



**Daffodil**  
*International*  
**University**

## **An Analysis of the Marketing Activities of Leisure Palongki**

### **PREPARED FOR:**

**Professor Mohammed Masum Iqbal**  
Department of Business Administration  
Faculty of Business & Entrepreneurship  
Daffodil International University

### **PREPARED BY:**

**Md. Iftekharul Islam**  
ID: 212-14-3347  
MBA Program  
Major in Marketing  
Department of Business Administration  
Daffodil International University

**Date of Submission: 22.03.2023**

## Letter of Transmittal

Date: 22 March, 2023

To

Professor Mohammed Masum Iqbal  
Department of Business Administration  
Daffodil International University

**Subjects: Submission of internship report.**

Dear Sir,

I greatly appreciated the chance to engage in practical work in **Leisure Palongki, a concern of Leisure Bangladesh Limited** & wrote a report on an internship for “**An Analysis of Marketing Activities of Leisure Palongki Restaurant**”. For the fulfillment of MBA program, I was sent to Cox’s Bazar Leisure Palongki Restaurant. For performing my 4-month Internship Program. It expresses my gratitude to you for providing me the opportunity to learn about the Hotel Management & Restaurant business.

It should be added that this report could not have been finished without your professional guidance and collaboration. If you have any questions about the report, I’ll be happy to respond.

I looked over a variety of documents as I was writing this report.

Despite a number of shortcomings, I gave it my all when compiling the data and writing this report. Even though I did my best to produce this report, there might still be some shortcomings. Hence, I sincerely hope and wish that you will appreciate my efforts and find the report to be satisfactory.

**Thanking you**

**Respectfully yours,**

**Md. Iftekharul Islam**

**ID: 212-14-3347**

**MBA, Department of Business Administration**

**Daffodil International University**

## Acknowledgement

I would like to express my gratitude to my supervisor, Dr. Mohammed Masum Iqbal, for the guidance, suggestions, and assistance he provided me with when I was writing this internship report. Also, I want to say thank you Mr. Masruk Badhon, Manager, Sales and Marketing at **Leisure Palongki** for providing all assistance support and encouragement during my internship.

Finally, my special gratitude goes to my family and friends for being there for me and supporting me all the way through.

## Declaration

I am Iftekharul Islam, hereby I assured that the presented study of internship entitled “An Analysis of Marketing Activities of Leisure Palongki” is uniquely prepared by me while working under Leisure Palongki for a year.

I further affirm that the study was prepared solely for my academic requirements and for no other reason. It may not be used in the corporation's opposition party's best interests.



.....  
Md. Iftekharul Islam

ID: 212-14-3347

MBA Program

Major in Marketing

Department of Business Administration

Daffodil International University

## Certificate of Approval

This is to certify that the internship report entitled an ‘Analysis of the Marketing Activities of Leisure Palongki Restaurant’ is prepared by Md. Iftekharul Islam, 212-14-3347, as a requirement of the MBA program under the Department of Business Administration and the Faculty of Business and Entrepreneurship at Daffodil International University.

It is advised that the report be submitted and accepted.



.....  
Professor Mohammed Masum Iqbal  
Department of Business Administration  
Faculty of Business & Entrepreneurship  
Daffodil International University

## Executive Summary

Being one of the top restaurants in Cox's Bazar, Leisure Palongki enters in the business fields with an objective to gradually become the top restaurant. This report covers a thorough analysis about marketing department of Leisure Palongki. The organization is discussed in the report's opening section. On the second part is including the details of "An analysis of marketing Activities of Leisure Palongki".

By offering customers a variety of services, the marketing department plays important functions. International trade has grown extremely competitive as a result of globalization. Providing the finished product on time. Inadequate human resources, an onerous workload, low pay compared to other ad agencies, a lack of marketing expertise, and a lack of database networking are issues found in the marketing department. By being aware of these, Leisure Palongki Restaurant's conditions might be developed.

However before drawing any conclusion based on this report, it may be noted that the report was prepared in a very short term and there is lack of data. But still the report may be useful for Leisure Palongki Restaurant to understand their customers and marketing policy.

