



## **Internship Report On Food and Beverage Service Management at Radisson Blu Dhaka**

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## **Letter of Transmittal**

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**Subject: Submission of Internship Report**

Dear Sir,

With due respect, I had the wonderful opportunity to work for six months as a trainee in The Food and Beverage Service Management at Radisson Blu Dhaka my internship under your careful and considerate supervision. Now, I am submitting the internship report on as required by my BTHM educational program. The internship experience under your supervision has been wonderful so far.

I hope you will find the information in this report useful and relevant to my internship work, provide feedback for the overall development of my future, and oblige thereby.

Sincerely yours,

Mohammed Asif

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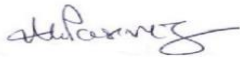
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## **Certificate of Approval**

This is to affirm that Mohammed Asif ID: 191-43-384 has completed his Internship from "Radisson Blu Dhaka " as an intern under the Food & Beverage Service Department. He has successfully completed his Internship Report under my supervision. During my supervision, I found him fast, devoted and sincere.

I thus announce that I have checked this report for further defense/viva to complete his BTHM degree from DIU

I wish his all success.



.....

Mahbub Parvez

Associate Professor

Bachelor of Tourism and Hospitality Management

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## **Acknowledgement**

I wish to extend my sincerest gratitude to the Almighty for bestowing upon me the health and perseverance required to complete this report. My heartfelt thanks go to my esteemed supervisor, Mr. Mahbub Parvez, for his unwavering support and invaluable guidance throughout this academic endeavor. His expertise and insights have not only shaped this research but also significantly enriched my learning experience.

Also, I cannot deny that, Mr. Sharfaraz Newaz he guided me to incorporate my experience so marvelously for this report, which is a clear part of the program,

My father and mother also deserve thanks and respect because they always support me to complete my Bachelor of Tourism and Hospitality Management.

## **Executive Summary**

This research delves into the operations and management of The Food and Beverage Service Management at Radisson Blu Dhaka. The Food and Beverage sector plays a pivotal role in the hospitality industry, significantly influencing guest satisfaction and overall hotel profitability. Through a comprehensive analysis, this study aims to provide valuable insights into the functioning, challenges, and opportunities within this department.

Key findings reveal the department's adherence to international standards of service excellence, leveraging the Radisson Blu brand's reputation for quality. Operational efficiency is maintained through well-defined processes, trained personnel, and utilization of modern technology to enhance guest experiences.

However, several challenges exist, including maintaining consistency during peak demand periods, ensuring staff retention and motivation, and adapting to evolving customer preferences and dietary requirements. These challenges highlight the need for ongoing training, innovation, and flexibility within the department.

Opportunities for improvement include leveraging data analytics for menu planning and pricing strategies, enhancing sustainability practices, and fostering partnerships with local suppliers to promote culinary diversity and authenticity.

In conclusion, the Food and Beverage Service Department at the Radisson Blu Water Garden Hotel demonstrates a commitment to excellence while facing typical challenges of the industry. By addressing these challenges and capitalizing on emerging opportunities, the department can further elevate guest satisfaction, drive revenue growth, and maintain its position as a leader in the hospitality sector.

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# **Chapter One**

## **Introduction**

## 1.1 Origin of the Report

The decision to delve into the Food and Beverage Service Department at the Radisson Blu Water Garden Hotel stemmed from recognizing the crucial role this sector plays in the broader hospitality industry. As Rutherford aptly put it, "the Food and Beverage department is often regarded as the heart of any hotel operation," highlighting its significance in shaping guest experiences (**Rutherford, 2018, p. 45**).

Moreover, the Radisson Blu Water Garden Hotel has garnered a reputation as a hospitality leader, renowned for its unwavering commitment to excellence and top-tier service. As echoed by Smith, Radisson Blu hotels epitomize luxury, sophistication, and unforgettable guest experiences (**Smith, 2019, p. 112**). It's evident that within such a prestigious establishment, the Food and Beverage Service Department assumes a central role in maintaining these high standards.

In the competitive landscape of the hotel industry, guest satisfaction stands as a cornerstone for success. Lee and Jang's research underscores this, emphasizing how satisfaction with food and beverage services significantly impacts overall guest satisfaction and the likelihood of return visits (**Lee & Jang, 2017, p. 223**). Hence, understanding and enhancing the operations of the Food and Beverage Service Department becomes paramount.

Motivated by a genuine curiosity to unravel the intricacies of this vital department, our research aims to explore its organizational dynamics, management strategies, challenges, and avenues for improvement. By shedding light on these aspects, we aspire to not only contribute to the pool of knowledge in hospitality management but also to aid in the ongoing pursuit of excellence within the industry.

## 1.2 Background of the Study

Nestled in the bustling city of Dhaka, Bangladesh, the Radisson Blu Water Garden Hotel stands as a beacon of luxury and hospitality excellence. Boasting opulent accommodations, impeccable service, and an array of world-class amenities, the hotel has carved a niche for itself in the hearts of discerning travelers.

As a proud member of the esteemed Radisson Hotel Group, the hotel upholds the group's unwavering commitment to crafting unforgettable experiences for its guests. Central to this mission is the Food and Beverage Service Department, a cornerstone of the hotel's offerings.

The department takes on the monumental task of satisfying guests' diverse dining needs, spanning a spectrum of culinary preferences and occasions. From the casual elegance of its restaurants to the convivial ambiance of its bars and the grandeur of its banquet facilities, every

dining outlet within the hotel premises is meticulously curated to deliver nothing short of excellence. Indeed, the significance of the Food and Beverage sector cannot be overstated in the context of hotel operations. It serves as a linchpin, exerting a profound influence on guest satisfaction, revenue streams, and the overall reputation of the establishment.

At the Radisson Blu Water Garden Hotel, this importance is not only acknowledged but embraced wholeheartedly. The management recognizes that the Food and Beverage Service Department is not merely about serving meals; it's about crafting memorable experiences that resonate with guests long after they've departed.

With a keen understanding of the pivotal role played by the department, the hotel spares no effort in ensuring that its dining offerings uphold the brand's standards of excellence. From sourcing the finest ingredients to employing skilled culinary artisans and service professionals, every aspect of the dining experience is meticulously curated to surpass guest expectations.

In essence, the Radisson Blu Water Garden Hotel's Food and Beverage Service Department embodies the epitome of hospitality, weaving together the perfect blend of flavors, ambiance, and service to create moments that linger in the memory of guests forever. It is this unwavering commitment to culinary excellence that sets the hotel apart and cements its position as a premier destination for travelers seeking an unparalleled hospitality experience.

