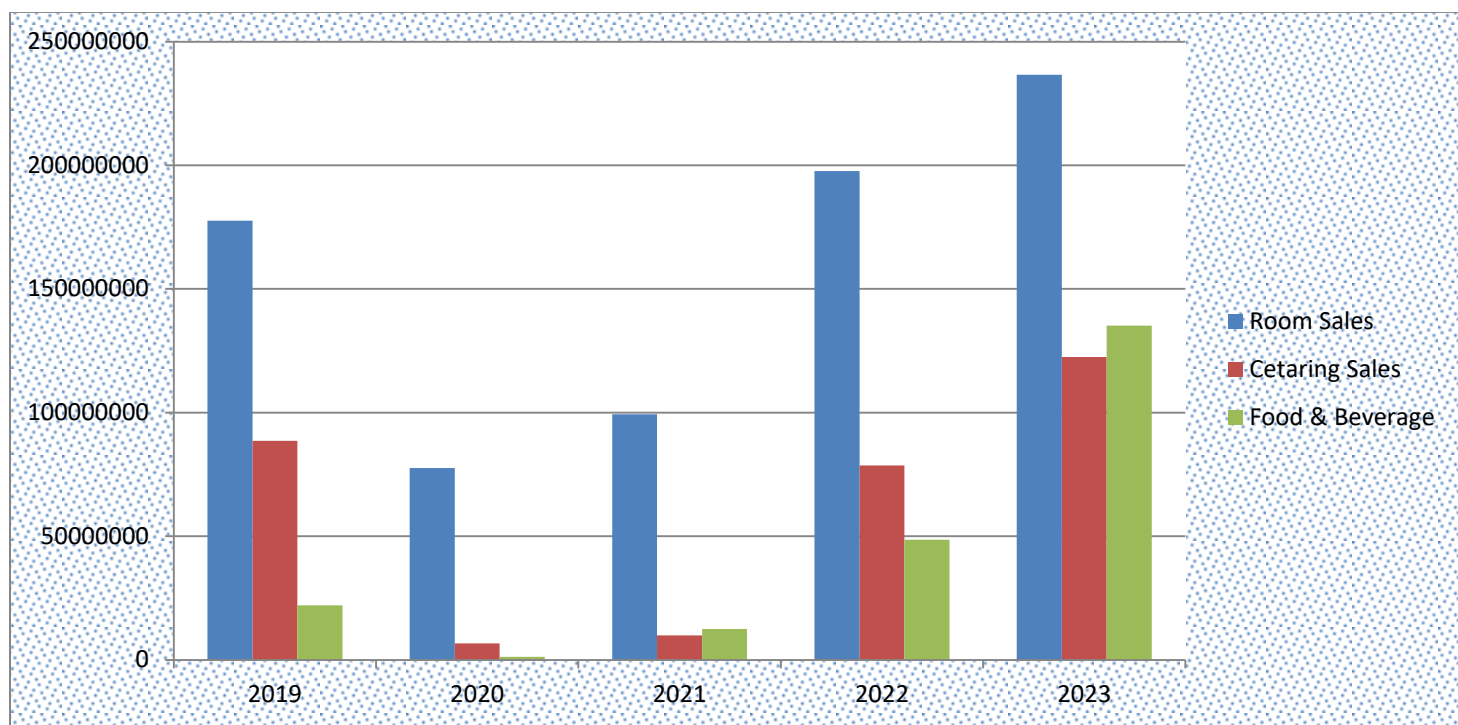


Figure: 3.6, Porter's Five Forces; Source: (Mindtools.com, 2019)

- **Supplier Power:** How simple it is for suppliers to raise their rates affects this variable. No matter how the competition develops, Dhaka Regency has potential vendors that can provide superior services and goods. Due to the fact that it is a privately held business, it receives additional benefits, making it a desirable location for suppliers.
- **Buyer Power:** The majority of the visitors to Dhaka Regency are locals who are devoted to them. They are dependent on a few important clients who bring in a lot of business. Le Meridian Dhaka is a new establishment, therefore because they are providing premium services; it has increased the power of buyers to negotiate with DR. Because customers will always seek out exceptional services, this could result in a significant loss of business.
- **Threats of Substitutes:** This element relates to the probability that buyers will discover an alternative method of discovering what DR is offering. It is concerning that so many

New boutique hotels and guest houses are opening. Although these boutique hotels are not officially listed in the five-star category, they still offer high-quality services at lower costs, which are drawing more long-term visitors.