## Table of Contents

	<b>CHAPTER -01</b> <b>INTRODUCTION OF THE REPORT</b>	<b>Page No 1-4</b>
1.1	INTRODUCTION	02
1.2	BACKGROUD OF THE REPORT	02
1.3	OBJECTIVE OF THE REPORT	02-03
1.4	METHODOLOGY AND DATA ANALYSIS	03-04
	<b>CHAPTER- 02</b> <b>RESTAURANT BUSINESS IN BANGLADESH</b>	<b>05-06</b>
2.1	HISTORY	06
2.2	VISION	06
2.3	MISSION	06
	<b>CHAPTER-03</b> <b>LEISURE PALONGKI INANI PROFILE</b>	<b>07-08</b>
3.1	LEISURE PALONGKI INANI LIMITED PROFILE	08
	<b>CHAPTER-04</b> <b>MARKETING ACTIVITY</b>	<b>10-22</b>
4.1	ACTIVITIES & WORKS (Leisure Palongki)	10
4.2	TYPES OF WORKS	10
4.3	TARGET MARKET	10-12
4.4	MARKET ANALYSIS	12-13
4.5	MARKET COMPETITORS & ANALYSIS	13-17
4.6	MARKETING MIX	18
4.7	GENERAL PRICING OF LEISURE PALONGKI	18-20

4.8	PROMOTIONAL MIX	20
4.9	TYPES OF PALONGKI PROMOTION MIX	21
4.10	DISTRIBUTION OF LEISURE PALONGKI PRODUCTS	21-22
	<b>CHAPTER-05</b> <b>CUSTOMER HOSPITALITY OF LEISURE PALONGKI</b>	<b>23-27</b>
5.1	ACTIVE RESPONSE TO HOME DELIVERY	24-27
	<b>CHAPTER-06</b> <b>PROBLEMS AND RECOMMENDATIONS</b>	<b>28-30</b>
6.1	PROBLEMS	29
6.2	RECOMMENDATIONS	29-30
6.3	CONCLUSION	30
	<b>Reference</b>	31
	<b>CUSTOMERS REVIEW ON TRIPADVISORS</b>	32



## CHAPTER -01

### “An Analysis of the Marketing Activities of Leisure Palongki”



## **1.1 INTRODUCTION**

When theoretical information is put into practice, it becomes fully formed. Also, when theory and practice are well-integrated, education will be most effective. The purpose of internships is to bridge the gap between theoretical knowledge and practical experience. Practical experience is extremely important to us because our educational system is primarily text-based. I therefore made an effort to gain firsthand experience at the Leisure Palongki Restaurant, a company owned by Leisure Bangladesh Ltd.

## **1.2 BACKGROUND OF THE STUDY**

A large portion of the Masters of Business Administration curriculum involves internships (MBA). Knowledge and learning lead to perfection when theory and practice are combined. The internship program offers students a special perk. In this curriculum, students can gain practical business experience. Students can encounter real-world business issues throughout the program and use appropriate analytical methods to resolve them.

I worked as an intern at Leisure Palongki Restaurant, a company owned by Leisure Bangladesh Ltd to achieve these goals. I started working for Leisure Palongki Restaurant, a company owned by Leisure Bangladesh Ltd as an intern trainee.

A case study on Leisure Palongki Restaurant, a business owned by Leisure Bangladesh Ltd., has helped me learn more about the marketing mix (product, pricing, promotion, and place, people, process, and physical environment) of the food industry in Bangladesh.

## **1.3 OBJECTIVES OF THE STUDY**

The objectives of the study are following.

- To identify the marketing strategies of Leisure Palongki Restaurant;
- To explain the marketing mix of Leisure Palongki Restaurant;
- To identify the problems relating to the marketing activities of Leisure Palongki Restaurant;
- To make some recommendations to solve the problems.

## **1.4 METHODOLOGY**

By means of this study, I have attempted to define the elements of the food industry as they are practiced by the Leisure Palongki Restaurant, a company owned by Leisure Bangladesh Ltd. I've tried to emphasize how crucial having real-world experience is. Nearly the entire report was made from actual experience.

### **1.4.1 Source of a nature of data**

Both Primary and Secondary data has been used for the research purpose. I have collected necessary data from the following sources, which are given below;

#### **1) Primary data:**

- Personal Interview with officials and customers
- Unstructured observation

#### **2) Secondary data:**

- Different books and journals etc.
- Websites
- Social media platform (Facebook, Instagram and LinkedIn)

### **1.4.2 Descriptive Research**

In this study, descriptive research will describe the overall marketing strategy of Leisure Palongki and also will describe some of the attributes of service quality in this restaurant. Descriptive research is types of research to describe something's characteristics or function. Descriptive research helps to get preplanned and structured design. As this research is also somehow depends on the annual report of the institution, this is quantitative research.