## 1.3 Objectives of the Report

The report's objectives are categorized into two main segments, namely

- **Broad Objective**
- **Specific Objective**

### 1.3.1 Broad Objective

The broad objective of this research is to comprehensively analyze the Food and Beverage Service Department of the Radisson Blu Water Garden Hotel to understand its operations, challenges, and opportunities for improvement.

### 1.2.2 Specific Objective

- To examine the organizational structure and management practices within the Food and Beverage Service Department.
- To assess the level of guest satisfaction with the food and beverage offerings at the hotel.

- To identify the key challenges faced by the department in delivering quality service.
- To explore potential opportunities for enhancing efficiency and guest experiences within the department.

## 1.4 Methodology

For this research, we will employ a qualitative research approach to comprehensively explore the Food and Beverage Service Department of the Radisson Blu Water Garden Hotel. Qualitative methods offer an in-depth understanding of the intricate dynamics, perceptions, and experiences within the department, allowing for nuanced insights into organizational structure, management practices, and challenges faced (**Creswell, 2013**).

Interviews will serve as the primary qualitative data collection method, providing a platform for open dialogue and rich narratives from departmental staff and managers. Semi-structured interviews will be conducted to allow flexibility in exploring diverse perspectives and experiences related to the functioning of the Food and Beverage Service Department (**Denzin & Lincoln, 2018**). Through these interviews, key themes such as organizational culture, leadership styles, teamwork dynamics, and operational challenges will be explored in depth.

The selection of interview participants will be purposeful, ensuring representation from various hierarchical levels within the department to capture a comprehensive range of viewpoints. Efforts will be made to include frontline staff, supervisors, and senior management to gain insights from different vantage points within the organizational hierarchy.

In addition to interviews, observations may be conducted within the department to supplement the data gathered. Observational data can provide contextual understanding of day-to-day operations, interactions among staff members, and adherence to organizational protocols and standards.

Furthermore, a review of relevant literature and industry best practices will complement the qualitative findings, offering theoretical frameworks and comparative insights to contextualize and enrich the analysis.

By employing a qualitative research approach, this study aims to delve deeply into the nuances of the Food and Beverage Service Department, capturing the voices and experiences of those directly involved in its operations. Through rich qualitative data, the research seeks to generate meaningful insights that can inform strategies for enhancing departmental effectiveness, employee satisfaction, and guest experiences at the Radisson Blu Water Garden Hotel.

## 1.5 Limitation of the Study

- The study's scope is limited to the Food and Beverage Service Department of the Radisson Blu Water Garden Hotel and may not be generalizable to other hotels or hospitality establishments.
- Access to proprietary information and confidential data within the hotel may be restricted, limiting the depth of analysis in certain areas.
- The research relies on self-reported data from staff and guest feedback, which may be subject to bias or inaccuracies.
- External factors such as economic conditions, seasonal variations, and unforeseen events may impact the findings and conclusions of the study.

By addressing these limitations and employing rigorous research methods, this study aims to provide valuable insights into the Food and Beverage Service Department of the Radisson Blu Water Garden Hotel and contribute to the broader understanding of hospitality management practices.

## Chapter Two

### Organizational Profile

## 2.1 Radisson Blu Water Garden Hotel Dhaka History

In 1990, Curt Carlson, the founder of the eponymous company, acquired the Radisson Hotel located in downtown Minneapolis. However, Radisson Hotel Group claims that this event occurred in 1960. Fast forward forty years to 2013, and Carlson's hotel division had evolved into one of the world's leading hotel businesses. This division not only managed Radisson Hotels but also oversaw other hotel brands like Park Inn, Park Plaza (acquired in 2000), and Country Inns & Suites (launched by Carlson in 1986), among others.

In 1997, the division added the Regent brand to its portfolio, although they sold the trademark in 2010. The division's expansion into Europe, the Middle East, and Africa (EMEA) began in 1994 through a franchise agreement with SAS Group's SAS International Hotels (SIH). As part of this agreement, SIH adopted Carlson's Radisson brand, leading to the creation of the co-branded Radisson SAS, which was rebranded as Radisson Blu in 2009. By 2008, SAS International Hotels had grown to include over 320 properties.

In 2001, the company changed its name to Rezidor SAS Hospitality and later became Rezidor Hotel Group in 2006. The franchise agreement was renewed in 2002 and again in 2005, with the 2002 deal incorporating Park Inn, Regent, and Country Inns. In the 2005 agreement, Carlson acquired a 25% stake in Rezidor SAS from SAS Group, extending the franchise deal until 2052. By the end of 2017, Rezidor Hotel Group AB, a publicly traded company, managed 369 properties.

Rezidor Hotel Group also owned additional brands like Hotel Missoni, which operated under a license from Missoni. In the fourth quarter of 2017, the U.S.-based holding company of Carlson Rezidor Hotel Group, Carlson Hotels, Inc., was renamed Radisson Hospitality, Inc. Meanwhile, the Swedish-listed subsidiary, Rezidor Hotel Group AB, became Radisson Hospitality AB in May 2018. The entire organization adopted the trade name Radisson Hotel Group. The customer rewards program, formerly known as Club Carlson, was rebranded as Radisson Rewards. In August 2018, Radisson Hotel Group was sold to Aplite Holdings AB, a consortium led by Jin Jiang International, a Chinese state-owned hospitality corporation. At the time of the sale, Radisson Hotel Group had over 1,400 hotels in operation or in development.

### 2.1.1 Vision

The vision of the Radisson Blu Water Garden Hotel is to be the preferred choice for travelers seeking luxury, comfort, and hospitality excellence in Dhaka. By consistently delivering exceptional service, investing in innovation, and fostering a culture of continuous improvement, the hotel aims to set the standard for excellence in the hospitality industry.

### 2.1.2 Mission

The hotel's mission is to provide exceptional service and create memorable experiences for every guest, ensuring their stay is nothing short of extraordinary. With a focus on attention to detail, personalized care, and exceeding expectations, the Radisson Blu Water Garden Hotel is dedicated to delivering unparalleled hospitality that leaves a lasting impression.

### 2.1.3 Goals

The hotel's goals encompass various aspects of its operations, including guest satisfaction, employee engagement, sustainability, and financial performance. These goals are aligned with the overarching mission and vision of the hotel, driving efforts to continuously enhance the guest experience, optimize operational efficiency, and achieve sustainable growth.

