



Internship-Report

On

“Catering Management System of Intercontinental Hotels and Resorts Dhaka”

Presented By

Towsifuzzaman

ID: 183-43-365

Bachelor of Tourism and Hospitality Management

Faculty of Business and Entrepreneurship

Daffodil International University

Presented for

Mahbub Parvez

Associate Professor and Head

Department of Tourism and Hospitality Management

Faculty of Business and Entrepreneurship

Daffodil International University

Department of
**Tourism & Hospitality
Management**

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LETTER OF TRANSMITTAL

21th January 2023

Mahbub Parvez

Associate Professor and Head

Department of Tourism and Hospitality Management

Faculty of Business and Entrepreneurship

Daffodil International University

Subject: Submission of internship report.

Dear Sir,

In accordance with the requirements of our BTHM program, I hereby submit my internship report based on catering management system of hotels and resorts. Working under your active supervision is both an honor and a great joy for me.

The report is prepared based on five-month, practical orientation in hotel Intercontinental.

I have the wonderful opportunity to work at the hotel for five months as a trainee in the sales and catering department under the direction of Mr. Nazrul Islam (Director of Sales) and Mr. Shakhawth Hossain (Sales and Catering Manager). I have the chance to connect my academic learning with practical experience through this initiative.

I made an effort to follow your instructions in every way. I want to extend my sincere gratitude for all of your help with this report's development.

I will be highly obliged and grateful if you are kind enough to receive this report and provide your valuable judgment. It would be my greatest pleasure if you find this report useful and informative to have an apparent perspective on the issue.

Sincerely Yours,

Towsifuzzaman

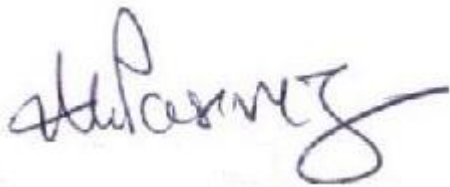
ID: 183-43-365

CERTIFICATE OF APPROVAL

This is to certify that Towsifuzzaman, ID: 183-43-365 has completed his internship at hotel intercontinental as a trainee. He has successfully completed his internship Report under my supervision. During my supervision I found him punctual, hardworking and sincere.

I hereby declare that I have checked this report. In my opinion, this report is adequate in terms of quality and scope for the award of Bachelor of Tourism and Hospitality Management (BTHM) degree.

I wish his success and prosperity.



.....
Mahbub Parvez

Associate Professor and Head
Department of Tourism and Hospitality Management
Faculty of Business and Entrepreneurship
Daffodil International University



.....
Towsifuzzaman

ID: 183-43-365
Bachelor of Tourism and Hospitality
Management
Faculty of Business and Entrepreneurship
Daffodil International University

EXECUTIVE SUMMARY

The study major goals have to provide the overview of the managerial and operational aspects and activities of catering department. In particular, the role of the training supervisor has been taken into account that catering department relates to interconnected with other components and departments of the hotel in this study.

The report has initially divided into three chapters. In the first chapter it has been overviewing the Background of the study, The origin of the report, objective of the study, methodology and the limitations of the study.

The overview of organizational components, introductions, the history of the hotel, vision, mission, services and products, SWOT and CSR analysis, organizational process have covered in the second chapter.

The third chapter describes the administrative structure of the catering department (how it operates from beginning to end), the role of the workforce in the department that follows as well as the performance during the previous five months from various perspectives have covered in this chapter.

The findings, recommendations, and conclusions are included in the final chapter four, along with a discussion of the pros and cons of the department that follows. The references and bibliography for the report sources have also included.



**Catering, Banquet and
Event Management
Services ~**

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Chapter-1

“Introduction”

1.1 Background of the Study

The study has been providing the context of informations and overviews regarding the catering operations as well as managerial involvement and detailed regarding how the catering department of a hotel influence other departments and creates both internal and external communications to provide the excellence experience to the future guests.

Rundown the report provides the overviews regarding the catering department operational aspects as well as the role and significance of the catering department in a hotel, the duties and responsibilities of the junior and catering managers, and how to approach and propose the better deals for an event to the prospective guests. Maintain a positive relationship with the current visitors by identifying their needs, offering food and other related services, such as in weddings, parties, and corporate events to planning, organizing, and executing the events, negotiating rates, and creating detailed catering order forms, organizing menus and managing venue, supply, food, and service setup.

1.1 Origin of the Report

The report is based on an intern's five-month experience in a hotel catering department. The Report includes informations from both internal and external sources. The origin of the report overviews the collection of information's from a trainee observation during the training period, as well as the combination of existing data about the hotel establishment and the following department's daily informational aspects and activities. Under supervision and direction of Mr. Mahbub Parvez, Associate Professor and Head, Department of Tourism and Hospitality Management, Faculty of Business and Entrepreneurship, Daffodil International University. I have prepared the report based on the training experience during the period.

1.2 Objectives of the Study

The main objective is to identify the catering management system, along with the relationships and interactions between other departments and the engagement of catering department of the hotel. The specific objectives are:

- i. To know about catering management
- ii. To identify the tasks maintained by sales and catering department.
- iii. To identify and analyses the relations of catering department with others.
- iv. To evaluate the operational process of the department
- v. To recommended some suggestions based on the findings that are identified.

1.3 Methodology of the Study

The Report discussed the catering department managerial and operational process of a hotel and has given an overview of the department.

This is a descriptive report collected the sources of data from both primary and secondary sources.

- i. **Primary Data:** The primary data has collected based on qualitative process from the organizational observation, Face-to-face unstructured interviews, focus group discussions, participant observation and communication with employee.
- ii. **Secondary Data:** The secondary data has collected based on quantitative data sources through internet and other existing sources.

1.4 Limitations of the Study

When it comes to identify a report limitation, it may not be possible to give all the informations they might want. A few restrictions were made in the study and report preparation in order to ensure the report's objectivity. here are several examples that have been faced:

- i. Trainees have restricted access.
- ii. Restriction in sharing of confidential informations and financial reports.
- iii. Significant work-related stress.
- iv. The hotel website provides insufficient informations about the establishment.
- v. The data collecting sources lacked sufficient depth.
- vi. Every organization has a secret that is kept from the public. For organizational confidence's sake, they withheld a lot of information while gathering the data.

Chapter-2

“Organizational Part”

2.1 Introduction of the Hotel

The hotel was run by Intercontinental Hotels group until 1983, when Sheraton took it and renamed it the Sheraton Dhaka Hotel.

Following a significant makeover, it was reported in 2013 that InterContinental Hotels would take back control of the state-owned facility. The hotel closed on September 1, 2014, and on December 19, 2018 the Hotel InterContinental Dhaka, hand-over to the Bangladesh Service Ltd (BSL), became the first five-star establishment in the nation.

The hotel's name was changed from Dhaka Sheraton Hotel to Ruposhi Bangla from May 2011 to August 31, 2014, following the termination of the contract with Sheraton's parent company, Starwood.

On February 19, 2012, BSL and InterContinental Hotels Group (Asia Pacific) Pte LTD. (IHG) agreed to a 30-year deal with the possibility of two 5-year renewals for the operation of their hotel.

The Agreement requires that the hotel be updated in accordance with IHG brand standards. The hotel will change its name to InterContinental Dhaka after the renovations are finished. It is anticipated that by the middle of 2017, the renovation, which started in March 2015, would be finished.

2.2 Background of the Hotel

Bangladesh Service Limited (BSL) was founded in 1973 as a public limited corporation. The government of the People's Republic of Bangladesh owns 99.6% of the country's capital.

The Board of Directors of the corporation is made up of nine persons.

BSL operated a hotel under the name Ruposhi Bangla Hotel from May 2011 until September 2014, when it was closed for renovations. However, BSL continues to operate the VIP lounge at Hazrat Shahjalal International Airport in Dhaka, which is utilized by major airlines as a business and first-class passenger lounge. The Secretary of the Ministry of Civil Aviation and Tourism serves as Chairman of the Board. The company has been in the hospitality industry over the years, and it was the first in Bangladesh to open a world-class five-star hotel more than 45 years ago.

BSL signed a Management Agreement with InterContinental Hotels Group (Asia Pacific) Pte Ltd. (IHG) for the management of its hotel on February 19, 2012, for a 30-year term with the option to renew for two 5-year periods. BSL underwent a major makeover of their hotel to bring it up to InterContinental's brand standards in preparation for its rebranding as InterContinental Dhaka. The hotel was renamed and opened as InterContinental Dhaka on September 13, 2018 by the Honorable Prime Minister of the Government of the People's Republic of Bangladesh. From the 1st of December 2018, the hotel has been open for business.

BSL operated the hotel as Hotel InterContinental Dhaka from 1973 to 1983 under an agreement with Inter-Continental Hotels Corporation, then as Dhaka Sheraton Hotel from 1984 until April 2011 under an agreement with Starwood Asia Pacific Hotels and Resorts Pte Ltd. (previous Sheraton Overseas Management Corporation).