3.7 Performance of sales department



3.7.1 Catering Sales Revenue 2023

	January	February	March	April	May	June	July	August	September	October	November	December	Total	Average per month
2022 Budget	9,886,263	3,717,549	5,240,951	3,773,392	6,037,727	5,660,089	5,811,023	5,660,089	6,037,427	6,792,106	9,056,142	10,942,838	78,615,596	6,551,300
2022 Actual	9,270,564	3,659,767	5,070,344	776,687	2,298,119	2,882,570	3,076,583	6,018,425	2,442,862	5,181,146	5,929,660	3,396,694	50,003,423	4,166,952
Variance BvSA	-6%	-2%	-3%	-79%	-62%	-49%	-47%	6%	-60%	-24%	-35%	-69%	-36%	-36%
2023V1 Budget	8,349,000	4,933,500	5,566,000	1,771,000	2,277,000	3,542,000	3,795,000	5,186,500	6,072,000	7,084,000	7,590,000	8,855,000	65,021,000	5,418,417
2023V2 Budget	8,855,000	5,086,500	6,751,000	2,157,000	2,530,000	4,281,000	4,038,000	5,945,500	5,166,000	6,385,000	7,520,000	11,285,000	70,000,000	5,833,333
Considering facts				Ramadan	Eid-ul-Fitr		Eid-ul-Adha							
	Wedding event, Corporate office Gatheing			Summer Season, Ramadan, Eid holiday			Rainy Season, Eid holiday			Political unrest, Election Year				
2022A vs 23V1	-10%	35%	10%	128%	-1%	23%	23%	-14%	149%	37%	28%	161%	30%	
2022A vs 23V2	-4%	39%	33%	178%	10%	49%	31%	-1%	111%	23%	27%	232%	40%	

3.7.2 Room Sales Revenue 2023

Room Revenue Budget for the year 2023

Rooms Details		January	February	March	April	May	June	July	August	September	October	November	December	Yearly Total	Average
Total Rooms Available		6851	6188	6851	6630	6851	6630	6851	6851	6630	6851	6630	6851	80665	6722
Actual Sold Room		2300	2150	2050	1650	2000	1950	2100	2250	2350	2400	2100	2000	25300	2108
Per Day Room Sold		74	77	66	55	65	65	68	73	78	77	70	65	69	69
% of Room Occupied		33.57%	34.74%	29.92%	24.89%	29.19%	29.41%	30.65%	32.84%	35.44%	35.03%	31.67%	29.19%	31.36%	31.36%
ARR (Exclusive)		77	77	77	75	77	77	77	77	77	77	77	77	77	77
Expected Total Room Revenue	USD	177,100	165,550	157,850	123,750	154,000	150,150	161,700	173,250	180,950	184,800	161,700	154,000	1,944,800	162,067
	BDT*	19,481,000	18,210,500	17,363,500	13,612,500	16,940,000	16,516,500	17,787,000	19,057,500	19,904,500	20,328,000	17,787,000	16,940,000	213,928,000	12,965,333

3.7.3 Restaurant Sale Revenue 2023

	January	February	March	April	May	June	July	August	September	October	November	December	Total	Average per month
2022 Budget	2,886,263	1,717,549	3,240,951	1,773,392	2,037,727	1,660,089	15,811,023	2,660,089	3,037,427	2,792,106	3,056,142	3,942,838	22,615,596	2,551,300
2022 Actual	2,270,564	1,659,767	3,070,344	776,687	1,298,119	882,570	976,583	2,818,425	1,442,862	1,181,146	1,929,660	996,694	19,003,423	1,866,952
Variance BvsA	-6%	-2%	-3%	-79%	-42%	-49%	-37%	6%	-60%	-24%	-35%	-69%	-36%	-36%

