



Daffodil
International
University

Report on:

“An internship report on Sales and Marketing strategies of Hotel Hansa Premium Residence”

Subject: Internship Report Semester: Spring-2023

Submitted by:

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Submitted to:

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Letter of Transmittal

Farhana Noor

Assistant Professor

Daffodil International University

Subject: Submission of “An internship report on Sales and Marketing strategies of Hotel Hansa Premium Residence”

Dear Madam,

This is my pleasure to submit **“An Internship Report on Sales and Marketing Strategies of Hotel Hansa Premium Residence”**. It is prepared depending on my three-month period Internship program in Hotel Hansa Premium Residence.

The report has been prepared to bring up the requirements of the internship program at my assigned organization in Hansa Premium Residence.

I have put my utmost effort to make the report a successful and complete. It has been an enlightening and joyful experience for me to work in the organization and prepare the report. Furthermore, this has been a great source of learning for me to organize similar kinds of studies in the future.

I would like to express my sincere gratitude to you for your kind guidance & suggestions in preparing the report. It would be my immense pleasure if you find this report useful & informative to have an apparent perspective on the issue. I shall be happy to provide any more explanation regarding this report if required & please do not hesitate to call me if you have any queries on this report or any other relevant matters.

Thanks, and Best Regards,

Shadique Hasan

ID: 193-11-885

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Certificate of approval

This is to certify that the internship report titled “An internship report on Sales and Marketing strategies of Hotel Hansa Premium Residence” was prepared by Shadique Hasan ID: 193-11-885 of B.B.A program, Department of Business Administration, Faculty of Business & Entrepreneurship, Daffodil International University, has been recommended for submission & presentation.

Shadique Hasan carries ethical and moral character and is pleasing, as well as a student. It has indeed been a great pleasure working with him. I wish him all success and prosperity in life.



Farhana Noor

Assistant Professor

Faculty of Business & Entrepreneurship Daffodil International University

Student Declaration

At this moment, I do state that the work presented in this internship report has not been previously submitted to any other university/college or organization for any academic degree. The work I have presented has no existing copyright, and no part of this report is copied from any work done earlier for a degree or otherwise.



Thanks, and Best Regards,

Shadique Hasan

ID: 193-11-885

Department: BA

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Executive summary

This report provides an overview of my internship at Hotel Hansa Premium Residence, focusing on the Sales and Marketing strategies. It begins with a summary of the company's profile, target market, competitive edge, and reputation in the hospitality sector.

The report outlines the structure and functions of the Sales and Marketing department, emphasizing its role in increasing revenue and engaging customers. The internship was focused on increasing brand familiarity, customer acquisition and participation in new campaigns. Tasks were related to market studies, supervision of the media image and web presence, authorization of advertisement material for external and internal use in cooperation with other departments, and the support of sales initiatives regarding corporate relations and customer loyalty.

Concerns including the ability to conform to industry standards, to collaborate between departments, and to meet strict deadlines were managed using solutions which strengthened my skills in planning and problem solving as well as made me able to make good decisions based on the data gathered.

The last section of the report provides recommendations that will enhance the Sales and Marketing of the hotel. These are such as employing analysis to improve a campaign, investigating new trends in the market, and employing technology for reaching the customers. All these recommendations are intended to improve the department and the hotel's performance.

Chapter-1

Introduction

HANSA – A Premium Residence, managed by Unique Hotel & Resorts PLC has been setting up the standard of professionalism in the hospitality industry by associated with the reputed owners of ‘The Westin Dhaka’ and over a dozen years of experience in the hospitality industry. Establishing a unique benchmark in Bangladesh, HANSA has 76 stylish rooms comprising twelve suites, two international standard restaurants, fitness center, health spa, rooftop swimming pool and all other state of the arts facilities.

Situated in Uttara, a fast emerging area of concentrated Ready Made Garment (RMG) business in Dhaka City, HANSA is conveniently close to the International Airport where a guest can reach within 10 minutes and easily accessible from the factory zone. Moreover, located conveniently, HANSA can easily reach important locations within 15 minutes including the International Convention City Bashundhara (ICCB), Jamuna Future Park which is the largest shopping mall in South Asia along with the Bangabandhu International Conference Center (BICC).