### **1.4.3 Target Population**

Individual customer and employee of Leisure Palongki Restaurant.

### **1.4.4 Sampling Method**

The researcher used the Convenience sampling which is a type of non-probability sampling to do the analysis for the convenience of gathering the data for the study by collecting data from the most

accessible employees of the restaurant. It was not possible to gather the information equally from different personal for their job restrictions and interest.

#### **1.4.5 Data Analysis Tools and Methods**

The study was carried out by using the program where, by analyzing the data, the researcher can use different charts and graphs to explain the collected data from the internal staffs of the company. Microsoft excel graph map has been used to make a graph to preserve the data set to get an appropriate result.

**CHAPTER – TWO**  
**HISTORICAL BACKGROUD OF**  
**PALONGKI**



## **2.1 HISTORY OF PALONGKI INANI**

Palongki is a private owned authentic Bangla, continental, sea food and Chinese restaurant which is a sister concern of Leisure Bangladesh Ltd. Palongki will provide a combination of excellent food at value pricing, with fun packaging and atmosphere. Palongki is the answer to an increasing demand for authentic bangla food, to be consumed while visiting Cox's Bazar. Palongki Restaurant is situated at Cox's Marine Drive Road, Inani Beach. The exact location is Marine Drive, Inani Beach, Jaliapalong, Cox's Bazar, 4750 Cox's Bazar, Chittagong Division, Bangladesh. Closed to Royal Tulip Hotel.

In today's highly competitive environment, it is becoming increasingly difficult to differentiate one food outlet from another. Cox's Bazar, is now becoming one of the best tourist cities in Bangladesh. Our main priority is to establish one of the best Bangla authentic restaurants in Cox's Bazar. Later, our effort will be a further development of more retail outlets in the surrounding area. Palongki Restaurant Established at 2020. The initial capital investment will allow Palongki to provide its customers with a value-driven, entertaining experience through the creativity of its founders. Palongki will entice youngsters to bring their friends and family with our innovative environment, ecofriendly and sea view environment and, selection of unique signature Bangla and Sea food items.

## **2.2 VISION:**

The mission of Palongki Inani Restaurant is to be the premier Bangla-style restaurant in the nation by serving high-quality, innovative dishes that are safe, efficient, and beneficial to consumers' ability to live a healthy, environmentally friendly, and secure lifestyle.

## **2.3 MISSION**

Palongki Restaurant's mission is to build strong relationship to gain opportunities for serving service to customers.

- To build customer trust as "Quality company" to food items.
- To ensure healthy and sustainable growth of the company.
- To maintain the quality in all areas of operation by continuous development of food quality and customer service.

## CHAPTER- THREE

### Leisure Palongki Restaurant Profile



### **3.1 PALONGKI INANI AND LEISURE PALONGKI PROFILE**

We would like to introduce ourselves from Palongki Restaurant, Inani. Palongki has established itself as the premier restaurant in Cox's Bazar through maintaining the highest standard in food quality and hygiene, and by offering delicious food through its innovative menu. Our well-designed kitchen and trained chefs with many years of experience in Indian Sub-continent gives us the edge in maintaining the highest quality. We serve best tastebud in part of Traditional Bengali items, Seafoods and Barbeques.

Currently we are holding Top Ranking Position at TripAdvisor. We have recently started catering service and have received overwhelming interest from many international organizations, and we would like to enlist ourselves to provide services to any kind of corporate events, family gathering or destination parties.

Love comes through the stomach. The restaurant's main draw, which is ideal for everyone, is its never-ending nature vista. This location transforms into a slice of heaven in the evening. Enjoy an open-sky dinner while taking in the crisp, refreshing air and endlessly calming waves. We serve freshly caught fish, live BBQ, and real Bengali food. ideal place to spice up your dining experience. Our skilled staff members are ready to provide you with friendly service. Come and enjoy real traditional food with your loved ones or family.