### 2.1.4 Departments & Sections

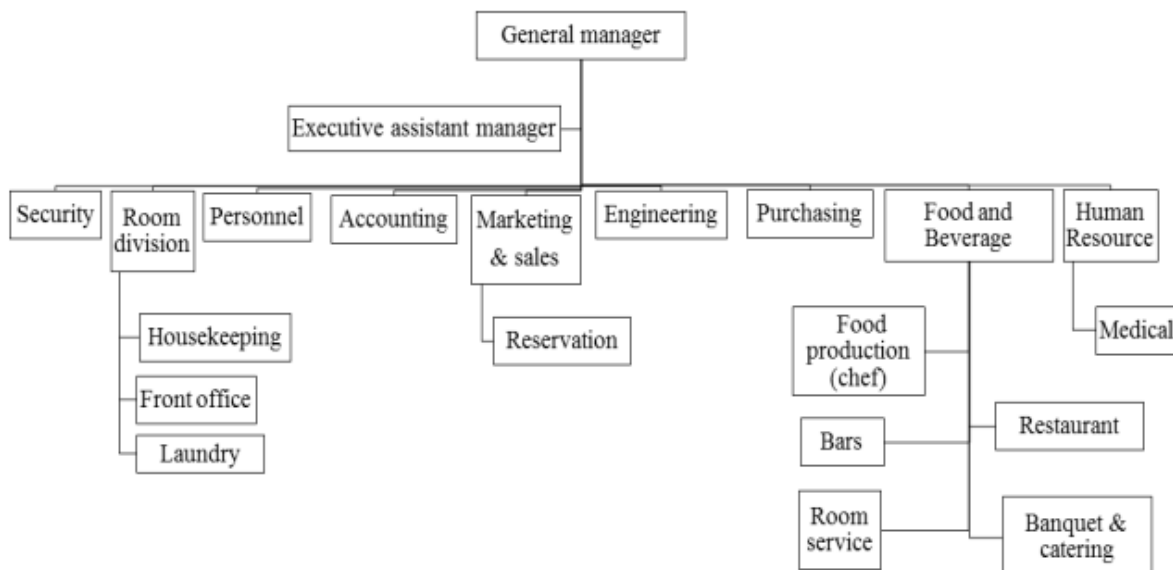


Figure 1: Departments & Section of Radisson Blu

**Employees under Room Service Manager:**

- Room Service Captain
- Order Taker
- Room Service Waiter
- Trainees

**Associates under Bar/Beverage Manager:**

- Bar Tender
- Bar Waiters

**Employees under Banquet Manager:**

- Asst. Banquet Manager
- Banquet Captain
- Banquet Waiters
- Trainees

**Men under Restaurant Manager**

- Asst. Restaurant Manager
- Restaurant Captain
- Restaurant Waiters
- Trainees

**Associates under Chief Steward:**

- Stewarding Supervisor
- Stewards

## 2.2 Products & Services

### 2.2.1 Committed to a collective vision towards more sustainability in hospitality

At Radisson Hotel Group, we are driven by our Responsible Business pillars Think People, Think Community, Think Planet. As part of this commitment, we are partnering with the World Travel and Tourism Council (WTTC) to establish a new globally recognized set of sustainability indicators, Hotel Sustainability Basics.

### 2.2.2 Airport Shuttle

The Radisson Blu hotels typically offer airport shuttle services for the convenience of their guests. The airport shuttle service allows guests to travel between the hotel and the airport at designated times, usually free of charge or for a nominal fee.

The shuttle bus service provided by Radisson Blu hotels ensures that guests have a hassle-free transportation option to and from the airport, enhancing their overall stay experience. These shuttle buses are often equipped with comfortable seating and amenities to ensure a pleasant journey for guests.

It's advisable for guests to inquire about the shuttle service schedule and availability when making their hotel reservations or upon arrival at the hotel. This way, they can plan their travel accordingly and take advantage of this convenient transportation option offered by Radisson Blu hotels.

### 2.2.3 Bar

The bars at Radisson Blu hotels offer a diverse range of services and amenities tailored to provide guests with a memorable and enjoyable experience. Here are some common services you can expect at the bars of Radisson Blu hotels:

- **Beverage Selection:** Radisson Blu bars typically offer an extensive selection of beverages, including premium wines, spirits, cocktails, beers, and non-alcoholic options. Guests can choose from a variety of drinks to suit their preferences.
- **Signature Cocktails:** Many Radisson Blu bars feature a menu of signature cocktails crafted by expert mixologists. These cocktails often incorporate unique ingredients and flavors, providing guests with an opportunity to try something new and innovative.
- **Bar Snacks:** To complement the drinks, Radisson Blu bars may offer a selection of delicious bar snacks and light bites. These snacks range from savory appetizers to sweet treats, providing guests with a satisfying culinary experience.

- **Relaxing Ambiance:** The bars at Radisson Blu hotels are designed to provide a relaxed and inviting atmosphere where guests can unwind and socialize. Whether you're enjoying a pre-dinner drink or winding down after a long day of sightseeing, you'll find the ambiance conducive to relaxation and enjoyment.
- **Live Entertainment:** Some Radisson Blu bars may feature live entertainment, such as live music performances or DJ sets, adding to the vibrant atmosphere and creating a memorable experience for guests.
- **Professional Service:** Guests can expect attentive and professional service from the staff at Radisson Blu bars. Whether you're seeking recommendations on drinks or need assistance with special requests, the staff is dedicated to ensuring a pleasant and enjoyable experience for all guests.

Overall, the bars at Radisson Blu hotels offer a combination of excellent service, delicious drinks, and inviting ambiance, making them ideal destinations for both hotel guests and local visitors alike.

#### 2.2.4 Breakfast Buffets

Radisson Blu hotels are renowned for their excellent breakfast buffet services, often referred to as the "Super Breakfast Buffet." This signature offering provides guests with a delightful start to their day, featuring a diverse selection of high-quality dishes to suit various tastes and preferences.

The breakfast buffet at Radisson Blu hotels typically includes a wide array of options, ranging from freshly baked pastries and bread to a selection of cereals, fruits, yogurts, and cold cuts. Guests can also indulge in hot items such as eggs, bacon, sausages, pancakes, and waffles, cooked to perfection by skilled chefs.

Moreover, the breakfast buffet often showcases local specialties and international cuisines, allowing guests to explore and savor different flavors from around the world. Dietary preferences and restrictions are also catered to, with options available for vegetarians, gluten-free, and other dietary needs.