Background of the Study

Hotel Hansa Premium Residence is imbued with glamour and luxury amid a bustling business hub. The hotel, nestled in the historic city, introduced a new meaning in the hospitality industry through its dynamic existence guaranteed by its great history, which is dedicated to exceeding quality understanding of sales and marketing strategies to explore how it provides a competitive advantage over sales and marketing strategies to explore how it provides a competitive advantage.

Scope of the study

The internship program with Hotel Hansa Premium Residence is designed to get an in-depth, hands-on feel of the sales and marketing strategies implemented in the hotel, management structure, mission, goal, and core values in action.

Objective of the study

Broad objective:

The broad objective of this report is to analyze the sales and marketing strategies of Hotel Hansa Premium Residence.

Specific Objective:

- To assess the sales strategies of Hotel Hansa Premium Residence
- To understand the segmentation, targeting, and positioning (STP) of Hotel Hansa Premium Residence
- To evaluate the marketing mix of Hotel Hansa Premium Residence
- Recommendations based on the findings of the report

Methodology

In my report, I will be employing a blend of qualitative and quantitative research methodologies. I plan to gather secondary data from various sources such as company newsletters, academic publications, and corporate records. Additionally, I will conduct interviews with sales and marketing personnel to collect primary data. This mixed-method

approach will provide a comprehensive understanding of the subject matter by allowing me to delve into both numerical data and nuanced insights from direct interactions with relevant stakeholders.

Limitations of the study

While collecting the data, I find Time constraints restrict thorough exploration and data collection process. As an intern Proprietary information is not accessible to me, hindering understanding due to confidentiality. Qualitative data's subjective nature poses challenges in interpretation and generalization due to biases. Market changes can quickly change things. This can make conclusions from old data wrong.

Chapter 2

History and Overview of Hotel Hansa Premium Residence



History of Company Hotel Hansa Premium Residence

Hotel Hansa Premium Residence, established in 2018 is one of the renowned luxury hotels in Dhaka (Uttara). It is known for its opulent accommodations, world-class services, and stunning dining experience. The hotel boasts a grand history of providing exceptional hospitality to guests around the world.

Ownership:

HANSA – A Premium Residence is owned by Unique Hotel & Resorts PLC – a prominent Hospitality Management company in Dhaka that owns The Westin, Dhaka too.

Overview of the Company

After all, with over 20 years of experience in the sector, Unique Hotel & Resorts PLC brings extensive knowledge and insight to the running and operation of HANSA.

HANSA is billed as the first premium residence of its kind in Bangladesh, Which, if nothing else, suggests an unwavering promise to deliver premium features and a luxurious experience to guests.

These features include 76 contemporary rooms — 12 of which are luxurious suites. This variety in room type looks to cater to tourists and business travelers alike.

—Our design concept, Managing Director, Mustafah A. Mokbul, when discussing the development, was to create a world of awe-inspiring luxury, where all our valued guests' needs, desires, and expectations would be exceeded.

HANSA – A Premium Residence features a range of best-in-class amenities, including two world-class restaurants, a gymnasium, a spa, a rooftop swimming pool, and more. These amenities enhance the overall guest experience and make it a comprehensive destination for both leisure and business travelers.

Vision Statement

The hotel's vision is to be the preferred choice for travelers seeking luxury and comfort, while its mission is to create unforgettable experiences for guests through impeccable service and attention to detail.

For any business, having a long-term vision is an important factor for a business to run for a long term. A vision statement outlines the hopes that will create hope for the future. HANSA – A Premium Residence vision is

"To be recognized as the premier luxury destination for travelers seeking exceptional hospitality, unforgettable experiences, and genuine connections in every corner of the world."

The vision statement of HANSA Premium Residence conveys the hotel's ambition to be the best in its category and emphasizes its commitment to delivering outstanding experience and building connections with its customers.

Mission Statement

During my internship, I learned that the mission statement of any company or organization provides a concise summary of the organization's purpose, its core values, and its primary objectives. A mission mainly describes what the organization does, who it serves, and how it does it. For a hotel, Hotel Hansa Premium Residence like a mission statement:

"Our mission is to provide unparalleled hospitality and create memorable moments for our guests by offering luxurious accommodations, exceptional dining experiences, and personalized service. We are dedicated to the well-being of our guests, employees, and communities and we strive to exceed expectations in every aspect of our operation."