Leisure Palongki is a unique cloud kitchen and catering service. You may find authentic Bengali food, Nababi, Mughal, Indian, Chinese, and delectable kababs, among other cuisines. Choose the meals of your choice from the Palongki, where there is something for everyone. We purchase local ingredients of the highest caliber and freshness, as well as specialized items like "chui jhal," directly from the producers. We use a lot of cold press mustard oil in our cooking. combining three different types of chili peppers for color and flavor. We commit to never introducing preservatives, food coloring, or other dangerous additives.



## **CHAPTER FOUR**

# **Marketing Activities**



#### **4.0 MARKETING ACTIVITIES**

Two of the four particular marketing activity objectives to define Leisure Palongki Restaurant's marketing strategies and to describe the restaurant's marketing mix are discussed in the section that follows.

#### **4.1 ACTIVITIES AND WORKS OF LEISURE PALONGKI**

Leisure Palongki has spent the previous three years continuously seeking for new ideas, high-quality food products, and other innovations that can benefit our company. We offer traditional Bengali food, seafood, and barbecues that are to your palate's greatest advantage.

#### **4.2 TYPES OF WORKS**

**4.2.0 Searching new clients:** The first step is to identify possible new clients. They strive to comprehend their needs and demands by communicating with them. Whatever they desire will be granted to them.

**4.2.1 Communicate with existing client:** Leisure Palongki is constantly concerned with its current clientele. Every time, they exchange messages with them and their company. As a result, whether a returning customer orders something from Leisure Palongki or goes to the Palongki Inani restaurant in Cox's Bazar.

**4.2.2 Fulfill client demand:** Leisure Palongki always time focus on customer demand. For example, we have recently started catering service and have received overwhelming interest from many international organizations, and we would like to enlist ourselves to provide services to any kind of corporate events, family gathering or destination parties.

#### **4.3 MARKET ANALYSIS**

The first two market categories are people and families. Individuals will make up the bulk of lunchtime patrons, while families will make up the majority of dinnertime patrons. Palongki will operate in the fast-casual segment of the restaurant industry. Other business sectors, such as fast food and more traditional sit-down restaurants, will compete with them.

#### **4.3.1 Target market segment strategy and Market segmentation:**

Palongki will give special attention to families and people for a number of reasons. Families typically order dinner. The adults have less time to cook meals as more households become two-income families. Going out to dinner allows time for catching up with each other and eliminates the need to prepare a meal. Individuals are what drive the lunch industry. To escape the workplace, many people have lunch outside. Some people have lunchtime business meetings. This produces a big market of potential clients, which is particularly attractive.

The market has been divided into two distinct groups.

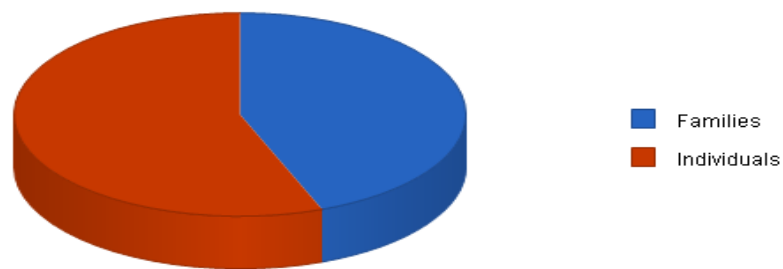
Families: predicted to generate 65% of the evening's earnings.

- Most of them in household income
- 65% have an undergraduate degree
- 28% have graduate level coursework
- Eat out 1.4 times each week.
- Dinners out are used as a meal replacement since neither parent has time to cook a meal at home
- Sophisticated families that live within three miles of the site

Individuals: comprise 72% of the lunch time revenue.

- Ages 19-45
- Individual income is average
- 76% of the individuals over 23 have an undergraduate education
- Eat out 2.5 times a week
- Young professionals that live near the location

Market Analysis (Pie)



The restaurant industry in Bangladesh has a very high chance of profiting significantly. This fact has some underlying causes, some of which are

- Bangladesh is the nation with the most people. There are about 18 corers in Bangladesh. Food is in such high demand for healthy people. because little children need fresh food to grow properly.
- There are numerous restaurants in Cox's Bazar, Bangladesh. So, all eateries make an effort to serve the greatest food possible, but Palongki is now doing quite well.
- In Bangladesh, there are lots of eateries. Nevertheless, nobody in Bangladesh is aware of them. They therefore require TV commercials, digital marketing, and social media marketing (SME) to gain market share and contact consumers.