In addition to the delicious food offerings, Radisson Blu's breakfast buffet is complemented by attentive service and inviting dining environments. Guests can enjoy their morning meal in stylish and comfortable dining areas, whether it be a contemporary restaurant setting or a relaxed terrace overlooking scenic views.

Overall, the breakfast buffet services at Radisson Blu hotels are designed to provide guests with a memorable and satisfying culinary experience, setting the tone for a great day ahead.

#### 2.2.5 Concierge service

The Radisson Blu Water Garden Hotel in Dhaka offers a range of concierge services to enhance guests' stay and aid with various needs. Here are some of the services typically offered by the concierge desk at Radisson Blu Water Garden Hotel in Dhaka:

- **Airport Transfers:** The concierge can arrange transportation to and from Shah Amanat International Airport, ensuring a seamless transition for guests arriving or departing from the hotel.
- **Transportation Services:** Guests can rely on the concierge to arrange transportation for local sightseeing tours, business meetings, or other travel needs within Dhaka.
- **Restaurant Reservations:** The concierge can assist guests in making reservations at the hotel's restaurants or recommend dining options in the surrounding area.
- **Ticket Bookings:** Whether guests are interested in attending local events, concerts, or cultural performances, the concierge can help with ticket bookings and arrangements.
- **Tourist Information:** The concierge desk provides valuable information about nearby attractions, landmarks, and points of interest, helping guests plan their itinerary and make the most of their time in Dhaka.
- **Special Requests:** From arranging special amenities in guest rooms to fulfilling unique requests, the concierge is dedicated to meeting guests' needs and ensuring a comfortable stay.
- **Business Services:** For business travelers, the concierge can assist with photocopying, faxing, printing, and other administrative tasks to support their professional requirements.
- **Luggage Assistance:** Whether guests need assistance with storing luggage or transporting it to their rooms, the concierge is available to provide prompt and efficient service.

Overall, the concierge services at Radisson Blu Water Garden Hotel in Dhaka are designed to cater to the diverse needs of guests, ensuring a memorable and enjoyable stay in the bustling city of Dhaka.

### 2.2.6 Cots Available

At Radisson Blu Water Garden Hotel Dhaka, various services are provided to ensure a comfortable and enjoyable stay for guests, including the availability of cots for those traveling with infants or young children.

Cots, or cribs, are typically offered upon request to accommodate families with infants or toddlers. These cots are provided with bedding and are available in guest rooms upon prior arrangement with the hotel's staff. Guests can request cots during the booking process or directly from the hotel's front desk upon arrival. The hotel's staff is committed to meeting the needs of guests and ensuring a pleasant stay for families traveling with young children.

In addition to cots, Radisson Blu Water Garden Hotel Dhaka offers a range of amenities and services, including:

- **Luxurious accommodations:** Well-appointed rooms and suites with modern amenities and comfortable furnishings.
- **Dining options:** Multiple on-site restaurants and bars offering a variety of culinary experiences, from international cuisine to local specialties.
- **Business facilities:** Meeting rooms, conference spaces, and business services to cater to the needs of corporate travelers.
- **Fitness and recreation:** Fitness center, swimming pool, spa, and other recreational facilities for guests to unwind and relax during their stay.
- **Concierge services:** Assistance with travel arrangements, local recommendations, and other guest inquiries to ensure a seamless experience.

Overall, Radisson Blu Water Garden Hotel Dhaka strives to provide comprehensive services and amenities to meet the diverse needs of its guests, including the provision of cots for families traveling with children.

### 2.2.7 Dry Cleaning

The Radisson Blu Water Garden Hotel in Dhaka typically offers dry cleaning and laundry services to its guests. These services are designed to provide convenience and comfort to guests during their stay.

Guests can typically request dry cleaning and laundry services through the hotel's concierge or front desk. The hotel usually provides laundry bags and forms in the guest rooms for guests to fill out with their preferences and instructions for cleaning.

Once the laundry is collected, it is professionally cleaned and returned to the guest's room in a timely manner, usually within a specified timeframe indicated by the hotel. The hotel staff ensures that the clothing is cleaned according to the guest's specifications and that the process is completed to a high standard.

The availability of dry cleaning and laundry services may vary depending on the specific policies and procedures of the Radisson Blu Water Garden Hotel in Dhaka. It is recommended that guests inquire about these services upon check-in or contact the hotel's front desk for more information.

#### 2.2.8 On Site Dining

At Radisson Blu Water Garden Hotel, Dhaka, guests can indulge in a delightful array of on-site dining options that cater to diverse tastes and preferences. The hotel offers an extensive selection of culinary experiences, ranging from international cuisine to local delicacies, all served in elegant and inviting settings. Here are some of the on-site dining services available at Radisson Blu Water Garden Hotel, Dhaka:

- **Spice & Rice:** This restaurant offers an exquisite culinary journey through the flavors of Bangladesh, India, and Thailand. Guests can savor authentic dishes prepared with the freshest ingredients and traditional spices, served in a contemporary yet cozy ambiance.
- **Water Garden Brasserie:** As the hotel's all-day dining restaurant, Water Garden Brasserie offers a diverse buffet spread featuring a variety of international cuisines. From breakfast to dinner, guests can enjoy an extensive selection of dishes, including live cooking stations and delectable desserts.
- **Chit Chat:** This casual dining venue offers a relaxed atmosphere where guests can unwind with friends or colleagues over light bites and refreshing beverages. From sandwiches to salads and cocktails, Chit Chat is the perfect spot for a casual meal or a quick snack.
- **The Splash Bar:** Located by the poolside, The Splash Bar offers a refreshing escape where guests can enjoy tropical cocktails, mocktails, and light snacks while soaking up the sun or relaxing by the pool.
- **Blends:** Blends is the hotel's chic lobby lounge, where guests can enjoy a selection of premium teas, coffees, and light bites in a stylish and sophisticated setting.

These on-site dining services at Radisson Blu Water Garden Hotel, Dhaka, ensure that guests can indulge their culinary cravings and enjoy a memorable dining experience throughout their stay. Whether it's a casual meal, a fine dining experience, or a refreshing drink by the pool, the hotel offers something for every palate and occasion.

#### 2.2.9 Fitness Center

The Radisson Blu Water Garden Hotel in Dhaka offers a range of services to ensure a comfortable and enjoyable stay for guests, including a well-equipped fitness center. The fitness center provides guests with the opportunity to maintain their exercise routine and stay active during their stay.