After productive course of action with IHG, BSL has achieved another accomplishment by getting the honor for the chiefs, upkeep and action of Bangabandhu International Conference Center (BICC), the prestigious gathering focal point of the country, for the accompanying 10 (ten) quite a while. In such way, an understanding (lease) game plan has been embraced among BSL and Public Works Department (PWD) of Ministry of Housing and Public Works on 17 June 2012. BSL has been making due, staying aware of and working BICC from first July 2012.

2.3 Vision of ICD

Supporting their 350,000 accomplices all around the planet are a lot of characteristics they acknowledge are basic to both IHG Hotels and Resorts and their guests. IHG is an overall relationship with a really overall perspective. Working in lodgings and working environments more than 100 countries, their accomplices address various identities and the numerous social orders, religions, races, sexualities, limits, establishments and feelings that make the world such a brilliant spot. Working as one gathering, these characteristics outfit IHG and their accomplices with a strong sensation of normal point of view and guide everything that they do - from how they collaborate, and drive their business forward to how they maintain and see their family, and guarantee they learn new things and create.

Assortment, worth and thought sit as an establishment of our lifestyle and remembering that they're satisfied with their achievements, they have clear plans and obligations to go a lot further.

2.4 Mission of ICD

Their direct yet astonishing explanation focuses on making rich and foremost guest experiences, and seeing, with respect to and truly zeroing in on people. It not simply loosens up to their guests, their housing owners, partners, and associates, but it furthermore infers doing proper for their overall environmental factors. All over the place, a large number of guests visit their motels reliably, and they place in any measure of work to guarantee every one of them feels appreciated and truly centered around. With their motels and resorts at the center of thousands of neighborhood organizations, they are there to help their family and organizations, especially when they need them most, and they have energetic concerning having a productive result to the environment to help with defending the exhilarating complaints that they are a piece of.



Figure 2.1 Mission of Intercontinental, Dhaka

2.5 Products and Services of hotel

Intercontinental Dhaka offers absolute comfort, impeccable service and an array of leisure and meeting facilities, complemented by four restaurants and a bar that offer varied local and international cuisine at all times of the day.

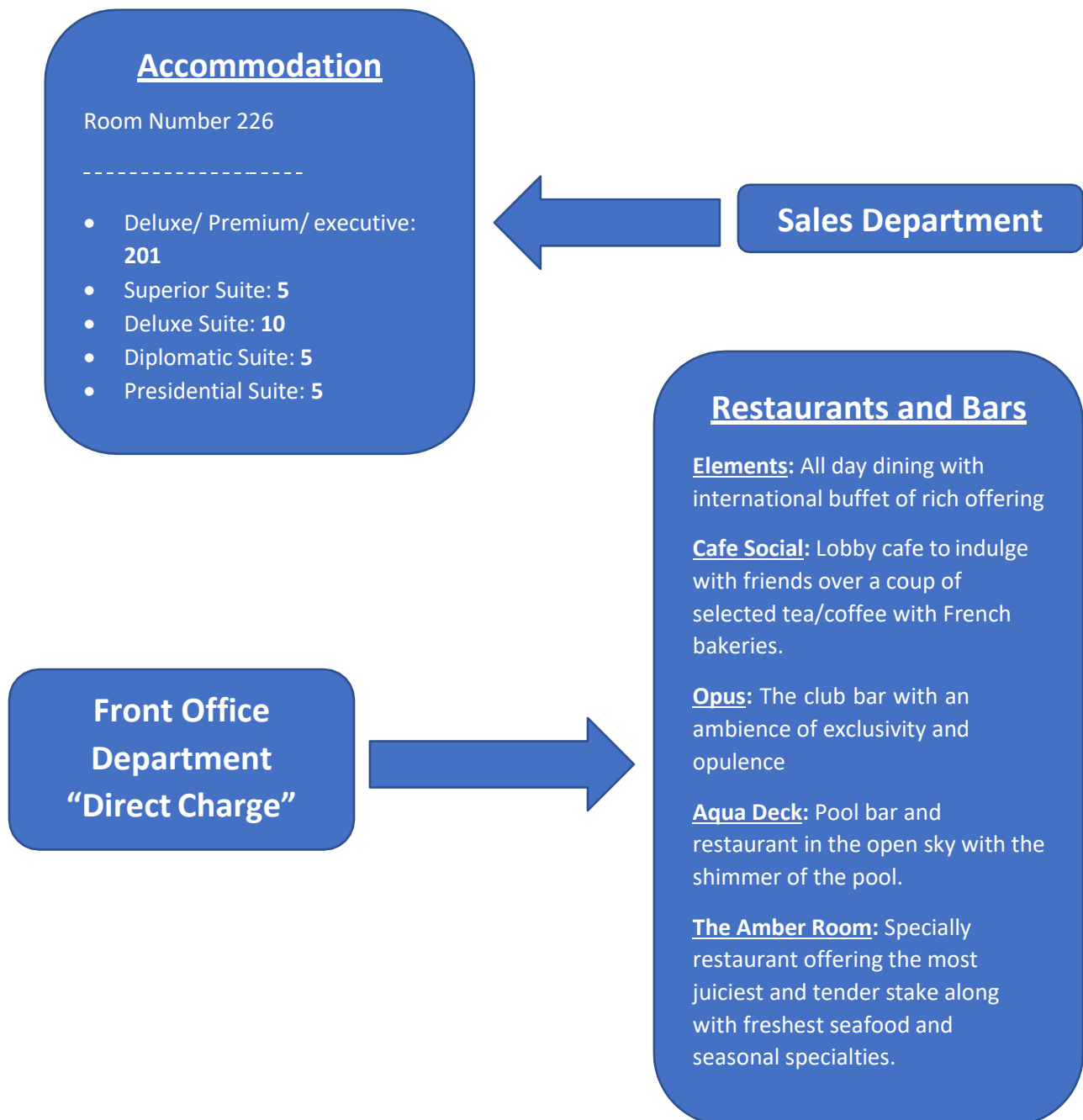


Figure 2.2 Product and Services of Intercontinental, Dhaka

Restaurant, Lounge, Conference center



Name	Café Social
Capacity	: 70 pax
Timing	: 6:00 am – 11:00 pm
Theme	: Freshly brewed high quality Coffee, Tea, Pastry, Bakery and Creative Refreshments and Snack Items
Location	: North western zone of the hotel and under the beautiful Atrium



Name	The Elements
Capacity	: 146 pax
Timing	: 6:00 am – 11:00 pm
Theme	: Multi Cuisine, Local Traditional and Continental Buffet
Location	: Beside the Café at West End of the Hotel
Features	: Bright and sharp natural light will give a luxurious ambiance to have Business meeting, corporate lunch or dinner as well as family gathering. Will have a shared private dining room.



- Name : **The Amber Room**
- Capacity : 56 pax
- Theme : Specialty Restaurant offering the juiciest and Tender Steak along with freshest Seafood and Seasonal Specialties
- Location : Beside the Elements and café at Western part of the Hotel
- Features : A careful selection of current furniture / lighting elements in Whites and Walnuts provide a design edge



- Name : **Opus Lounge and Bar**
- Capacity : 70 pax
- Timing : 5:00 pm – 01:00 am
- Theme : Up market, Relax and Modern Luxury Bar with Semi formal Ambience. Opus conjures up images of exclusivity, opulence and impeccable service and is a place where great minds meet and ‘work’ the world.
- Location : Adjacent to Lobby
- Features : A cozy semi-formal atmosphere with built-in screens to watch world News, reports, events, sports with signature refreshments and drink.



AQUA DECK

Name : **Aqua Deck**
Capacity : 72 pax
Timing : 10:00 am – 10:00 pm
Theme : Pool Bar and Restaurant in the open sky with the shimmer of the pool with Alcohol and Non-Alcohol drinks and Light meal and snacks
Location : 2nd floor Rooftop of East Wing
Features : Overlooking the infinity pool and plush Green Park.



Name : **Club Lounge**
Capacity : 80 pax
Timing : 06:30 am – 11:00 pm
Theme : Only club members are eligible to get club lounge facilities.
Location : 2nd floor North western zone

Arrival Information

- i. Express Check-in, Express Checkout Video Review Billing.
- ii. Internet Access.
- iii. Guest rooms: Complimentary Wireless, Wired Lobby and public areas,
Complimentary Wireless Meeting rooms: Wireless, Wired.
- iv. Parking.
- v. Complimentary off-site parking Complimentary on-site parking.
- vi. Check-in and Check-out.
- vii. Check-in: 14:00 HRS.
Check-out: 12:00 HRS.

Pet Policy

- i. Pets not allowed.

Guest Facilities

- i. Mini bar and in-room tea/coffee making facilities.
- ii. Hair dryers, laundry and dry-cleaning service.
- iii. Complimentary daily newspaper.
- iv. Electronic safety deposit box.
- v. Iron and ironing board.
- vi. Non-smoking rooms.
- vii. Business Center.
- viii. Newsstand and gift shop.
- ix. Car rental, Limousine and airport shuttle service.
- x. Gilded city tours and excursions.