This mission statement stands out as the hotel's commitment to delivering exceptional service and experiences, prioritizing the needs and satisfaction of guests, valuing its employees, and emphasizing its role in the broader community.

These statements should be clear, concise, and reflective of the hotel's core values and strategic direction. They serve as guiding principles for decision-making, help create a shared sense of purpose among employees, and communicate the hotel's brand identity to customers. Additionally, they can evolve as the hotel's priorities and goals change or expand.

Core values

HANSA adopted quality, luxury and sustainability as its core values which define a long-term foundation for a superior residential service. There is a carefully explained interest in skill and design used when constructing a property, right from the design phase to the construction phase, and as such, one is always able to obtain impeccable quality and elegance of their desired property. Bigger than the intents of being, the Luxurious Organization has defined Luxury as the first-rate complicated amenities and personalized services that will improve the quality of life of residents, community which will produce living environments not probable to be matched and where convenience and comfort are cornerstones of success.

In addition, the topic of sustainability is an important value for HANSA, and the company will adhere to it. However, as a business working for customers to develop a sustainable demand in hospitality as a sector, HANSA understands responsibility for immediate surroundings and environmental quality improvement. Through conscious design, committing to sustainable material, and planning safe and well-aligned construction, HANSA seeks to jointly design homes that understand and enhance the existence of earth. fascinatingly evident, ensuring that every property is a shining example of the highest levels of elegance and quality. Greater even than the appearance of luxury, HANSA's commitment to luxury means first-rate facilities and individualized services that

enhance the quality of life for their residents, creating living spaces that are not likely to be equaled — where convenience and comfort are paramount.

Furthermore, HANSA is committed to sustainability, which is one of its core values. As a company building a reliable hospitality sector for customers, HANSA feels a deep responsibility to reduce its environmental impact and enhance its community. By employing creative design strategies, eco-friendly building materials, and thoughtful construction methods, HANSA aims to formulate homes that work in concert with the environment and improve the lives of the earth.

Code of Conduct

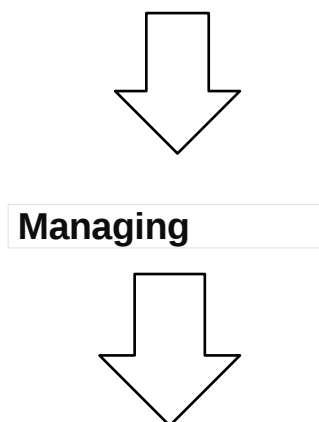
Hotel Hansa Premium Residence adheres to a strong code of conduct that governs moral behavior, professional standards, and regulatory compliance. The code ensures integrity, decency, and fairness in all interactions with customers, employees, and other stakeholders.