The fitness center at Radisson Blu Water Garden Hotel features modern exercise equipment, including cardiovascular machines, strength training equipment, and free weights. Whether guests prefer cardio workouts, strength training, or stretching exercises, the fitness center caters to a variety of fitness needs.

Additionally, the hotel may offer amenities such as towels, water stations, and locker rooms for guests' convenience. Some fitness centers may also provide personal training services or group fitness classes for guests looking for guidance or motivation in their workouts.

Overall, the fitness center at Radisson Blu Water Garden Hotel ensures that guests can prioritize their health and wellness even while traveling, providing a comprehensive facility to meet their fitness goals during their stay.

#### 2.2.10 Meeting Facilities

The Radisson Blu Water Garden Hotel in Dhaka offers state-of-the-art meeting facilities to accommodate various business needs and events. Here are some of the meeting services provided by the hotel:

- **Conference Rooms:** The hotel boasts modern conference rooms equipped with advanced audiovisual technology and high-speed internet access, making them ideal for corporate meetings, seminars, and conferences.
- **Banquet Halls:** For larger gatherings and events, the hotel offers elegant banquet halls that can be customized to suit specific requirements. These spacious venues provide a sophisticated ambiance for weddings, receptions, gala dinners, and other social gatherings.

- **Event Planning Services:** The hotel's experienced event planning team assists guests in organizing and executing successful events, from initial concept to final execution. They offer personalized attention to detail, ensuring that every aspect of the event is meticulously planned and executed.
- **Catering Services:** Guests can choose from a diverse range of culinary options for their events, including custom-designed menus featuring international and local cuisine. The hotel's skilled chefs and catering team deliver exquisite dining experiences tailored to the preferences of each guest.
- **Audiovisual Equipment:** The hotel provides a comprehensive range of audiovisual equipment, including projectors, screens, sound systems, and lighting, to enhance presentations and ensure seamless communication during meetings and events.
- **Business Center:** The hotel's fully equipped business center offers a range of services, including printing, photocopying, faxing, and secretarial assistance, to support guests with their business needs.

Overall, the Radisson Blu Water Garden Hotel in Dhaka is committed to providing exceptional meeting services to ensure the success of every event hosted at the hotel. From professional event planning assistance to cutting-edge technology and gourmet catering options, guests can expect nothing but the best when hosting their meetings and events at Radisson Blu.

#### 2.2.11 Outdoor Pool

At Radisson Blu Water Garden Hotel in Dhaka, guests can enjoy the luxury of an outdoor pool set amidst lush surroundings. The outdoor pool provides a tranquil escape from the hustle and bustle of the city, allowing guests to relax and unwind in style.

Whether you're looking to soak up the sun, take a refreshing dip, or simply lounge poolside with a refreshing beverage, the outdoor pool at Radisson Blu Water Garden Hotel offers the perfect retreat. With comfortable lounge chairs and attentive service, guests can indulge in a leisurely day by the pool, soaking in the serene ambiance and enjoying the tropical surroundings.

The outdoor pool area is meticulously maintained to ensure cleanliness and safety for all guests. Whether you're traveling for business or leisure, a visit to the outdoor pool is sure to enhance your stay at Radisson Blu Water Garden Hotel, offering a rejuvenating oasis in the heart of Dhaka.

### 2.2.12 Room Service

Room service at Radisson Blu Water Garden Hotel in Dhaka offers guests the convenience of enjoying delicious meals and beverages in the comfort and privacy of their own rooms. Whether you're craving a hearty breakfast, a light lunch, or a gourmet dinner, the hotel's room service menu caters to a variety of tastes and dietary preferences.

Guests can simply browse through the comprehensive room service menu provided in their rooms, featuring a selection of appetizers, main courses, desserts, and beverages. From local delicacies to international favorites, there's something to satisfy every palate.

With just a phone call away, guests can place their orders with the dedicated room service staff, who ensure prompt and efficient delivery right to their doorstep. Whether it's a leisurely breakfast in bed, a quick bite between meetings, or a romantic dinner for two, room service at Radisson Blu Water Garden Hotel ensures a delightful dining experience without having to leave the comfort of your room.

Additionally, guests can enjoy 24-hour room service availability, allowing them to indulge in culinary delights at any time of the day or night. Whether you're a night owl craving a midnight snack or an early riser in need of a hearty breakfast, the hotel's room service staff is always ready to cater to your needs.

## 2.3 Financial Highlights

Over the past five years, the company has shown a mix of ups and downs in its financial performance. Let's dive into the highlights:

### **Income Statement:**

- **Revenue:** The revenue trend has been somewhat fluctuating, starting strong at 997.0 MEUR in 2015, dipping in 2017, and then gradually recovering.
- **EBITDA:** Earnings Before Interest, Taxes, Depreciation, and Amortization saw a significant improvement from 2016 to 2019, indicating better operational efficiency and cost management.
- **Profit for the Year:** After a dip in 2018, the company rebounded in 2019, achieving a profit of 22.0 MEUR.

**Balance Sheet:**

- Total Equity: There's been a slight decline in total equity attributable to equity holders of the parent from 2015 to 2019, though it remained relatively stable.
- Total Investments: Investments, both tangible and intangible, have shown a consistent increase over the years, indicating ongoing investment in the company's assets and infrastructure.

**Cash Flow:**

- Operating Activities: Cash flow from operating activities has generally increased over the years, suggesting improved cash generation from core business operations.
- Investing Activities: The company has consistently invested in its activities, though the amount has varied from year to year.
- Financing Activities: The company experienced fluctuations in cash flow from financing activities, including significant positive cash flow in 2018 and negative in 2019.

**Financial Key Figures:**

- Margins: EBITDAR, EBITDA, and EBIT margins have shown improvement over the years, indicating enhanced profitability and operational efficiency.
- Return on Capital Employed (ROCE): Despite fluctuations, ROCE remained relatively healthy, indicating effective utilization of capital resources.
- Return on Equity (ROE): ROE experienced fluctuations but generally remained positive, reflecting the company's ability to generate returns for its equity holders.

**Operational Key Figures:**

- Number of Hotels and Rooms: Both the number of hotels and rooms have steadily increased over the years, reflecting the company's growth and expansion efforts.
- Number of Employees: There's been a gradual decrease in the number of employees over the years, possibly indicating improved productivity or operational changes.
- Occupancy and RevPAR: Occupancy rates have fluctuated, while Revenue per Available Room (RevPAR) remained relatively stable, indicating consistent performance in extracting value from each available room.

In summary, the company has navigated through various challenges and opportunities over the past five years, with a focus on improving operational efficiency, expanding its asset base, and enhancing profitability despite market fluctuations.