Meals and Beverages

- i. Restaurants All day dining.
- ii. Fine Dine.
- iii. Pool side restaurant and bar.
- iv. Lounge and bar.
- v. Coffee Shop.
- vi. In-room dining.
- vii. Poolside restaurant and bar.
- viii. Picnic area/ Tables.
- ix. Electric kettle.
- x. Paid breakfast.
- xi. Tea in lobby.

Other Services

- i. Extra Car hire from concierge.
- ii. 24-hour room service.
- iii. Fax/Photocopying.
- iv. Meeting/ Banquet and Catering facilities.
- v. Wedding services.
- vi. Limousine service.
- vii. Laundry.
- viii. All time housekeeping services.
- ix. Business Center Service for meeting.
- x. 3 times meals from Cafeteria for Employee.
- xi. Full time services from front office department.

Other Services and Facilities

- i. Activities and Leisure.

- ii. Spa and wellness center.
- iii. Sauna.
- iv. Swimming pool.
- v. Fitness center.
- vi. Library.
- vii. BBQ facilities.
- viii. Garden area.
- ix. Hot spring bath.



Meeting and Event Venues

Our hotel offers the most comprehensive and highest capacity meeting and event facilities in the city where a person can host any type or size of events. The hotel offers over 21000 sq. ft. of combined indoor meeting and exhibition space. There are 9 small and large banquet halls including 2 ballrooms and 7 meeting rooms. Our spectacular RBGB (Ruposhi Bangla Grand Ballroom) and meeting rooms are complemented with spacious pre-function areas, all conveniently centralized for ways access. Our ultra-modern meeting facilities and banquet facilities offer high ceilings, high speed internet, audio visual, digital technology and other tailored services.

Health club and SPA

For the well-being and personal fitness, the health club features a temperature-controlled swimming pool, fully equipped gymnasium, steam room, sauna and spa treatment rooms.

2.6 Rewards from IHG

Club Intercontinental:

Club Intercontinental Dhaka offers guests a high level of luxury and exclusivity from the spacious and stylish rooms to the private club intercontinental overlooking the hotel atrium, everything revolves around our guests and their individual needs.

IHG Rewards Club:

IHG Rewards club is the world's first and one of the largest hotel loyalty programs, providing industry-leading benefits including no blackout dates for reward night, flight rewards, music downloads and free nights at any IHG hotels anywhere in the world. Our program is about people, not just points. The personal connection each of us impacts on our terms is key in helping to create relevant, rewarding relationships that inspires loyalty access your hotel.



**IHG
REWARDS
CLUB™**

2.7 CSR Analysis

InterContinental Hotels and Resorts believe they have the responsibility to respect the nature, heritage and communities our hotels reside in and is pleased to be working in partnership with National Geographic Center for Sustainable Destinations.

Created by the Research, Conservation, and Exploration Division of National Geographic Mission Programs, Center for Sustainable Destinations (CSD) programmers are dedicated to protecting the world’s distinctive places through wisely managed tourism and enlightened destination stewardship.

The core strategy for achieving this mission is geo-tourism, defined as tourism that sustains or enhances the geographical character of a place - its environment, culture, aesthetics, heritage, and the well-being of its residents. To further this mission, National Geographic departments - Maps, Traveler, Digital Media, Advertising, and several others - collaborate on CSD projects and programmers with allied organizations, both global and local.

By engaging tourism bureaus, governments, travel companies, tourism specialists, conservation and preservation groups - along with residents and travelers themselves - these collaborative projects help develop and disseminate information that promotes a sustainable, beneficial approach.

LUXURY	UPSCALE	UPPER MIDSCALE	MIDSCALE
  	    	  <hr style="border: 0.5px solid black;"/> TIMESHARE 	   

2.8 SWOT Analysys

Strengths:

- Comfortable Reservation system.
- Quite atmosphere, not crowded and peaceful place to enjoy holiday.
- Largest indoor parking hotel in Bangladesh, with 200+ parking place at a time.
- Ancient Property.
- Well known to world wide
- InterContinental is a strong brand name and new property in the area.

Weaknesses:

- Metro Rail construction is going on just near to the hotel for this lots of traffic and environmental issues has been seen.
- Existence of corporate offices nearby.
- Very few English-speaking associates.
- Less practice of international culture.
- The stander of international cuisine is poor according to guest reviews and experiences.
- High rate of employee turnover.

Opportunities:

- InterContinental Hotel Group favorite planer.
- There is a chance to develop a new style food supply service.
- Because the location and great feature of the hotel create more opportunity for guest to enjoy the capital cities vibe.
- Since Bangladesh is hosting International Conference and events.

Threats:

- Competition is increasing almost daily
- Many small hotels, convention center at nearby location try to grab customer by decreasing room rent.

Figure 2.3 SWOT Analysys of Intercontinental, Dhaka

Chapter-3

“Catering Management System”

3.1 Describe the Department

When describing the hospitality industry, one of the crucial roles is played by the catering division of a hotel. Giving the F&B sectors to the event management operation the support they need to establish a successful event, meeting, or festival, for which the catering department plays a significant role.

Although it is a common misconception, that the department exclusively work on F&B operational activities but in the catering managerial process, the department is not only concerned with the F&B operation but also with managing daily interactions with new guests and providing all the assistance necessary to plan a successful event in a hospitality establishment.

In the hospitality sector, a five-star hotel's revenue comes from a variety of sources, including lodging, dining, and extra services like a spa, bar, gym, and different-sized venues that are sold to visitors who want to host events there.

The entire process of a catering managerial operation begins with dealing with an arriving guest's question about the event's anticipated dates, collecting information about the guest pax numbers to offer them the appropriate venue for the event, checking the guest dates in the system software to know the venue's availability of a hotel, offering the right pricing quotation in accordance with the guest expectations, organizing the event successfully, taking the guest's feedback, etc.

A catering department event was successfully completed with the assistance of the departments of production, food and beverage, banquet, IT, front desk, reservation, sales, marketing, credit (accounts), housekeeping, engineering and maintenance, and security.

CATERING DEPARTMENT

Intercontinental, Dhaka



3.2 Observed Tasks, Duties and Responsibilities of the Department

One of the key roles played in the hospitality industry is catering. The department's duties and responsibilities are broken down into various categories to help explain the observation perspective.

From the involvement of food and beverage, banquet, IT, front desk, reservation, sales, marketing, credit (accounts), housekeeping, engineering, maintenance, and security as they call it is a support function for any corporate event, marriage or any function that happens inside the hotel. It is profitable and at the same time requires a lot of planning and picture-perfect execution. From the beginning to end of an event all the activities planning and properly direction and executional supervision are the main duties and responsibilities of the catering department.

A company that prepares and provides food for various events is known as a traditional catering business. However, the executive catering management division is in charge of properly overseeing the entirety of the event's activities and elements.

The following are an explanation of the roles and responsibilities and duties of this department:

- i. Generate and Prepare BEO (Banquet Event Order).
- ii. Prepare Proforma-Invoice.
- iii. Prepare PM for the event.
- iv. Booking the event in system software.
- v. Organize the billing.
- vi. Create the catering daily report.
- vii. Generate and Create Daily event.
- viii. Generate and Create 10 days forecast.
- ix. Digital Banner Creation.
- x. Menu Designing and Pricing.

3.3 Other relevant activities

Caterers prepare and serve the final Plans to clients for hosting parties, meetings and events. In some cases, clients have themselves by providing the event plans to organize. In those cases, as a catering executive understanding the guest's requirement's and provides them the perfect solution by planning a right blue-print for the event is a crucial step.

However, there are several related activities of a catering executive that are related to the event process:

1. Deal Guests.
2. Offering the relevant menus.
3. Offering the right pricing.
4. Payment Process Discussion.
5. Showing Venues to the Guest.
6. Discussion the menu selection.
7. SOP-Meeting Agreement Prepare.
8. Event agreement prepare.
9. Distribute the BEO, Daily Event, 10 Days Forecast and agreement.



3.4 Constraints/obstacles/challenges

In the hospitality sector Every department within every sector faces unique difficulties. The way they handle things determines whether they succeed or fail. The hospitality sector is notorious for having a high-risk rate, particularly in the catering industry. To succeed in the catering industry, one must put in a lot of effort, devotion, and experience.

The following points of typical difficulties encountered in the catering sector identifies some difficulties and issues this department has encountered.

Management.

In any hotel, management is at the top of the food chain. It can anticipate the failure of the entire company if management is ineffective. A good event manager must be able to oversee all of the activities more carefully at any given time. Being a catering manager requires juggling a lot of responsibilities and is not something that can be learned overnight. The majority of prosperous catering managers begin at the bottom and advance as they gain knowledge.

The hotel sector greatly benefits from internal promotion. In order to have the best manager, it is always best to hire someone who has experience, especially in hotels. If there aren't any qualified workers who are ready for manager promotions, it would be best to recruit an experienced candidate and devote the necessary time to training them.

Creating-Menus.