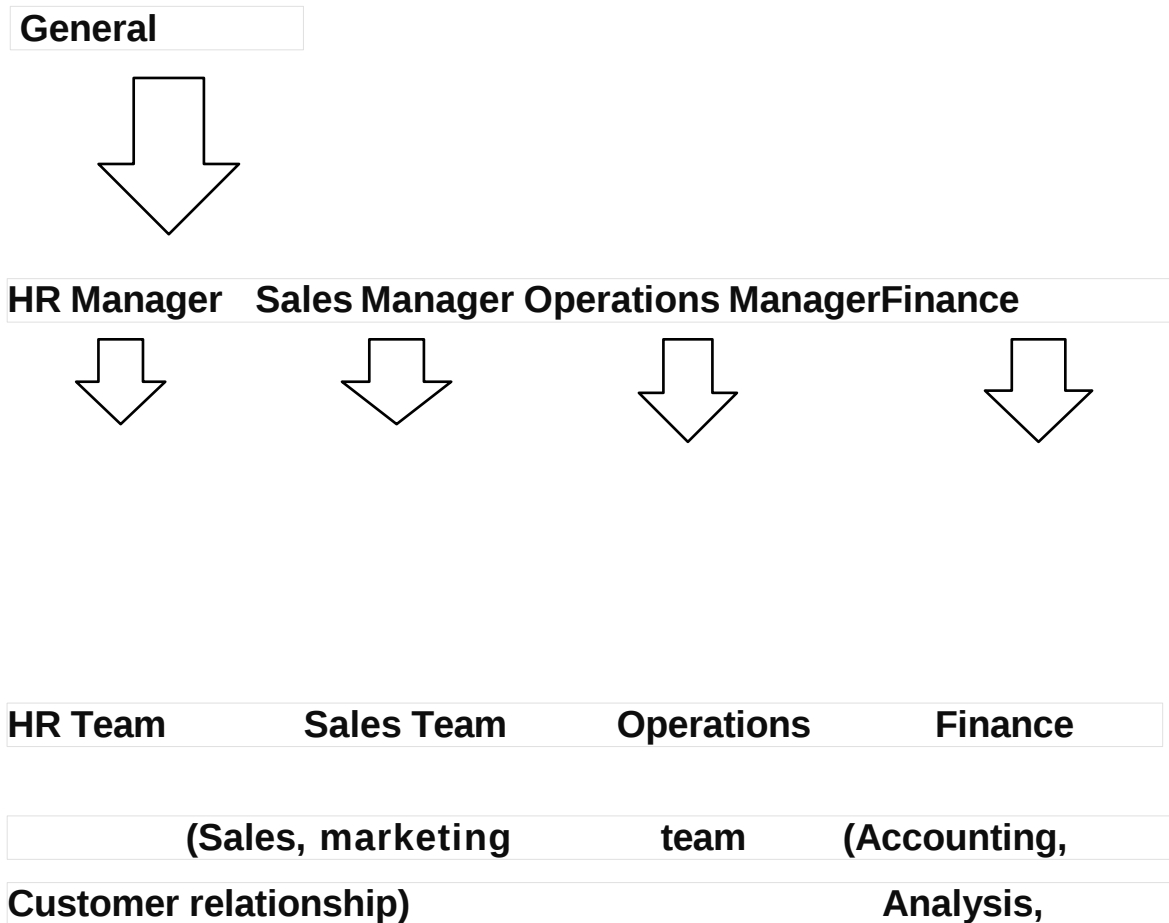
Objectives of the of Hotel Hansa Premium Residence

Hotel Hansa Premium Residence seeks to deliver unrivaled hospitality, going beyond the expectations of its guests. Providing the highest level of service, maximizing profitability, and fostering long-term partnerships with both its associates and guests underlie its operating principles. The hotel's main objectives are to surpass industry standards, offering exceptional experiences to their customer. Its objective is to engender loyalty and trust, creating a long-lasting impression by utilizing the best of everything. At Hotel Hansa Premium Residence, the team is dedicated to providing first-rate hospitality, continually surpassing industry leaders.

Management Organogram

Board of Directors





The Sales and Marketing department at Hotel Hansa Premium Residence comprises several teams, including Sales, Marketing, Accounting, Financial Analysis, and Operation. Each team is led by experienced professionals who report to the Director of Sales and Marketing. It depends on hotel size, target market and business needs. The DSM role is responsible for the overall sale and marketing department include developing strategy, establish goals and review the departmental budget. This position usually reports directly to the General Manager or to a senior executive. Depending on hotel property size, target market, and business needs, the organisation of the sales and marketing departmental may vary.

Sales Team:

Sales Managers: Sales Managers sell hotel rooms and services to individual guests, group bookings, and corporate clients. They are typically assigned to specific territories and/or market segments – corporate, leisure, group, and government sales, for instance.

Coordinators: Sales Coordinators provide administrative support to the team; this might include answering customer inquiries, managing contracts, or maintaining customer databases.

Marketing Team:

The Marketing Manager is responsible for developing and implementing marketing strategies and campaigns to position the hotel's brand, services and special offers to potential and existing customers as well as the online public. They are in charge of online marketing activities involving website management, social media marketing, email marketing, press releases, and online advertising. Public Relations (PR) Specialists manage media relations, public communication such as press releases, and develop and implement strategies to build up the hotel image and reputation through the media, etc. The creative team including Graphic Designer, Content Writer, and Multimedia Specialist is responsible for creating marketing promotional materials such as brochures, advertisements, images, and website content. The Event and Promotion Coordinator plans and executes events, promotions, and special offers to attract guests.

The Revenue Management Team plays a critical role in setting pricing strategies and optimizing revenue for the hotel. They work closely with sales and marketing to maximize profits. Support staff may be necessary to assist with various tasks within the sales and marketing department. Cross-functional collaboration is essential, as sales and marketing departments often work closely with other departments within the hotel to ensure seamless guest experience.