## 2.4 Swot Analysis

### **Strengths:**

- Refreshing approach
- Highly enthusiastic team
- Well-established supplier reputation
- Luxury-oriented pricing
- Exceptional customer service
- Emphasis on diversity
- Skilled management team
- Strong return on investment

### **Weaknesses:**

- Limited organizational hierarchy
- Marginal profits
- High prices with a small market share
- Long waiting times
- Extended turnover period
- Price inconsistencies
- Cash flow issues
- Inefficient booking system for lower categories

### **Opportunities:**

- Training and development programs
- Growing trend towards health consciousness
- Large and diverse population
- Cost efficiency
- Prime location with aerial exposure
- Booming tourism industry

**Threats:**

- Pandemic impact
- Competitors
- Inflation and rising interest rates
- Limited supplier availability

Chapter: Three  
Learning Part

**Food & Beverage Service Management at Radisson  
Blu Dhaka**

### 3.1 Service Factors

Basic service factors of F&B department

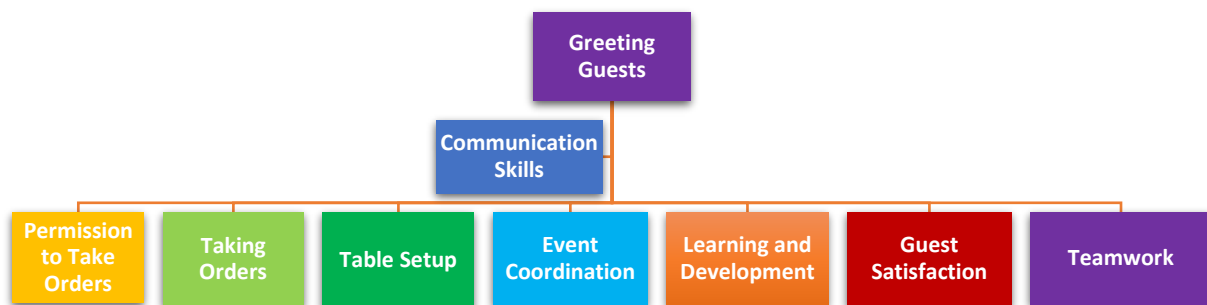


Figure 2: Basic Service Factors

- **Greeting Guests:** Upon arrival, extend a warm and cordial greeting to guests and help.
- **Guest Inquiry:** Based on the guest's preferences and availability, recommend an appropriate table and ask if they have a reservation or whether they are here for lunch, dinner, or snacks.
- **Communication Skills:** Exhibiting outstanding communication skills to engage with visitors in an efficient manner and guarantee that their requirements are recognized and swiftly met.
- **Permission to Take Orders:** In order to ensure compliance with hotel regulations and procedures, I am requesting permission from my supervisor to handle client orders.
- **Taking Orders:** After receiving authorization, taking orders from clients in a responsible manner, properly noting their preferences, and relaying them to the wait staff or kitchen.
- **Table Setup:** Helping to prepare tables for visitors, making sure they are spotless, attractive, and suitably placed in accordance with the occasion or needs of the visitors.
- **Event Coordination:** Assisting my supervisor in overseeing the taking of assigned areas during planned events to guarantee efficient operations and visitor delight.
- **Learning and Development:** Actively picking up information and abilities in customer service, event planning, and hospitality management from seasoned employees and supervisors
- **Guest Satisfaction:** Putting the needs of your guests first by giving them attentive service, anticipating their requirements, and professionally and quickly handling any requests or issues they may have.

- **Teamwork:** Working together with departments and other team members to improve the overall visitor experience and provide flawless service.

### 3.2 Food & Beverage Department Flow Chart

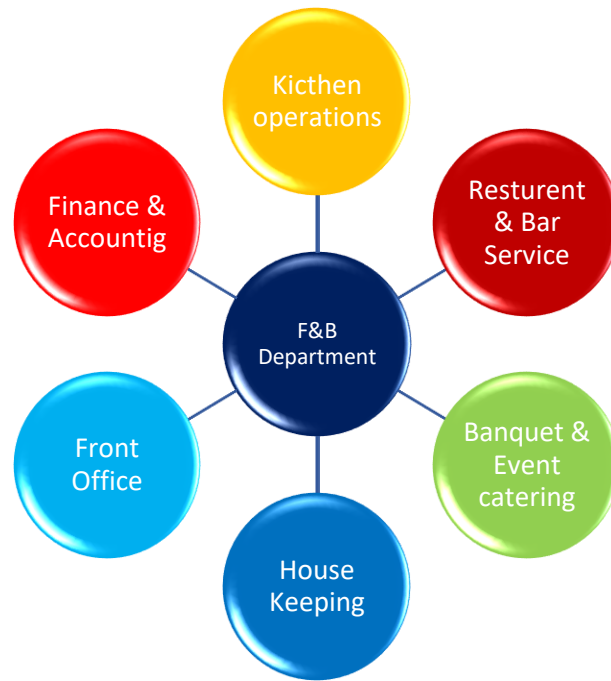


Figure 3: Food & Beverage Departments

### 3.3 Service Flow Charts with Other Departments

#### 1. Kitchen Operations:

- The F&B department collaborates closely with kitchen operations for food preparation, menu planning, and culinary team management.
- It starts with menu planning and food preparation by the culinary team, ensuring high-quality dishes are ready for service.
- The kitchen staff, including chefs and kitchen assistants, operate this process.
- Kitchen operations directly influence production by preparing food items for sale. The quality and variety of dishes produced impact sales performance.

#### 2. Restaurant & Bar Service:

- This department manages dining and bar areas, providing table service to guests.

- It begins with guests being seated in the dining or bar areas and ends with them receiving their orders and settling their bills.
- Restaurant and bar staff, including servers and bartenders, operate this process.
- The efficiency of restaurant and bar service affects production by ensuring timely delivery of orders. Sales performance is directly impacted by the quality of service provided, leading to customer satisfaction and repeat business.

### **3. Banquet & Event Catering**

- F&B coordinates with banquet and event catering for special events, managing event spaces and catering services.
- It starts with event planning, including space reservation and menu selection, and ends with the successful execution of the event, including catering and service.
- Banquet and event staff, along with F&B personnel, operate this process.
- Banquet and event catering contribute to production by creating customized menus for events. Sales performance is influenced by successful event execution, leading to potential referrals and future bookings.