The food menus that caterers create must take into account the host's preferences and spending limit as well as the Event activities. It must be crucial to recognize and gather the appropriate information in accordance with visitor expectations and preferences when processing the menu. Menu Prices choosing and grouping the menu items in accordance with the appropriate segments and preferences, Sort the menus into vegetarian and meat options. As a catering executive, it's imperative to include all varieties of dishes for vegans, non-vegans, gluten-free, and even non-allergic foods for kids when creating the final menu.

Event co-ordination.

Some event planning mandates that the caterer drop off the food at the location where a planned series of activities will take place. It requires close coordination between the caterer and the host or event manager to choose the ideal moment to serve food in between events without upsetting attendees or interfering with the agenda. The catering and banquet departments work closely together to coordinate F&B service activities, yet this close coordination occasionally results in misunderstandings with visitors. Typically, this can happen at wedding receptions, where the catering staff needs to be prepared to turn on and turn off the services based on the event taking place at that given time.

Transporting food items.

Getting food to the location quickly and efficiently is difficult when doing on-site catering or takeaway. Maintaining various sorts of storage conditions while transporting different food items is necessary. For instance, cold cuts and salads need to be frozen, whereas meats and pasta need to be kept heated. Some items might have been prepared beforehand and carried to the location. Some other items, such as beef sandwiches, may need to be prepared on-site, while others are brought in partially prepared form and given the finishing touches there. To ensure the safe transportation of the food items in as-is, where-is state, caterers must be knowledgeable about suitable packaging procedures and employ the appropriate accessories and catering supplies including sternos, racks, and thermal coolers.

Setting-up.

The task of setting up the food area with tables, chairs, sofas, and other equipment for guest seating occasionally falls under the purview of the caterer. Before the caterer arrives, it can even be necessary in venues with pre-arranged eating areas because the serving staff may need to rearrange or entirely transform the environment to meet their serving needs. The caterer and the banquet coordination sometimes facing issues to rearrange the furnishings because of the heavy arrivals.

Staff-Turnover.

A major issue facing the hospitality sector is staff turnover. When the hired f&b on-call service personnel are not available during the service term, it might be quite difficult. A hotel may also have some serious concerns from visitors as a result of how directly it impacts the event operation foundations.

Long-Hours.

Working in the catering department can be fun and exciting with a constant venue change and constantly meeting new people. However, a successful catering business can be associated with having long hours, especially in the evening. Some people like working long hours, but is it beneficial? And, is it healthy?

In a lot of cases, it's more important for the department to work smarter rather than longer. In the catering industry, it might be pushed to work late at an event for a variety of reasons like the setup is taking longer than expected, or it may be constantly dealing with unruly customers and late-night event MOD (Manager on Duty) assigned.

Training.

Making time for employee training can be difficult due to the planning and implementation of the catering services. Many hotels in the catering industry don't place a strong focus on employee training.

Any new hires should receive training from days one and continue until they leave the department. A worker cannot just demonstrate their processes on their first day. As a manager, it's ought to want to shape the staff so that they develop along with the other departments. Employees are less likely to leave the hotel in search of better opportunities when the hotel assists them in growing by helping them develop their skills.

Customers.

Even the best caterer in a hotel may encounter difficult or irate clients. Customers could just have inflated expectations, make a simple error like turning up late or giving the wrong order, or simply have unreasonable expectations. One of the most important aspects of getting good recurring hotel is how well as a catering executive treat with its consumers.

It can be more difficult to really deal with every scenario of an irate customer than it is to know how to. It should acknowledge that there is no such thing as a completely satisfied customer. However, if as a catering executive act realistically and keeps on streamlining procedures, a positive customer experience is inevitable.

Food-Waste.

Food waste is a major issue in the hospitality business as a whole. The Huffington Post claims that there needs to be a 50% decrease in global food losses and food waste due to human population. For both businesses and consumers, it's a problem that just keeps getting worse. It can be very difficult for caterers to predict how much food will be required for an event. To arrive at an event without enough food can be one of the worst things in the world.

Finding a program that calculates accurate food quantities should be the first step in reducing food waste. The second solution is to provide more options for small plates. Third, use effective food storage techniques. It will be able to cut costs and ultimately benefit the environment when it reduces food waste.

Departments-Connectivity.

Conflict can occasionally arise between the catering departments and the guests due to a lack of connectivity with other departments during the operational process of an event. A seamless process is created through departmental coordination in order to complete the event process more effectively. The production, food and beverage, banquet, IT, front desk, reservation, sales, marketing, credit (accounts), housekeeping, engineering and maintenance, and security departments all contributed to the successful completion of a catering department event. If one of their departments fails to maintain connectivity throughout the event, it will conflict with other operational procedures.

3.5 Relations with other departments

Like it was already mentioned in the department description that follows, not just the catering department should be able to manage all the resources and procedures necessary to successfully coordinate an event. Other departments' participation fosters the proper cooperation needed to plan the event effectively.

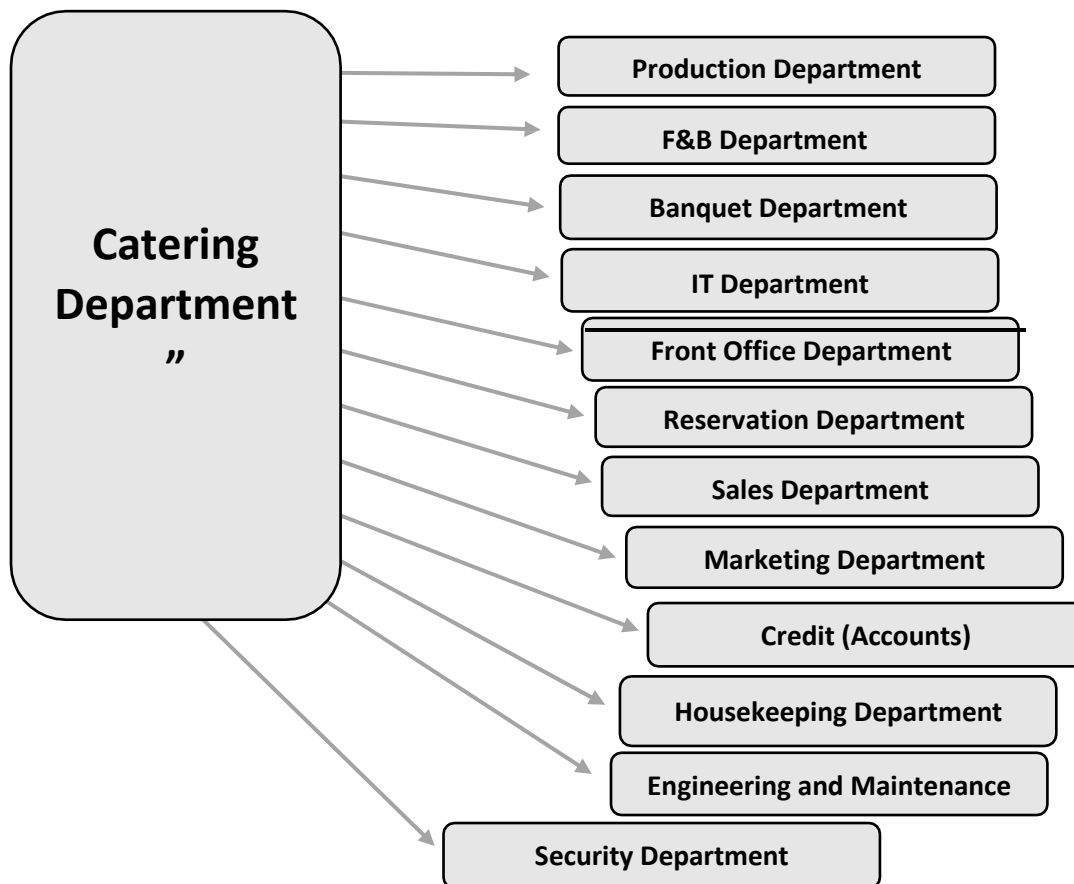


Figure 3.1 Catering Relations with other departments of Intercontinental, Dhaka

Below is a discussion of all the processes and operations related to the catering managerial relationship with other departments that is located above the chart:

Production Department:

Production and catering are two areas that work closely together. The production department is referred to be the primary hub of food cooking and preparational

area in the catering managerial process even though catering is the source of pricing and formulation of the major food menu. In a hotel without production, operations are impossible. When the catering department plans events, food must be involved, which forges a connection between the catering and production departments. On the other hand, the final event menu food items were chosen by the chef of the production department from the meals or dishes that the production department was capable of cooking.

F&B Department

The banquet operation runs the food and beverage (F&B) department when serving food to guests as part of an event. Other managerial tasks in the F&B department include setting up the venue for the event, decorating it appropriately, and properly coordinating the food and beverage service to the guests. In order to oversee them for the operational process, the catering department typically establishes a direct link-up with the banquet department.