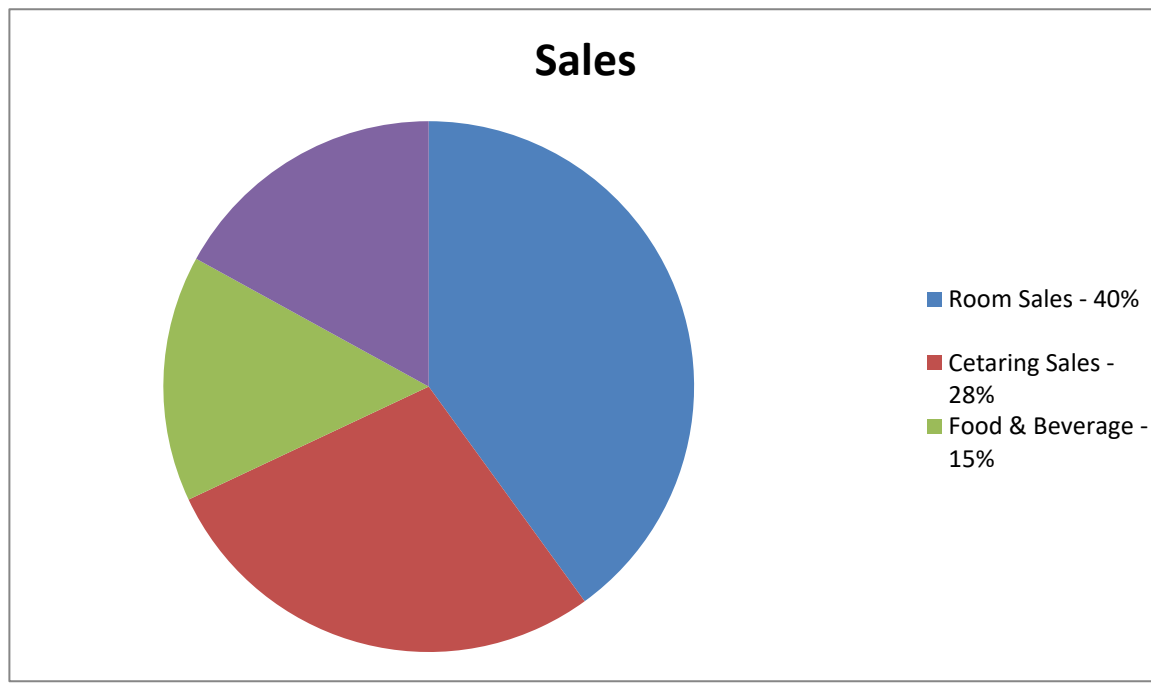
3.8 Team Development –

- The team at DRHR has steadily developed over time.
- To guarantee the highest possible service quality, the workforce has grown dramatically.
- The hotel maintains one of the lowest turnover rates in the industry, reflecting a stable and motivated workforce.

3.9 Training And Development-

- Skill Development Workshops
- Leadership Training
- Cross-Departmental Training
- Customer Service Excellence Programs
- Compliance and Safety Training
- Sales Pressure handling Workshop

3.10 Over All Sales Contribution In Total Revenue



Chapter –4

Challenges, Findings, Recommendations & Conclusion.

4.1 Challenges during the internship period

It can be difficult for students to transition from academic study to the corporate sector, and I experienced this myself when I began my industrial placement. Following are a few of these:

- There were less opportunities for cross-training with different departments.
- Because they are hesitant to ask their supervisors questions, interns may feel under pressure to be self-reliant and independent.
- Often, because of the performance of the interns, hotel permanent staff feels insecure about their jobs; as a result, they rarely cooperate with the trainees and guide them properly.
- Inadequate internship opportunities, trained supervisors, and additional resources.
- Because of the intense workload, interns occasionally work on the weekends as well, which demotivates them for their internship placement.
- The interns' tasks weren't properly distributed.