In summary, the Marketing Manager, Digital Marketing Specialist, PR Specialist, Creative Team, and Revenue Management Team are essential components of a hotel's marketing strategy. They work together to ensure customer loyalty, maintain brand integrity, and maximize profits.

Chapter 3: Analysis of the study

Sales Strategy for Hotel Hasana Premium Residence

Maximizing Direct Bookings

Search Engine Optimization (SEO): Make sure the website establishes a good position on search engines and distinguish it using such phrases as “luxury hotel in Dhaka”, “premium residence”.

Meta Search Integration: If customers perform a price comparison search using platforms such as Google Hotel Ads or Trivago, then engage with these sites to be featured in such searches but relay reservations to the website.

User Reviews and Testimonials: Positive reviews can often provide the guests really helpful in encouraging others to trust and go to the restaurant.

Abandoned Booking Recovery: Set up email follow ups so you can prompt your prospects to finish lodged incomplete reservations by giving them special offers.

Booking Flexibility: It has the option of offering free cancellations or flexible booking terms in order to entice guests to book through the website.

Enhancing Customer Engagement and Loyalty

Personalized Pre-Arrival Services: Inform clients in advance about the available menu and deliver questions regarding their preferences (as in, for example, allergies, or special occasions).

Exclusive Membership Tiers: Extend packages to levels like silver, Gold and platinum, with higher rankings giving additional privileges that include free spa sessions, or deluxe station access.

Eco-Friendly Initiatives: Provide friendly incentives to environmental friendly clients such as providing a lower rate or make them limited to fore go green products such as reusing linen or using carbon credit programs.

Virtual Concierge Services: Leak information through apps or chatbots to offer real time suggestions, restaurant reservations and activity ideas based on the guests preferences.

Leveraging Digital Marketing and Social Media

Targeted Online Ads: Google Ads and Facebook Ads Manager should be employed to create ads campaigns that are more selective depending on the preferable customer niche, like honeymoons or business travelers.

Interactive Content: About 360 virtual tour videos about the property, back stage, and events are good methods to help to attract people.

User-Generated Content (UGC): The best way to get guests to post their stay on social media is by developing a specific hashtag for the area and rewarding the most creative photos with something special.

Influencer Takeovers: Last one will involve hosting the influencers to come to the hotel's offices or the hotel itself, and have them post for the day, followers will love to see the kind of experience that the influencer is having in the hotel.

Localized Campaigns: Enumerate features interesting to individual categories of travellers around the hotel, including fauna and flora, cuisine, and culture.

Building Strategic Partnerships and Collaborations

Exclusive Local Tours: Develop exclusive offers for substantially different types of trips (for example, sightseeing tours through private car with an experienced guide, a cultural or outdoor tour of a city, etc.), which are only possible with the help of a hotel.

Corporate Contracts: Target the corporate travellers and start giving corporate rates for meetings, conference, team building activities and for multiple bookings of rooms.

Wedding and Event Packages: Establish some contacts with the wedding planners as well as the event organizers in order to market the hotel as one of the events venue specifically for weddings and conferences and most importantly inclusive of the packages that are offered.

Local Art and Culture Collaboration: This ensures the hotel creates a good relationship with the community and in turn, those guests interested in art will visit the hotel to view the masterpieces.

Optimizing Pricing Strategies

Geo-Targeted Pricing: One way that can be used to attract business from particular areas is the offering of hotels to provide great deal for customers based on their location.

Mobile-Only Discounts: A few examples include reconfirming customers on an event or show and suggesting that they make payments through the app and creating app-only offers or discounts.

Family and Group Discounts: Give package prices for groups or families, free activity for children or group meal offers.

Festive and Seasonal Packages: It is useful to design packages around holidays and festivals, and the corresponding menus, decor, and activities.

Promotions and Discounts:

Running promotions at specific hours, for instance, on the "Happy Hour" for the spa, is a good strategy to attract new customers. It Offer reduced prices on water services such as the pool to motivate more people usage.

Membership Programs:

Offer membership programs with an option of monthly or yearly fee payment to keep the customers.

Culinary Events:

Program activities such as the Turkish Food Festival stimulate food lovers' interest and fashion an exclusive visitor experience.