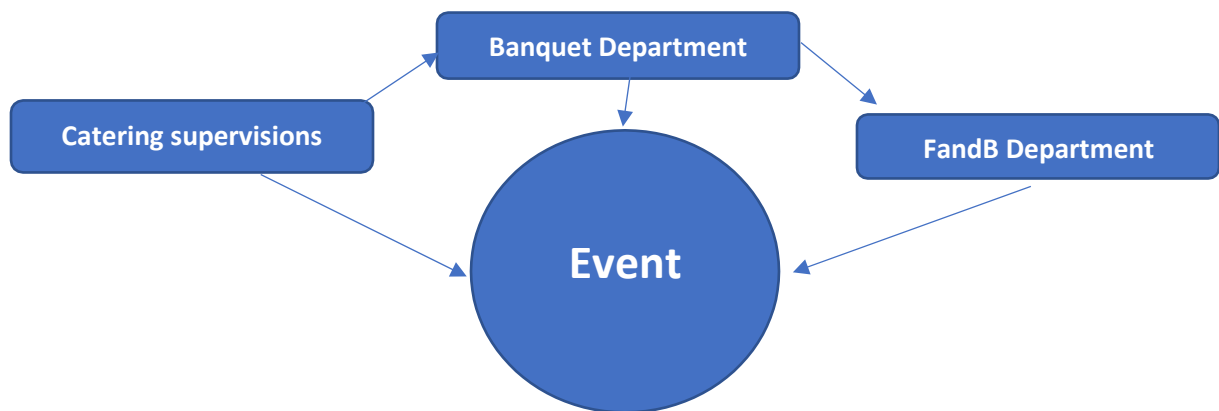


Figure 3.2 F&B department Relationship with catering of Intercontinental, Dhaka

IT Department

One of the crucial elements in the operation of a catering event is IT involvement. All technical IT support is provided, including event management, projector and screen management, fiber internet cable distribution, and wireless internet, all of which are provided by the IT department and are connected to the catering department.

Front Office Department

In a hotel guest always needs to first cross from the reception area. reception is coming under the front office department. For the check-in to check-out or reservation for a room or getting information for the event in a hotel a guest always getting from the reception area. In catering managerial process for organize a event needs to take payment from the guest which is creates a new PM for the guest and those all process are done by the reception department. Invoice of payment, Advance payment process are performed by the reception department for the catering.

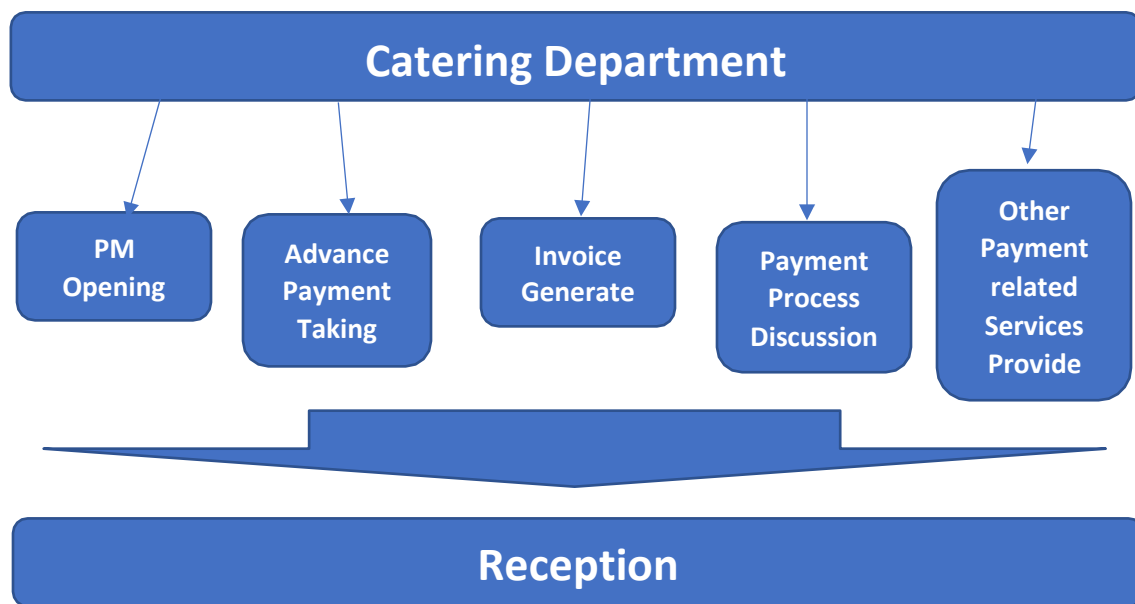


Figure 3.3 Front office relationship with catering of Intercontinental, Dhaka

Reservation Department

The front office department is subordinate to the reservations department. The event's VIP visitors may occasionally receive a complimentary accommodation as part of the event's reservation support.

Sales Department

The management of the catering process is intimately related to the sales department. Relationships with the sales department are developed through dealing

with customer relations, providing experiences that live up to expectations, creating sales revenue reports, and treating customers well.

Marketing Department

Marketing Department The marketing department is inadvertently involved in the catering event execution by managing the event management crew and working on promotional initiatives.

Credit (Accounts)

One of the most crucial departments in a hotel is the credit or announcement department, which is also known as the bank of a hotel. Here, all events and the entire hotel's financial reports are audited and provided to finance or credit management for approval.

Housekeeping Department

The engagement of the housekeeping department makes the event go more smoothly by offering the paste control procedure, flower arranging for the event, or cleaning the venue activities, which builds a link with the catering department.

Engineering and Maintenance

The engineering and maintenance department is in charge of managing and organizing the upkeep of the furniture facilities and the provision of the appropriate decorative elements for the event. For the catering event process, they also coordinate with the IT and security departments.

Security Department

The security department continuously monitors guests' footprints, visitors' entrances, and security services for the guests' safety both within and outside a hotel.

3.6 Financial Involvement highlights of the department

A hotel is not permitted to reveal its financial statement because it contains information about credentials and for security reasons. However according to the period of internship program of the trainee in the catering department analyses the financial situations of last five months.

As is common knowledge, a hotel has two seasons each year: on-season, also known as the active season, and off-season, also known as the off-closed season. The on-season in the hotel sector runs from August to March. On the other hand, the rest of the seasons needs to face a huge gap of booking for the event.

The catering department's financial report from Intercontinental, Dhaka, for the past five months, from August to December, is tremendous. The venue's occupancy rate is up to 82.36%, which is higher than the accommodation average for hotel occupancy rate. However, the Intercontinental Dhaka Catering department's income rate is over the actual target rate, making it the department that generates the greatest revenue for the entire establishment of Intercontinental, Dhaka.



3.7 Products and Services of the department

A hotel in the hospitality sector doesn't sell tangible goods to its customers; instead, it sells services that bring in money. A hotel uses a variety of processes to produce its revenue.

The Intercontinental Dhaka derives its income from a number of sources, one of which is the catering department's sale of the venue for the event. The operational products of Intercontinental Dhaka Catering are as follows:

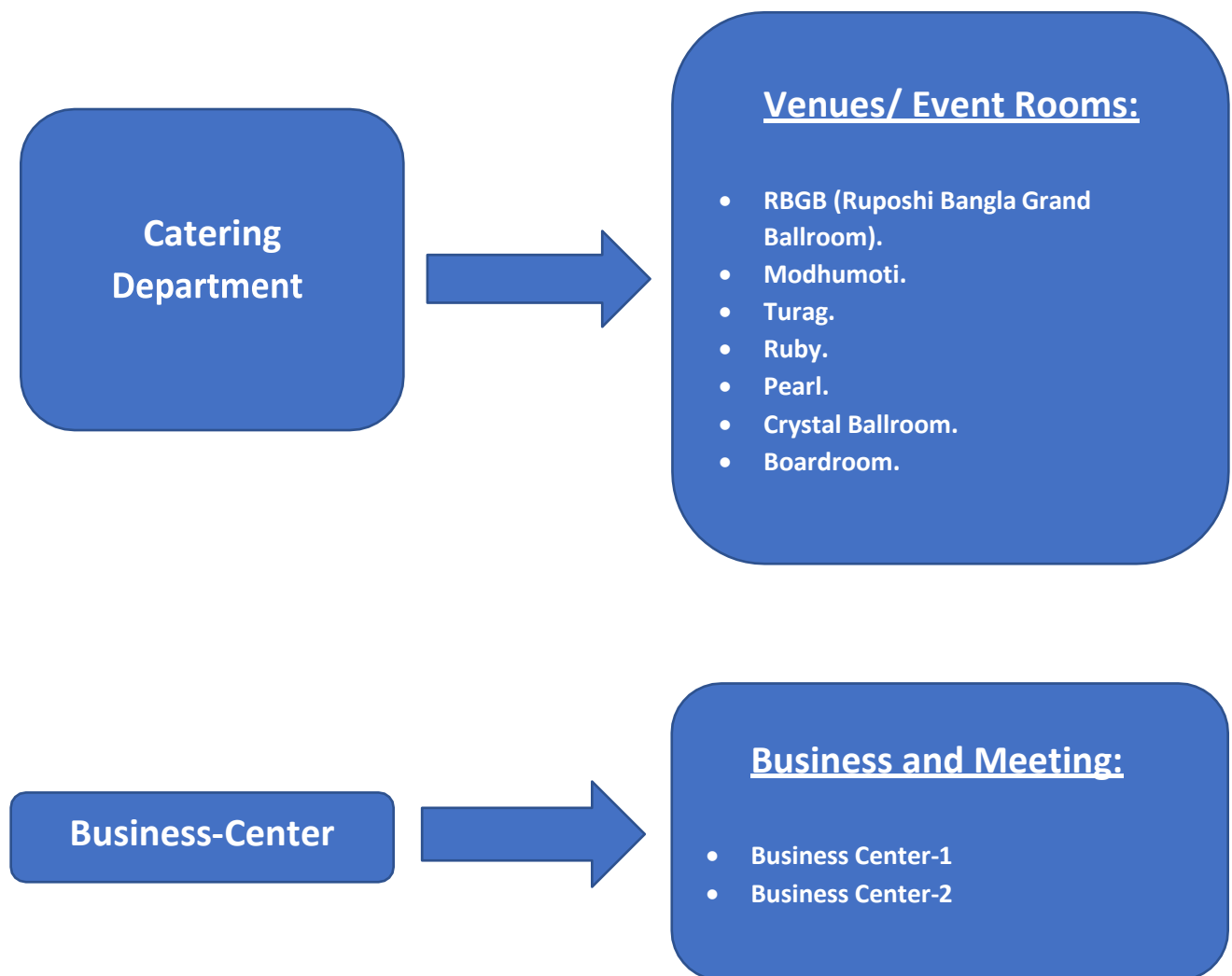


Figure 3.4 Products and Services catering department

Venues/ Event Rooms:

RBGB (Ruposhi Bangla Grand Ballroom).

Ruposhi Bangla Grand Ballroom is furnished with modern and luxurious design with the latest cutting-edge technology measuring 924 square feet (858.88 sqm.). The pillar less Grand Ballroom features high ceilings with designer chandeliers, spacious pre-functioning area overlooking the beautiful garden, flexible partitioning systems, superior audio-visual and communication systems, sophisticated lighting systems, large high-definition video projection screens and complimentary Wi-Fi connection.

The Grand Ballroom can seat up to 1,000 guests in a theater setting, 750 in a reception setting, 600 guests in a banquet setting and 300 guests in a classroom setting.

The Grand Ballroom can also be equally divided into two large meeting rooms. Each half can accommodate up to 500 guests in theater, 375 in reception, 300 guests banquet and 150 guests in classroom style.



Picture 3.5 Entrance of RBGB Venue (Ruposhi Bangla Grand Ballroom)

Modhumoti.

Modhumoti, a naturally lit venue, in a luxurious atmosphere enhanced by elegant wall decoration, high-speed Internet and modern technological equipment help to keep your meeting on track with high-definition video projection facilities while decadent pastries and a variety of beverages fuel hard-working delegates. At the meeting break, guests can unwind in the spacious pre-function area under the beautiful chandelier. The Modhumoti also overlooks the beautiful Atrium which houses the magnificently designed Café Social. Modhumoti can accommodate 80 guests in theater style and 60 guests banquet seating.



Picture 3.6 Entrance of Modhumoti Venue (Meeting Style Setup)

Turag.

Measuring 602 Sq./ft. (904.16 Square Meters) Turag is a convenient place for special corporate meetings. It comes with a luxurious interior having an elegant atmosphere. Turag is fully decorated with modern amenities with chic lighting and crafted wall décor. For uninterrupted meetings it facilitates high speed WIFI, high-definition video projections and all other technological supports. Turag also comes with beautifully decorated spacious pre-function area. At Turag, 60 guests can seat in a reception style and 60 guests can seat in a banquet style.



Picture 3.7 Entrance of Turag Venue (Conference Style Setup)

Ruby.

These identical two rooms are ideal for small corporate meetings, press conferences, break out room's auxiliary to adjacent Crystal Room program. Equally impressive as like the crystal ballroom they have beautiful chandeliers, feature lighting, purpose-built video projection, latest audio technology to set the mood and tone or your perfect corporate work out session. The rooms can hold up to 100 people in theater and 72 people in banquet/round table.



Picture 3.8 Entrance of Ruby Venue (Conference Style Setup)

Pearl.

These identical two rooms are ideal for small corporate meetings, press conferences, break out room's auxiliary to adjacent Crystal Room program. Equally impressive as like the crystal ballroom they have beautiful chandeliers, feature lighting, purpose-built video projection, latest audio technology to set the mood and tone or your perfect corporate work out session. The rooms can hold up to 100 people in theater and 72 people in banquet/round table.



Picture 3.9 Entrance of Pearl Venue (Meeting Style Setup)

Crystal Ballroom.

An exquisite room featuring crystal ceiling fixtures, stunning carpet design, rich wall coverings and luxurious fabrics ushering one into the spectacular Crystal Ballroom, the ideal venue for any business or private event. The open and pillar-less design of the room enhances the overall spacious feeling, allowing theater seating for 300 guests, reception seating for 200 guests, 175 guests for banquets as well as 100 guests for classroom style. It is equipped with new-generation lighting system that makes the Crystal Ballroom a multi-functional place for special banqueting events, conferences and incentive gatherings. The urban and chic design of the venue is a most desirable venue for all your events.



Picture 3.10 Entrance of Crystal Ballroom Venue (Round Table Setup)

Boardroom.

This richly appointed boardroom sets a refined tone for meetings. The crafted design on the walls add comfort to your eyes while focusing for your serious business affairs. A lounge setup is also ready for a private “tete- a-tete” before going for that important design. Our onsite technicians and Catering team are always available to ensure a problem-free presentation. The room is equipped with video conferencing, wifi and modern audio-visual technologies. 24 People can take part in meeting.



Picture 3.11 Entrance of Boardroom Venue (Meeting Style Setup)

Business and Meeting:

Business Center 1.

Business center is using for small meeting purposes situated with the pearl and ruby side. The Capacity of Business center-1 is around 5 to 6 Peoples.

Business Center-2.

Business center is using for small meeting purposes situated with the pearl and ruby side. The Capacity of Business center-2 is around 10 to 16 Peoples.

3.8 Total Operational Process

At Intercontinental Dhaka Catering, the managerial process starts with a conversation with a different visitor who has a question about an upcoming event. The food department at the Intercontinental Dhaka handles all event-related operations. The catering department's processes range from guest query identification to taking bookings in system software to creating Quotation Proforma for the guest pricing list, creating a BEO for the event, disseminating information about the event to both internal and external sources, and successfully managing events.

The appropriate briefing regarding the catering process is provided in the following.