4.2 Findings at DRHR

Following are some findings

- ✓ Dhaka Regency's official website needs updated content, including the addition of the new bar, "Club 13," to its outlet list.
- ✓ Dhaka Regency's 12.5% service charge and 15% VAT suggest premium service and foods, but limited buffet options and lower quality push guests to seek alternatives.
- ✓ The lengthy approval process with the finance department delays promotional campaigns, leading to limited budget for creative marketing initiatives..
- ✓ Even though Dhaka Regency aims to provide great service in a quiet and clean setting, failing to answer calls quickly and taking too long at check-in can hurt customer trust and relationships.
- ✓ Employees at Dhaka Regency often feel uncomfortable asking guests for reviews after their stay or meal. For instance, when a guest checks out, staff may miss the chance to say, "We'd love to hear your feedback!" This reluctance limits the hotel's ability to discover what it does well and what needs improvement.
- ✓ Dhaka Regency lacks a centralized database for tracking guest preferences, hindering the ability to provide personalized services.

4.3 Recommendations

Here are some Recommendation

- ✓ Hotels focused only on current clients may struggle to retain them and should prioritize attracting new business.
- ✓ They conducting surveys to understand why customers leave can help identify service weaknesses and create an early warning system for potential defections.
- ✓ Try to contact lost customers with them through mail, after that based on their reply they try to bring back them with lucrative offers.
- ✓ Each sales assistant manager currently has a separate database, leading to duplicate client entries, while a single master database in the sales department would eliminate this issue.
- ✓ Making the website user friendly with virtual tour and new pictures of rooms and venues.
- ✓ A comprehensive marketing and promotional strategy ought to be carried out in order to increase the popularity of the product or service prior to any events or festivals.
- ✓ Increase the arrangements for foreign cuisine, such as American, Arabian, and so on.
- ✓ Inspire guests to review on different sites about the service of this hotel and follow up them regularly.
- ✓ There should be efficient budget and complete freedom to the marketing team for running any promotional campaigns.
- ✓ Reviewing daily sales call and tale sales and follow up them on a regular basis.

4.4 Conclusion

The well-known five-star DR is well situated close to the city's airport. DR, one of the best five-star hotels in Bangladesh, provides its customers with services that are promising. The overall design of the DR was meant to evoke powerful emotions in its guests. The sensory welcome uses familiar music, beautiful plant arrangements, warm lighting, and a soothing scent to greet guests. I am happy to report that my internship with the DR's sales and marketing department is now over. Based on my own experience, the work environment at the business is quite inspiring. This section is putting in a lot of effort, and they develop new, innovative, and cutting-edge ideas to grow their business every day. They will be able to reach new areas, grow their distribution network, and ensure a consistent flow of income in the future if they keep up this endeavor. Although the DR is performing admirably, the competition is constantly becoming more fiercer needs to do something to meet the high demand. It must put a lot of effort into launching new signature services in order to attract potential new customers and keep the existing clientele. Continually improving work procedures, services, and facilities to satisfy customer needs is the practical way for enterprises to accomplish their goals.

Internship Related Documents:



Faculty of
Business and Entrepreneurship

August 01, 2023

The Director
Human Resources
Dhaka Regency Hotel
Airport Road | Nikunja 2 Dhaka 1229 | Bangladesh

ED 7/8

Subject: Request for Internship Placement of Ashfak Mosen Efaz, ID # 201-43-127.
BTHM Program, Daffodil International University.

Dear Sir,

It is our pleasure to let you know that the Department of Tourism and Hospitality Management is offering a Bachelor of Tourism and Hospitality Management (BTHM) program, under the Faculty of Business and Entrepreneurship, Daffodil International University. We are committed to providing quality education to create competent and efficient executives to meet the escalating needs of our economy. At our university, the medium of instruction in all the programs is English.