Segmentation, Targeting, Positioning of Hotel Hasana Premium Residence

Doing an internship at Hotel Hasana Premium Residence makes me understand the real-time importance of Segmentation, Targeting, and Positioning of Hotel Hasana Premium Residence. Every point plays an important role in both generating profit and understanding the needs of the customer deeply.

Segmentation

Demographic segmentation: It is the start of the segmentation. Demographic segmentation plays a crucial role in identifying the customer. Hotel Hasana Premium Residence segregates the guests according to their age, gender, family size income, and more to understand the category of the customers. With the help of the demographic segmentation Hotel Hasana Premium Residence set the priorities for their customer requirements.

Behavioral segmentation: segmentation regarding behaviorally is an integral part of any business. Hotel Hasana is not distinctive from others. They can segregate employees by their loyalty towards the hotel, travel frequency of travelers, and online or offline booking preferences of customers. This helps them to customize the service to become a top-notch service provider.

Psychographic Segmentation: A business will flourish if it can understand the psychographic behaviors of its customers. Segmenting customers by their preferences, values, and lifestyles can assist Hotel Hasana to thrive better than its competitors and help them give personalized customer service.

Targeting

Targeting is the next stage once the segmentation is done; the hotel has to analyze guest perspectives about their likings, and patterns to meet their customer service. By following the traits and pattern Hotel Hasana can more precisely customise the customer group.

Adapt Marketing Strategies: marketing is a substantial part of any business. To promote properly about business activities, hotel Hasana chooses marketing strategies that will help to keep updated customers about the business. They change the marketing strategy as the situation and time demands.

Implement Pricing Strategies: providing the best service with a pocket pocket-friendly budget will attract more customers. Having more customers will not only maximize profit but also create goodwill for Hotel Hasana.

Positioning

Hotel Hasana must come up with lucrative ideas, which will create a position in customer minds to compete with their rivals. Hotel Hasana can use market segmentation, such as luxury, ability to select their potential customer who will be long-term beneficial.

Marketing Mix of Hotel Hasana Premium Residence

1. Product

HANSA elevates the hospitality experience through its world-class facilities and tailored services, providing a blend of luxury, comfort, and innovation.

Cutting-Edge Features

Stylish Rooms: Equipped with smart controls, mood lighting, ergonomic furniture, and high-speed connectivity, ensuring a modern stay experience.

Royal Suites: Offer luxury beyond expectations, with private lounges, jacuzzis, personal butler services, and bespoke in-room dining.

World-Class Restaurants: From fine dining to casual eats, HANSA's restaurants provide multi-cuisine offerings, focusing on fresh, locally sourced ingredients alongside globally inspired menus.

Fitness Center: State-of-the-art gym equipment, personal trainers, and wellness classes like yoga and pilates.

Premium Bar: Featuring an exclusive range of cocktails, fine wines, and rare spirits with a sophisticated ambiance.

Advantages of Product

Differentiation: Other specialist amenities like infinity pool and the customized suite services bring HANSA to a different level from all other industry rivals.

Wide Appeal: This is because the accommodation options offered by the facilities cater for both tourists and corporate guests, thus increasing the demand for the given facilities.

Enhanced Guest Experience: By availing quality amenities, consumers give a good rating hence the repeat business.

Disadvantages of Product

High Maintenance Costs: The use of expensive facilities for carrying out preventive maintenance hikes the costs of operations.

Limited Affordability: The luxury positioning could well overwhelm the brand appeal to the price conscious tourists.

2. Price

HANSA also maintains strategic pricing; the company is able to provide relatively near-universal access while still maintaining its premium market position.

Pricing Strategies

Value-Based Pricing:

Dynamic Pricing: Promotional prices vary according to availability, but pressures as in availability of rooms, events and events in the surrounding area, and seasons.

Loyalty Programs: Promotions such as offering free night's stay or an upgrade or free amenities as a way of incentivising clients to come back.

Seasonal Promotions: Holiday packages, business travel deals, and special event offers to boost bookings during specific times.

Bundled Packages: They combine spa treatments, dining, and airport transfers (with airport transfers for an all-inclusive rate, so for value).

Advantages of Price

Revenue Maximization: The ability to dynamically price allows HANSA to take advantage of peak demand.

Perceived Value: The higher the price, the more it confirms that luxury and exclusivity.

Market Competitiveness: The brand is not devalued through seasonal promotions and loyalty programs aimed at a price sensitive segment.