### **4. Housekeeping**

- Housekeeping assists F&B with cleaning schedules, table settings, and event setup assistance.
- It starts with cleaning and setting up dining areas and ends with maintaining cleanliness and ambiance throughout service.
- Housekeeping staff, in collaboration with F&B personnel, operate this process.
- Housekeeping ensures that dining areas are clean and well-presented, enhancing the overall dining experience and potentially increasing sales through positive guest impressions.

### **5. Front Office**

- The front office assists F&B with reservation management, guest arrival coordination, and guest preferences.
- It begins with guest reservation and check-in processes and ends with providing personalized service and addressing guest needs during their stay.
- Front office staff, in coordination with F&B personnel, operate this process.

- Efficient front office operations contribute to sales by maximizing occupancy and guest satisfaction, leading to increased F&B revenue from hotel guests.

## **6. Finance & Accounting**

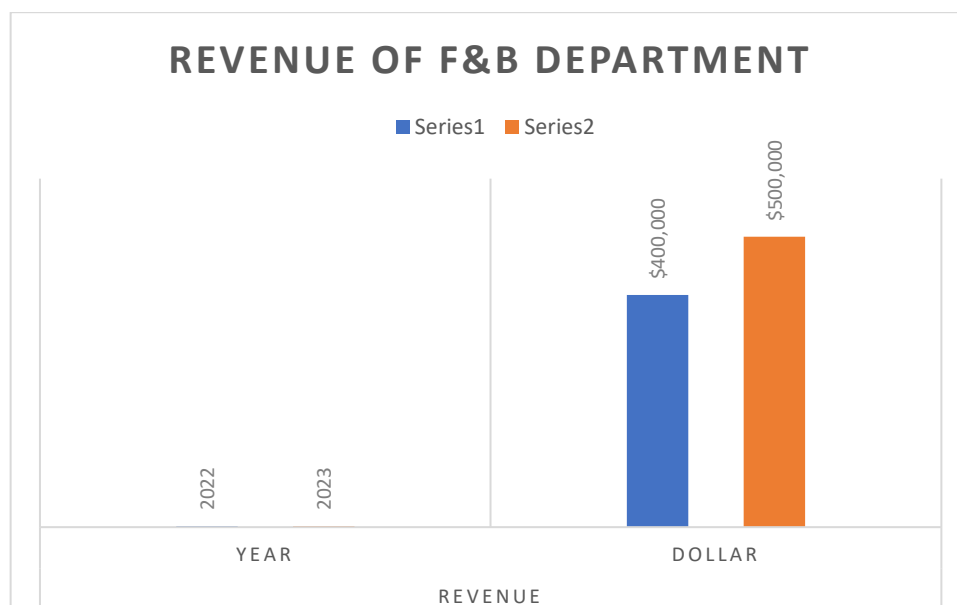
- Finance and accounting support F&B with budgeting, cost control, and revenue reporting.
- It starts with financial planning and budgeting for F&B operations and ends with analyzing revenue performance and controlling costs.
- Finance and accounting professionals, in collaboration with F&B management, operate this process.
- Finance and accounting activities directly impact production and sales by providing financial insights and analysis. Performance analysis involves comparing revenue generated from F&B operations against budgeted targets and identifying areas for improvement.

Overall, each department's interaction with the F&B department is crucial for ensuring smooth operations, optimizing production and sales, and conducting performance analysis to drive revenue growth and guest satisfaction.

## **3.4 Performance Analysis**

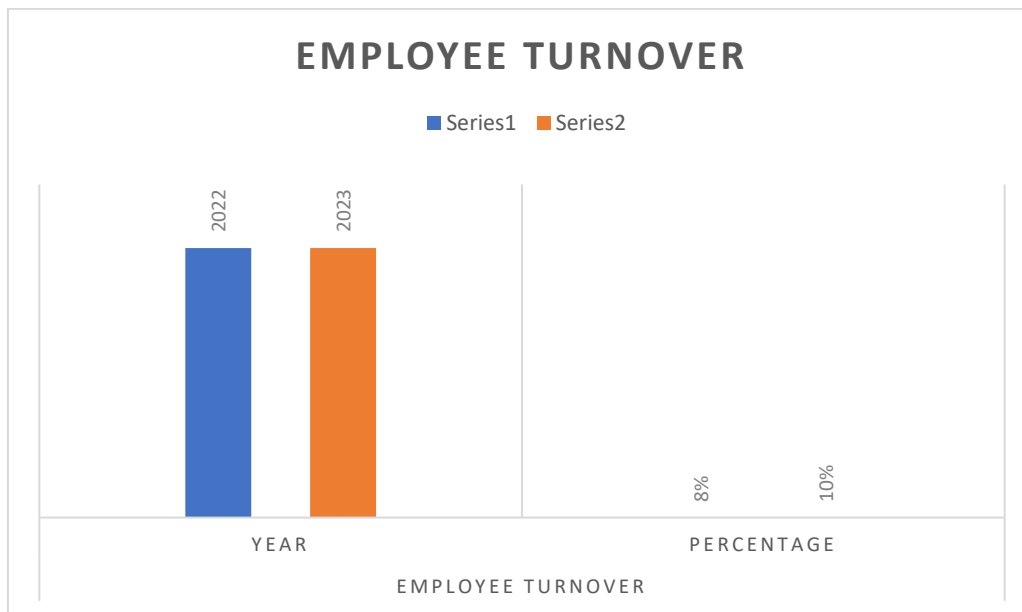
Performance analysis is the methodical assessment of the efficacy and efficiency of a department or organization by looking at important metrics and indicators. To ascertain performance levels, it entails evaluating a number of factors, including revenue growth, customer happiness, personnel turnover, and operational efficiency. Through the use of trend analysis, industry standard benchmarking, and root cause analysis, performance analysis pinpoints areas that are strong and those that require improvement. It helps businesses to become more competitive, maximize resource use, and make educated decisions. Performance analysis fosters a culture of continuous improvement by means of ongoing monitoring and assessment, which propels the success and sustainability of the business. In the end, it offers insightful information on the factors that influence performance, assisting companies in coordinating their plans, allocating resources wisely, and accomplishing their goals.