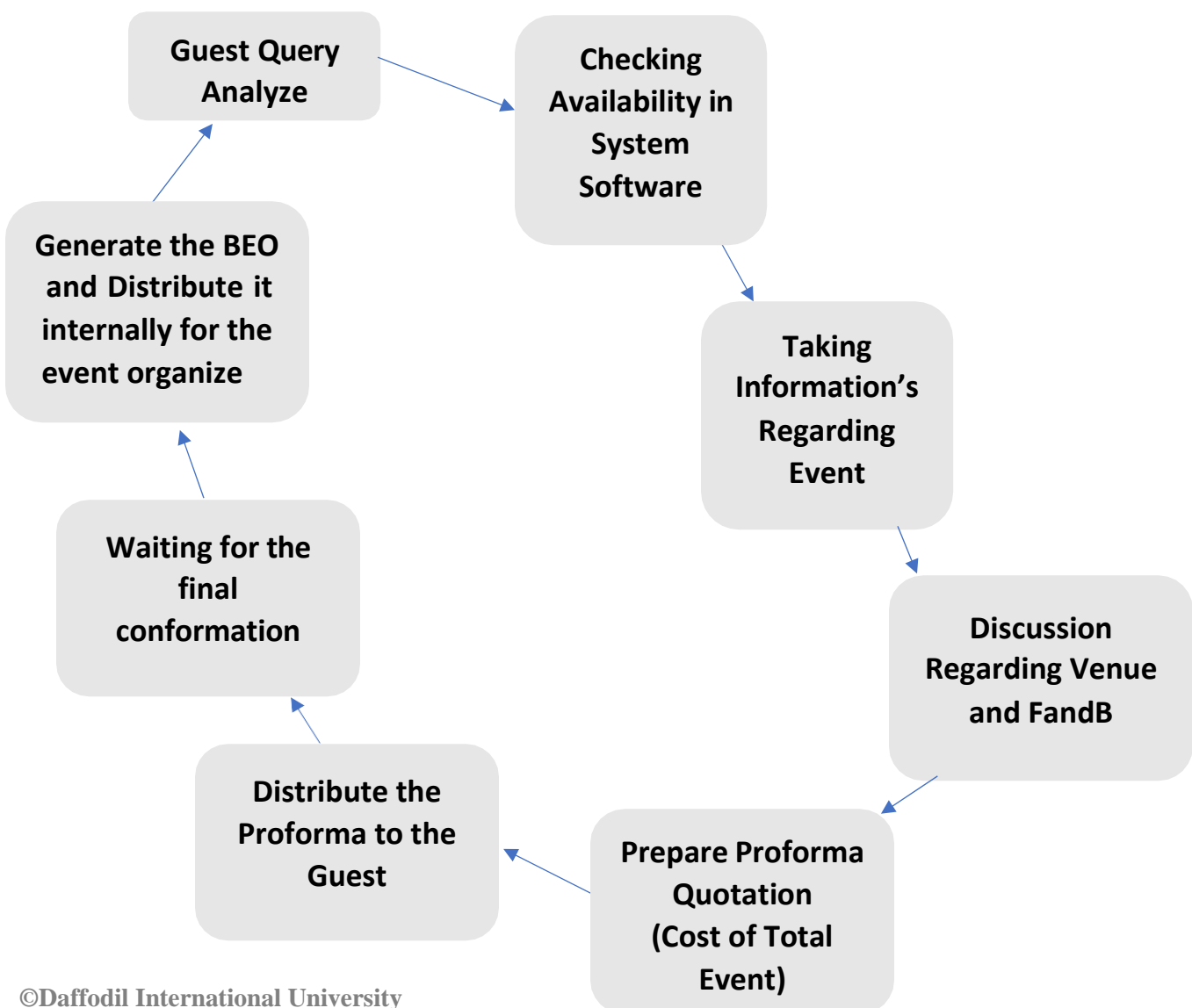


Figure 3.12 Total Operational Process of Catering department

Guest Query Analyze.

The first step in the managerial procedure for catering is to analyze the visitor booking inquiry for the event. Typically, visitors who check into a hotel want to schedule their event for a specific date. A catering executive can determine whether a specific date and time are available to book another event by consulting the catering system diary software, Amadeus Delphi fdx, which inputs all the relevant information about the event, its timetable, and its details. If a slot was open on the schedule, the catering manager would have entered the guest's contact information or taken a reservation using the guest's name in the Delphi fdx program.

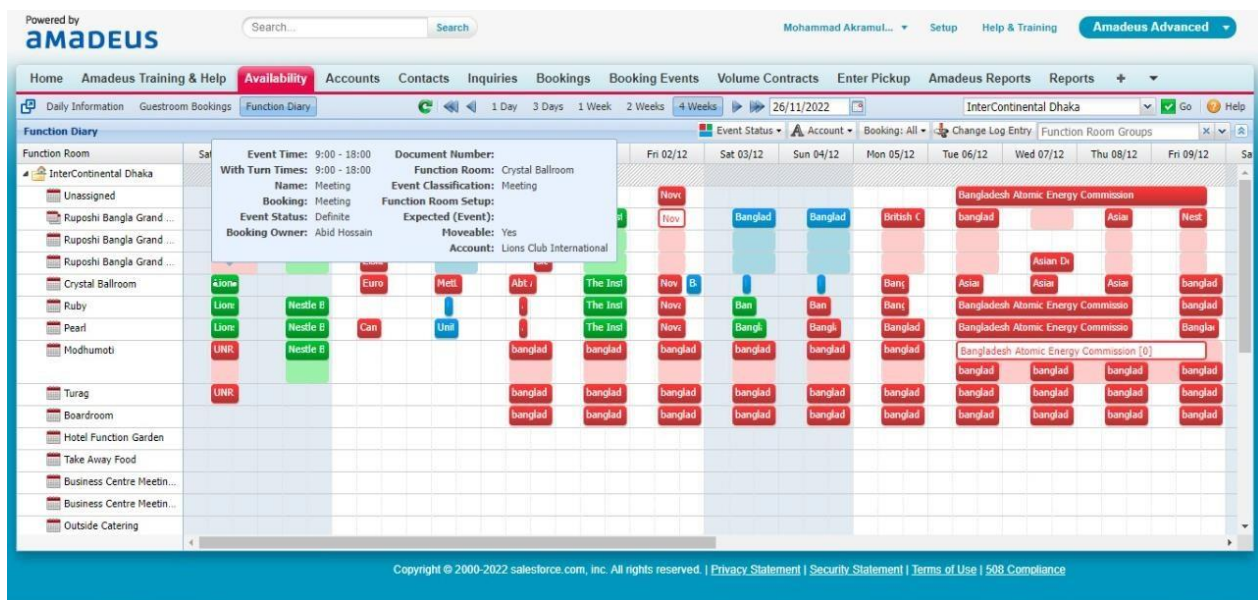


Figure 3.13 Delphi Fdx Software Interface Catering department

Checking Availability in System Software.

The Amadeus Delphi fdx system software, as previously mentioned, is used to offer information on the availability of events. A catering manager can get the preliminary information about whether events are scheduled for a specific date and time by using the SQL software.

Taking Information's Regarding Event.

Following the system software's event availability check, the next step is to gather information from the guests about the event. Typically, a catering executive will gather information about the event kind, such as what kind of event it is, how many

guests will attend, the pax rate of the event, and the menu options. Information is gathered through buffets, platters, set menus (pre-plated), coffee break menus, and selling takeout menus to guests, among other things, if any are available.

 <p style="text-align: center;"><u>“Guest Event Information”</u></p>	
Name:	
Phone Number:	
Telephone Number:	
Email:	
Address:	
Organization Name (Optional):	
<u>Event Information</u>	
Event Type (Meeting, Wedding, Conference etc.):	
About Event:	
Pax (How many guests):	
Menu Type (Buffet, Set-Menu, Platter):	
Internet: (If required):	
Built in Projector with Screen:	
Audio Requirement’s:	
Microphone Requirement’s:	
Payment Method: (Cash/Credit/Cheque/Credit-Card)	
Event Management Agreement (SOP):	

Figure 3.14 Guest Event Information sheet of Catering department

Discussion Regarding Venue and F&B.

The catering executive reviews the guest data during this phase and recommends the appropriate location and menu option based on the event's type, guest count, and nutritional needs.

“Imagine a guest arriving at the Intercontinental Catering Department to plan an occasion. A catering executive randomly asked the guest about the event guest number, which is Pax of the event and Type of event, during the availability check”.

The venues at Intercontinental Dhaka are separated into groups based on various capacity requirements. The catering executive bases their recommendation of venues to guests on the following chart.

Meeting Room	Description/ Location	Setup Style	Capacity	Actual Capacity with Social Distance	Meter				Feet				Rental (BDT) without VAT & SC
					Length	Width	Area (Sq.m)	Maximum Ceiling Height	Length	Width	Area (Sq.ft.)	Maximum Ceiling Height	
Ruposhi Bangla Grand Ballroom	East side of main lobby overlooking Ramna Park	Theatre	750	160	35.2	24.4	858.88	5.5	115.49	80.05	9245	18.04	1,000,000
		Classroom	250	80									
		Reception	750	175									
		Rounds of 10	450	128									
		U-Shape	100	60									
Hollow Square	160	70											
Ruposhi Bangla Grand Ballroom 1	East side of main lobby overlooking Ramna Park	Theatre	375	80	24.4	17.6	429.44	5.5	80.052	57.74	4622	18.04	500,000
		Classroom	125	40									
		Reception	375	100									
		Rounds of 10	250	64									
		U-Shape	50	25									
Hollow Square	80	30											
Ruposhi Bangla Grand Ballroom 2	East side of main lobby overlooking Ramna Park	Theatre	375	80	24.4	17.6	429.44	5.5	80.052	57.74	4622	18.04	500,000
		Classroom	125	40									
		Reception	375	100									
		Rounds of 10	250	64									
		U-Shape	50	25									
Hollow Square	80	30											
Crystal Ballroom	East side of the lobby	Theatre	200	60	18.2	14.6	265.72	3.2	59.711	47.9	2860	10.50	400,000
		Classroom	80	40									
		Reception	200	70									
		Rounds of 10	150	48									
		U-Shape	60	30									
Hollow Square	80	36											
Ruby	Opposite to Crystal Room for parallel session	Theatre	80	20	11.6	9.7	112.52	3.1	38.058	31.82	1211	10.17	100,000
		Classroom	30	10									
		Reception	60	20									
		Rounds of 10	70	16									
		U-Shape	30	12									
Hollow Square	40	12											
Pearl	Opposite to Crystal Room for parallel session	Theatre	80	20	11.3	9.6	112.52	3.1	37.073	31.5	1168	10.17	100,000
		Classroom	30	10									
		Reception	60	20									
		Rounds of 10	70	16									
		U-Shape	30	12									
Hollow Square	40	12											
Modhumoti	West side of lobby 1st Floor West wing	Theatre	70	25	14.8	7.6	112.48	2.8	48.556	24.93	1211	9.19	100,000
		Classroom	30	15									
		Reception	70	25									
		Rounds of 10	50	20									
		U-Shape	25	12									
Hollow Square	30	14/15											
Turag	West side of lobby 1st Floor West wing	Theatre	40	10	11.2	7.5	84	2.8	36.745	24.61	904	9.19	80,000
		Classroom	20	8									
		Reception	40	10									
		Rounds of 10	40	8									
		U-Shape	20	10									
Hollow Square	20	12											
Boardroom	West side of lobby 1st Floor West wing		16	9	8	7	56	2.6	26.247	22.97	603	8.53	50,000
Business Centre Meeting Room 1	East side of lobby in Business Centre	Conference	10	5	5.75	5.07	29.15	2.86	18.75	16.7	313.13	9.38	5,000 per hour
Business Centre Meeting Room 2		Conference	8	4	4.4	4.1	18.04	2.86	14.5	13.5	196	9.38	5,000 per hour

Figure 3.15 Venue Capacity Sheet of Catering department

Prepare Proforma Quotation (Cost of Total Event).