Disadvantages of Price

Limited Market Reach: If high rates scare off middle income travelers it can decrease the overall market size.

Brand Dilution Risk: If the hotel makes frequent discounts, or promotions they may damage their premium image.

Price Competition: HANSA's pricing strategy may be vulnerable to its competing hotels that use similar services in a lower price.

3. Place

HANSA's location provides a unique advantage for business and any other traveller.

Geographical Benefits

Proximity to Hazrat Shahjalal International Airport: Just minutes away, making it ideal for layovers, transit passengers, and international travelers.

Access to the RMG Business Hub: Sited in one of Dhaka's most strategic business areas in proximity to where working people could easily arrange for meetings, business fairs and congresses.

Connectivity to Key Landmarks: Practical for culture, shopping and entertainment purposes, which means that is familiar with the tourists wishing to visit one-stop centers.

Transportation Network: Experience easy access to highways, public transport and airport shuttle services to enable our guests enjoy their transport fairly and squarely.

Advantages of Place

Convenience for Business Travelers: There is a constant demand from corporate customer base around the airport and around business centers.

Attracts Transit Passengers: The positioning is a potential strength for HANSA as it is near an airport thereby giving it easy access to the market of an airport layover.

Tourist-Friendly: It benefits the leisure traveller more since the ease of accessing the cultural and shopping area in Dhaka rises.

Disadvantages of Place

Dependency on Location: Heavy reliance on nearby business hubs and transit traffic may limit diversification in customer segments.

Competition in the Area: Other luxury hotels in the vicinity with similar locational benefits can dilute HANSA's appeal.

Urban Constraints: Being in a busy urban area may deter travelers seeking quieter, more secluded accommodations.

4. Promotion

LinkedIn Posts: Share the posts of Hotel Hansa's journey – success stories, awards and milestones. An example is showcasing year over year revenue growth, guest satisfaction rates and testimonials.

Guest Reviews: Guide your guests to leave a review on TripAdvisor, Google and more. Next time you promote these reviews, highlight them.

5. People

Staff Excellence: Make continuous staff training investment in communication, cultural sensitivity and problem solving skill. Equipping employees with the ability to serve guests like they care and empowered them with the value and the ability to make them feel cared for.

Memorable Experiences: offer personalized service, for example, welcome frequent guests by their name, provide them with a custom welcome package or offer them custom local tours. Make sure that every interaction feels like a luxury and care.

6. Process

Seamless Bookings: Upgrading website and app for user-friendly online booking. Incorporate AI chatbots for 24/7 assistance and reservation management. Provide real-time updates and easy modification options for bookings.

Effortless Check-In/Out: Introduce contactless check-in/out systems. Provide guests with pre-arrival information and options to customize their stay preferences. Offer express checkout to save guests time.

Responsive Support: Form a guest service team in order to respond as early as possible to the various guests' needs or complaints.

Chapter 4

Findings

Through the internship at Hotel Hansa Premium Residence, key insights into the hotel's Sales and Marketing strategies emerged, revealing strengths and areas for improvement:

1. Ineffective promotional campaigns and underwhelming membership programs result in low customer retention and engagement. Also culinary events like the Turkish Food Festival show promise but need better marketing alignment with guest preferences. However, the hotel struggles with ineffective promotional campaigns, underperforming membership programs, and a lack of alignment between marketing efforts and guest preference.
2. Inadequate information about consumer behavior and psychography is a result of overdependence on demographic characteristics. This limits the possibilities of targeting customers, for example, understanding the needs of the readers who often travel or guests who choose environmentally friendly accommodation.
3. From the current strategy that Hotel Hansa uses it describes itself as a luxury hotel, however the actual differentiation in branding and offerings that makes the hotel stands out from the rest could be subdued.
4. Topping the list of elegant accommodations; rooftop swimming pool, luxurious suites, and spa and fitness center mark the hotel as a luxurious dwelling. Nevertheless, activities in such facilities are capital and time consuming and not all services may interest customers.
5. Growth from value-based and dynamic pricing helps the profitability but lack of a consistent pricing strategy harms customer's trust and engagement.
6. A wide area and proximity to the airport and business are distinctive assets; however, a company lacks proper promotion of such valuable assets.
7. Nowadays campaigns are not as original and are not getting through to the intended audience. Certainly, threats and challenges also exist; yet, more could still be done in the way of digital engagement and opportunities for user generation.