### 3.4.1 Analysis Radisson Blu Dhaka Food & Beverage Service (Revenue, Turnover & Contribution)



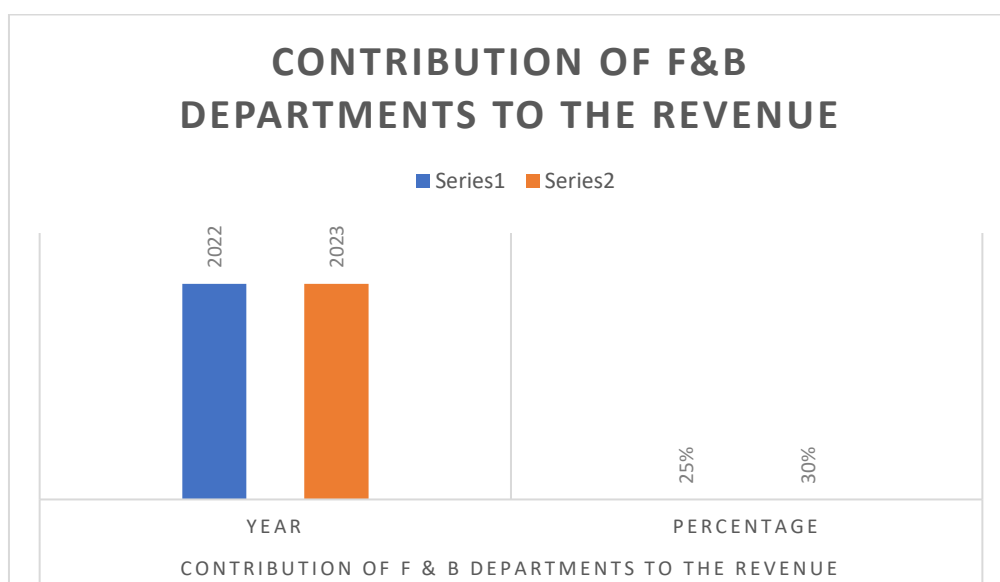
**Figure 4: Revenue of F&B Department**

The Food & Beverage department of Radisson Blu Dhaka had a notable 25% boost in income, rising from \$400,000 in 2022 to \$500,000 in 2023. This increasing tendency points to better sales results as well as possible improvements in menu selections, pricing policies, and customer satisfaction programs. The department's capacity to draw in customers, raise average check sizes, and take advantage of supplementary revenue sources like banquet and event catering services is all positively impacted by the revenue growth. All things considered, the increase in revenue emphasizes how successful the department is at bringing in money and how much it contributes to the hotel's overall financial performance.



**Figure 5:Employee Turnover**

In the Radisson Blu Dhaka's Food & Beverage division, staff turnover went from 8% in 2022 to 10% in 2023. This growing trend merits notice even if it is still very modest when compared to industry averages. A little rise in turnover might point to deeper problems like work discontent, a lack of possibilities for advancement, or alterations in company culture. It is imperative that management investigates the causes of this rise in detail, resolves any issues raised, and puts plans in place to boost staff retention. The success of the department as a whole, service quality, and operational continuity all depend on having a steady and content staff.



**Figure 6: Contribution of F&B departments to the revenue**

The information shows how much the Food & Beverage (F&B) division contributed to Radisson Blu Dhaka's income throughout the course of the two years. The food and beverage division brought in 25% of the overall income in 2022 and then 30% in 2023. This increasing tendency shows how important the department is becoming to the hotel as a source of income. The rising proportion indicates that the F&B department has been successful in implementing new menu items, improving customer experiences, and controlling costs. Overall, the data shows how important the F&B division is to Radisson Blu Dhaka's revenue growth and overall company performance.

## Chapter: Four

### Findings, Recommendation & Conclusion

## 4.1 Findings

1. Revenue Growth of Food & Beverage department at Radisson Blu Dhaka experienced a significant increase in revenue, from \$400,000 in 2022 to \$500,000 in 2023, indicating positive sales performance and potential improvements in menu offerings and customer satisfaction initiatives.
2. While still relatively low, staff turnover within the department increased slightly from 8% in 2022 to 10% in 2023. This trend, although modest, requires attention to address any underlying issues and maintain a stable and content workforce.
3. The department's contribution to the hotel's overall revenue grew from 25% in 2022 to 30% in 2023, highlighting its increasing significance as a revenue-generating unit. This indicates successful implementation of strategies to enhance menu offerings, customer experiences, and cost management practices.

### **Positive Aspects**

1. The significant increase in revenue demonstrates the department's effectiveness in attracting customers and maximizing sales opportunities.
2. The low turnover rate, although slightly increased, reflects a generally content and stable workforce, which is crucial for maintaining service quality and operational continuity.
3. The growing contribution of the Food & Beverage department to overall revenue indicates successful strategies implemented to drive profitability and enhance guest experiences.

### **Negative Aspects**

1. The slight increase in employee turnover may signal underlying issues affecting staff satisfaction and retention, potentially impacting service quality and operational efficiency if not addressed promptly.

## 4.2 Recommendation

- The organization may analysis of the factors contributing to the increase in employee turnover and implement strategies to address underlying issues.
- They should invest in menu innovations, customer satisfaction initiatives, and cost management practices to further enhance revenue growth and profitability.
- They need to concentrate on work environment and provide opportunities for staff development and advancement to improve employee satisfaction and retention.
- It is necessary for them to monitor performance metrics and conduct ongoing evaluations to identify areas for improvement and ensure continued success in revenue generation and guest satisfaction.

## 4.3 Conclusion

In conclusion, the performance analysis of the Food & Beverage department at Radisson Blu Dhaka presents a mixed picture of success and areas for improvement. The department has shown commendable growth in revenue, with a significant 25% increase from 2022 to 2023, reaching \$500,000. This upward trend reflects effective sales strategies, enhanced customer satisfaction initiatives, and successful execution of banquet and event catering services. However, the slight rise in employee turnover from 8% to 10% signals potential challenges in maintaining a stable and content workforce. While still below industry averages, addressing this issue is crucial to ensuring operational continuity and sustained service quality.

Moreover, the growing contribution of the F&B department to overall hotel revenue, reaching 30% in 2023, underscores its significance as a key revenue-generating unit. Nonetheless, the increasing reliance on F&B for revenue generation necessitates careful consideration of diversification strategies to mitigate risks associated with market fluctuations.

In essence, while the Food & Beverage department has made significant strides in revenue growth and contribution to the hotel's financial performance, there remains room for improvement in areas such as employee retention and revenue diversification. By addressing these challenges and continuing to prioritize innovation, customer satisfaction, and operational excellence, the department can further solidify its position as a vital component of Radisson Blu Dhaka's success. Moving forward, a concerted effort towards fostering a positive work environment, enhancing menu offerings, and exploring new

revenue streams will be essential to sustaining growth and ensuring long-term competitiveness in the hospitality industry.

## Appendices

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