As a mandatory requirement, a student at Faculty of Business and Entrepreneurship is required to work for an organization as an intern to gather practical experience to augment his/her horizon of knowledge. While working as an intern, a student must comply with all the rules and regulations of the organization. On completion of his/her internship, the student has to submit a report on the topic he/she is assigned. On principle, we strictly keep this report in confidence and use it only for academic purposes. The duration of the internship is 6 months, depending upon the convenience of your organization.

It will be highly appreciated if you could please provide Ashfak Mosen Efaz, ID # 201-43-127, BTHM Program, DIU the opportunities and necessary logistic support to successfully complete his/her internship.

Sincerely,

Md. Golam Mostofa
Assistant Professor & Head
Department of Tourism and Hospitality Management
Faculty of Business & Entrepreneurship
Daffodil International University

HR

Recommended to take him as
intern with Sales & Marketing department
for 6 months w.e.f. 16 Aug 2023.

forwarded for approval.

HR
7/8/2023.

Daffodil International University: Daffodil Smart City, Ashulia, Dhaka, Bangladesh

Tel: +88 02 9138234-5, 48111639, 48111670, 01847140094, 01713493051, 01713493141, 01811458841, 01841493050

E-mail: info@daffodilvarsity.edu.bd, Fax: +88 02 9131947

www.daffodilvarsity.edu.bd

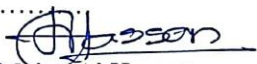
Forwarding Letter

Internship Performance Evaluation

Name of Intern : Ashfak Mosen Efaz
ID : 201-43-127

Variables	Punctuality(5)	Creativity(5)	Self-motivation and dedication(5)	Teamwork(5)
Marks	5	4	5	5

Name of Supervisor :
Designation :
Name of Organization:.....


MD. Mahmud Hassan
Director of Sales & Marketing
Dhaka Regency Hotel & Resort

Internships Certificate



09th June, 2024

Internship Completion Certificate

To Whom It May Concern

This is to certify that **Ashfak Mosen Efaz** has successfully completed his internship program for 24 weeks (13th August 2023 to 12th February 2024) in **Sales & Marketing** Department as requirement for Bachelor of Tourism & Hospitality Management (BTHM) program of DIU- Daffodil International University.

During the period of this internship program he was found to be very hard working and result oriented.

We wish him all the best in his future endeavors.

Commander Md Monirul Islam (Retd.)
Director, HR & Security



Some of the Practical Projects & Reports Done at Regency:



Sample of collaboration with PR executive



Plan Your Dream

Wedding

@ Dhaka Regency

For More Info: 01713332511

Celebration
HALL

GRAND SUMMIT-1,2,3
CONFERENCE HALL

Grill ON THE SKYLINE
A Little Slice of Heaven...



Continental Menu 1

Regency Salad Bar

(Lettuce, Tomato, Cucumber, Shredded Carrot, Capsicum, Onion Ring, Spring Onion, Crouton
Choice of Dressings (Italian, 1000 Island & French)
Assorted Home-Made Pickles

Salads

Potato Salad
Greek Salad with Oregano and Anchovies

Soup

Cream of Mushroom
Freshly Bakers Basket and Butter

Main Dishes

Grilled Chicken with Mushroom Sauce
Grilled Fish with Lemon Butter Sauce
Beef Bhuna
Sautéed Fresh Vegetables with Rosemary and Garlic
Vegetable Fried Rice
Butter Nan

Dessert

Cream Caramel
Tropical Fruit Salad
Golap Jamon

Beverage

Mineral Water
One Local Soft Drink

Price / Per Person BDT 2535 ++ or BDT 3280 All Inclusive

Additional Will Be Charged As Per Consumption

Note: ++ Refers To 12.5% Service Charge & 15% Vat On The Above Rates To Be Accumulated With Compound Calculation.

Sample of a special menu for corporate guests