This is the third stage, where a catering executive creates a proforma quotation for a guest that includes the venue, food and beverage costs, and other additional costs of the event's items.



28-Nov-22
 Mohammad Ton-ogan Maguad
 UNHCR
 Cell : +8801313046477
 Mail : maguad@unhcr.org

Estimated Amount for February 17, 2022

Date of Event	Particulars	Num of Pax / Unit	Regular Rate	Special Rate for (Tk.)	Total Amount
17-Feb-22	Venue: Business Centre 1 & 2 (7 Hours)	1	35,000.00	30,000.00	30,000.00
	Venue: Private Dinning room (PDR)	1	5,000.00	5,000.00	5,000.00
	Menu: A la carte menu (will be discussed)				
	Selection of Tea or Coffee (as per consumption)	8	300.00	300.00	2,400.00
	Assorted Homemade Cookies plus Coffee and Tea (as per consumption)	8	550.00	550.00	4,400.00
	Bottle Water (500ml) (as per consumption)	16	150.00	150.00	2,400.00
				Total =	44,200.00
				Advanced paid =	-
				To be paid =	44,200.00
	Note: This is the Proforma Invoice, the Figure may be changed considering the number of persons, menu, duration and any other requirements.				

Please make your remittance in favour of "**InterContinental Dhaka**"

The above price is including 12.5% Service Charge & 15% VAT

Cancellation policy

Under the terms of this letter, IC Dhaka is reserving the Venue. If for any reason, these facilities are not used, the authority will experience significant financial losses.

However, you may cancel or change the dates of these events in writing to IC Dhaka on the following manner:

The Hotel shall be entitled to charge a cancellation fee in the event the Client cancels this agreement or individual reservations according to the billing and payment time format.

Number of days Prior to event	Percentage of Estimated revenue
0 – 15 days	100%
16 – 30 days	50%
31 – 60 days	40%
61 – 90 days	30%
91 – 120 days	20%
121 – 150 days	10%

Figure 3.16 Proforma Quotation Template Sheet of Catering department

Distribute the Proforma to the Guest.


The Proforma is distributed to the guest for final approval after it has been prepared. After receiving the proforma, they occasionally like to negotiate for the total price during this process.

Waiting for the final conformation.

The catering executive needs to wait for the guest confirmation at this point after sending the email to the guest. If the guest wants to add or remove anything from the proforma, a new proforma quotation will be sent to them. For further processing, the conformation period should only be 3 days before the event.

Generate the BEO and Distribute it internally for the event organize.

The catering executive prepares a BEO for the event at this final stage after the confirmation of the event approval. BEO follows the order of the banquet event. The catering executive typically generates the BEO, which is then distributed to internal operations for things like production (cooking process), banquet setup process, information technology (IT), security guest numbers, etc.



INTERCONTINENTAL
HOTELS & RESORTS

InterContinental Dhaka
1 Minto Road
Dhaka, 1000
Phone: +880 2 5566308 Fax: +880 2 5831608

BEO#:2174
PAGE: 1 OF 1
Date: 19/11/2021 16:39

Booking	Dinner	Event Date	Monday, 22 November 2021		
Booking Dates		Account	Ministry of Foreign Affairs Bangladesh		
Sales Manager	Nazrul Islam	Onsite Contact			
E-mail		Host Name	Ataur Rahman		
Phone		E-mail	visits@mofa.gov.bd		
Asst. Dir. Catering	Abid Hossain	Address	Ministry of Foreign Affairs Sagunbagicha, Dhaka Bangladesh 1000		
E-mail					
Phone					

Start Time	End Time	Room	Function	Setup	Exp	Gtd	Rental
18:00	23:00	Crystal Ballroom	Dinner		60	60	19324.00

FOOD	SETUP
Set Menu - Serve at 19:00 - On arrival Nut and Chips Pre-Plated Appetizer Salad Of Grill Vegetable, Haloumi And Rosemary Chicken Soup Leek & Potato Soup Served with Assorted Bread & Butter Main Course Herb-Crusted Lamb Chop Slow Roasted French Cut Lamb Chop, Grilled Fish with Saffron Rice and Garlic Mash, Roasted Vegetable & Mint Jus Dessert Orange Cake With Cheese Frosting & Vanilla Sauce Fresh Cut Fruits ***** Selection of Tea & Coffee 60 @ 5024.00	Flower Arrangement • Flower Vase Function Room Setup Room Setup: Crystal Foyer: - Reception table for 2 person Crystal Room Setup: - Round table setup VIP / CIP: Foreign Minister, Vice President of Maldives AUDIO VISUAL Built-in Projector & Screen (if required) One Microphone SIGNAGE PAYMENT Mode of Payment Credit (PM No.....) Note: Above mentioned prices are subject to 12.50% Service Charge & 14% VAT (Compound Basis)
BEVERAGE Bottle Water (1500ml) @ 132.00 to be served & charged as per actual consumption Bottle Water (500ml) @ 115.00 to be served & charged as per actual consumption	

Customer Approval _____ Date _____
InterContinental Dhaka _____ Date _____

Figure 3.17 BEO Template Sheet of Catering department

Chapter-4

“Findings, Recommendations and Conclusion’s”

4.1 Findings

The positive and negative features of the catering department based on a trainee's observation of the department's everyday conditions and aspects which are listed below:

i. Limitations of venue capacity.

The Intercontinental Dhaka suffers greatly for the limitations to accommodate guests for a large event requirement. The following list that identifies a venue's capacity for events:

RBGB: Up to 400 Peoples

Pearl: 40-60 Peoples

Ruby: 40-60 Peoples

Modhumoti: 30-40 Peoples

Turag: 15-25 Peoples

Boardroom: 20-30 Peoples

Crystal Ballroom: Up to 100 People's

ii. Open space venue doesn't exist.

As of now There are no open-air sites with varying guest requirements for events at the Intercontinental Dhaka.

iii. Not providing event management facility.

The Intercontinental Dhaka doesn't offer any event management services to its visitors. Typically, event management requirements are needed in order to plan an event. However, because the hotel does not offer event management, the guest must hire outside event management, which has a significant negative impact on the hotel.

iv. **Limitations of venue numbers.**

There aren't many venues in Intercontinental Dhaka, which has an impact on the booking process. Guests cannot be able to reserve the venues during peak seasons.

v. **Full service and supports getting's from departments.**

A successful event depends on the cooperation of all departments, timely services, and effective communication. From the connectivity of departments ensures the better support for the guest event process which ensures by catering department.

vi. **Always corporate with guest requirements.**

The catering department prepares the BEO for the event in accordance with the needs of the guests, allowing both the guests and internal connected departments to manage the event more effectively.

vii. **Event managerial process on time.**

The contribution of the banquet authority and the managerial relationship with the catering department makes the event run more smoothly and properly, resulting in on-time service in accordance with guest requirements.

viii. **Created strong relationship with guest.**

The catering department not only responds to the event and its guests, but it also keeps a strong relationship going with them for future event activities.

4.2 Recommendations

Few recommendations that need to be made in order to improve the findings according to the report based on the catering department:

- i. Ongoing training and development programs are required to make the department more effective.
- ii. Assures the catering executive has all the necessary resources on time by the involvement of other departments and sufficient man power to attract more event attendees.
- iii. Internal approval for the event operations should be given to the event management department.
- iv. Increase the number of venues to increase the hotel's revenue during the pick-up season.
- v. During busy periods, employees' break times should be guaranteed.

4.3 Conclusion

The catering department in a hotel plays a vital role in the overall operation of the hotel. This department is responsible for planning, organizing, and providing event operational service to guests and clients.

The catering department also plays a key role in the overall customer experience at the hotel. It is responsible for ensuring that guests and clients receive high-quality service that meets their needs and preferences. In addition, the catering department is responsible for managing the event budget and ensuring that the hotel's food and beverage offerings are profitable.

To execute a successful event or party, a lot of planning and preparation is required. With the aid of a reputable catering service, a hotel can unwind, take pleasure in the occasion, and spend time with its visitors. the ideal location for serving the best food, and it is at this location that catering services are required in

order to complete this task flawlessly. The quality of the services rendered and the amount of work necessary greatly influence the cost of the service. The majority of visitors or businesses consult agents or look for hotels with better catering services. The higher than anticipated revenue is generated for the improvement of the hotel as a hotel ensures better involvement with catering and forges strong relationships with other departments.

Overall, the catering department is an important part of the hotel's operations, and it plays a crucial role in providing a positive experience for guests and clients.

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