Recommendations

Therefore in order to address the above mentioned challenges and run the business smoothly, the following strategies are suggested:

1. Propose packages for members with privileges that will help tackle one's stress levels for free check-ins, free upgrades, or wellness vouchers. Adapt cooking occasions to guests' choices, intriguing pre-culinary landmark marketing to improve turnout.
2. To track behaviors, acquire the insights on travel patterns, booking attitudes, and loyalty markers, invest in behavioral analytics. Integrate psychographic approach as an efficient way to create services that will appeal to the guest's values and life choices, for example, sustainable accommodations or guided cultural tours.
3. Create a coherent and recognizable brand image with strict elitist, technological, and unique selling propositions and embrace customer experience approaches. Integrate sustainability into a firm's as a theme to appeal to consumers especially the tourists that are environment conscious.
4. Integrate product lines to reflect the customers' expectation that can be met by new offers such as Smart Room Technology or personalized wellness offerings.
5. Be simple and completely honest when setting up one's prices and ensure that they don't differ much between the various channels.
6. The use of advertising communication tools, to make a special focus on the proximity to the airport and business areas. Make flyers and posters in relation to the accessibility of the location for businessmen and passengers in transit.
7. As for the visibility, the promotion activity has to be developed with the help of social networks, targeted promotion, influencer, and localizing the ads.

Conclusion

This internship was indeed a great chance to get the real experience in the operations of the luxury hospitality business especially in Sales and Marketing department of Hotel Hansa Premium Residence. However, the main idea which I received from this experience is the usage of sales promotions and tactical approach in managing a hotel for different categories of clients that may start from the businessmen, and finish with tourists who seek comfort and luxury.

Hotel Hansa Premium Residence is one of the new generation brands in Bangladeshi hospitality sector which is located near airport and offers superior amenities to its potential domestic and international customers. The hotel has been able to position itself as a market name due to its commitment to satisfying the customer needs and ensuring that the hotel is well equipped. However, as it is a competitive business, it has some issues that should be resolved to maintain and develop the company's reputation in the constantly changing industry.

Marketing mix analysis showed that the hotel is very strong in its product which includes rooftop swimming pool, luxury suites and wellness centers. But, the study also revealed some of the weaknesses that include; the inconsistency of the pricing policies, inadequate exploitation of the hotel's central position and ineffective promotional activities. Several of these gaps can be filled by the adoption of latest technologies, such as artificially intelligent reservation platforms and advanced digital marketing methods.

Membership campaigns and culinary events demonstrated the opportunity but failed to provide enough interest and promotion. These programs could be modified to offer different benefits at different levels of participation, with specific promotion and better marketing communication could dramatically improve customer loyalty. Furthermore, practising sustainable business relations not only correlates with the global trends but also helps to gain more environmentally friendly tourist customers for the hotel brand.

This internship also brought into the light how the success of a hospitality business can be greatly built on the Guest first strategy. Reliability and quality of service and high regard to details continue to define customer satisfaction and loyalty. Through the support of the personnel, providing constant training and encouraging them to search for new methods Hotel Hansa Premium Residence can be ready to respond to situations that may lead in the near future to its obsolescence.

As the hospitality industry adapts to the future, there are several trends that are likely to may have a significant impact including technological trends, customer trends as well as the trend towards sustainability. For Hotel Hansa Premium Residence, this has its advantages and disadvantages. As far as the company can develop innovation in service delivery, expand its market target group and continue to meet and even surpass the customers' expectation in terms of luxury and comfort, the hotel can establish itself as a leading brand in the premium hospitality industry.

In conclusion, the internship went beyond being an informative experience but was an opportunity to starting my career in the Sales and Marketing department for hospitality industry. Essentials acquired in this line together with experiences faced has prepared me with confidence as well as equipped with relevant skills to meet toughness of the competitive professional environment. To the Hotel Hansa Premium Residence, the finding and recommendation in this report could help as a guide for this hotel to chart a course to long-term success, higher guest satisfaction, and continued growth in a competitive industry. With progress and zeal to provide only the best, the hotel is capable of not just providing for the needs of the guests but also the wants and the possible expectations of the guests in order to make the lasting impression that the hotel aims to leave.

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