#### 4.4 MARKET COMPETITORS AND ANALYSIS

Now know about market competitors,

**Coral Station:** This eatery is well-known in Cox's Bazar. In 2021, the company will embark on its adventure. Now the company have strong position in market with other competitors. They offer similar menu options like palongki. This restaurant meets customers' food expectations. The majority of their clients are happy with them.

**Sea Mount:** This is a well-known eatery in Cox's Bazar, Bangladesh's Marine Road. Since 2022, they have been operating on a modest scale. Nonetheless, sea food is now quite good. This restaurant grows its clientele by offering advertising, campaigns, and social programs. They constantly make an effort to provide good food and service.

**Mermaid Cafe:** One of the well-known restaurants in Cox's Bazar. Most of the people like their continental food. Most of people like these restaurants' quality and service.

## 4.5 MARKETING MIX

### *4P'S OF THE MARKETING MIX*



**Figure: 4.1: Marketing Mix**

Companies utilize these strategies as part of their marketing mix to draw in customers. Marketing requires a good marketing mix. There are two different marketing mix concepts. It is essential for the product and marketing industries.

**4.5.1 Product:** A product is any physical object that satisfies the needs of the buyer. since the product meets consumer demand. Products can therefore be everything that is required for daily living.

#### 4.5.2 Products of Leisure Palongki



*Vorta Platter*



*Vetki Paturi*



*Koral BBQ*



*Rupchada Fry*



*Loitta Fry*



*Kata Moshlar Beef*



*Beef Sheek Kabab*



*Chinese Set Menu*



*Beef Kala Bhuna*





*Lobster Thermidor*

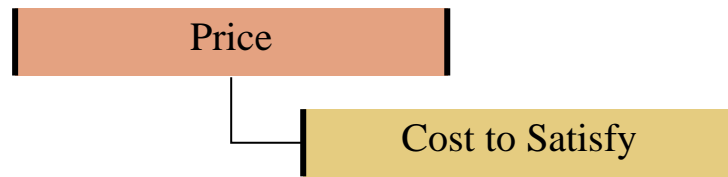


*Beef Steak*



*Norwegian Salmon*

**4.6 PRICE:**



The cost charged for food or services. When a customer receives value from a business and pays for a service, a price is being charged. Pricing has a significant role in how people trade value and purchase products and services.

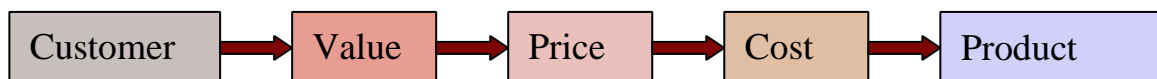
**4.7 GENERAL PRICING APPROACHES THAT ARE USED BY LEISURE PALONGKI**



**Figure 4.2: General Pricing Approaches**

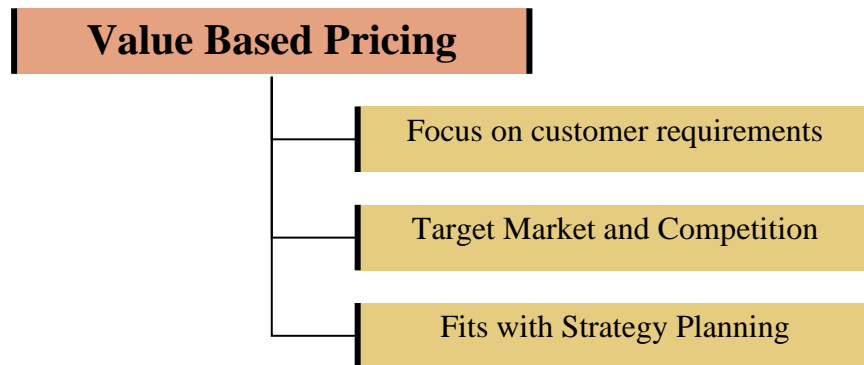
**4.7.1 Value Based pricing:**

Value-based pricing refers to determining price based on the perceived worth of the buyer rather than the seller's cost.



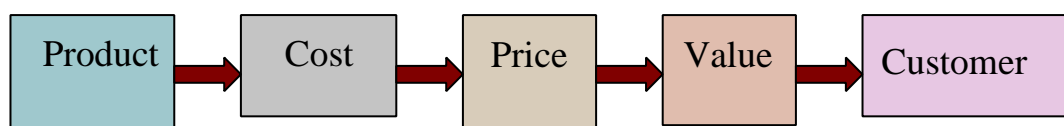
#### 4.7.2 Value based pricing considering the following factors-

- Focus on customer.
- Target market and competitors.
- Fits with strategy planning.



#### 4.7.3 Cost Based Pricing:

Cost-based pricing begins with the product and finishes with the customer. Process of adding profit margin to product cost. Bangladesh is home to a huge number of businesses. As a result, the competition is fierce. Here, prices are determined in comparison to rivals.



The fact that this strategy is simple to calculate, which results in time savings, is one of its main benefits. Cost-plus pricing does not require a comprehensive market analysis of your competitors' prices or the willingness of customers to pay (which is also a drawback that we'll discuss later). Instead, all you need to do is figure out how much it costs to produce a product. The marketing strategy's objective is to increase public awareness of Palongki's services and benefits. The idea will be that Palongki is a fast-casual alternative restaurant that is practical and healthful. Palongki will use a variety of marketing channels. Prices are reasonable, which is another factor that drives

businesses to adopt this pricing strategy. You can easily explain why your selling prices rise if your production expenses rise. This might improve corporate transparency and allow you to increase rates without losing clients.

#### 4.8 PROMOTIONAL MIX:

Marketing must consider the promotional mix. marketing promotion by advertising and other means. Technical customer communication is accomplished by advertising.



**Figure: Communication tactics in promotion mix of food company.**

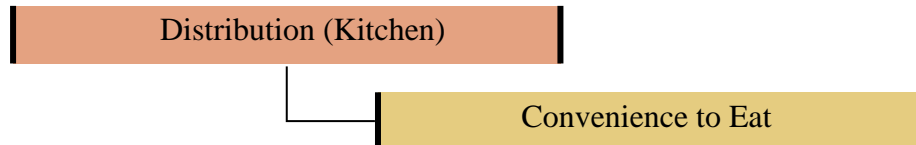
#### 4.9 TYPES OF PALONGKI PROMOTION MIX:

There are mainly continue their promotion by

1. Sometimes TV ads.
2. News paper
3. Banner
4. Sticker

5. Use by social network etc.
6. Social Media Marketing. (Facebook, Instagram, Google etc.)

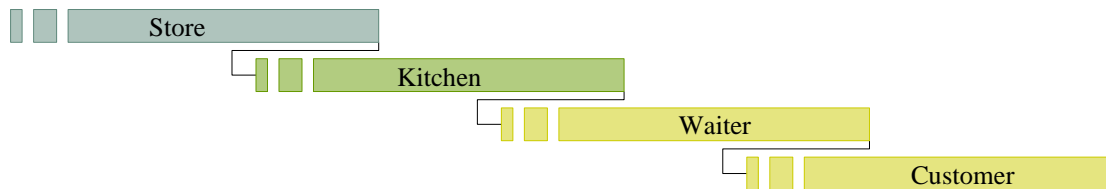
#### 4.10 DISTRIBUTION OF LEISURE PALONGKI PRODUCTS:



**Distribution (or Placement):** A process corporation decides how to deliver their goods to customers. Produce in the kitchen first, then distribute to waiters in accordance with the order list. From the services that waiters offer to customers.

##### 4.10.1 The Distribution Process of Leisure Palongki

The distribution process of Leisure Palongki Restaurant is given as figure,



The restaurant Leisure Palongki situated at Marine Drive, Inani Beach, Jaliapalong, Cox's Bazar, 4750 Cox's Bazar, Chittagong Division, Bangladesh. Closed to Royal Tulip Hotel. Form the warehouse they send the goods because it is very easy to transport from there. But for the further distribution they store the foods in their store which are situated in different places of the restaurant and according to the needs of the customer they sent the foods to the dinning. finally form the dinning they distribute the foods to the end customer.

#### **4.10.2 Key Points of Distribution**

1. Storing items is made possible by maintaining conditions such as temperature, sunlight, moisture, etc.
2. A better delivery method needs to be created.
3. Perfect order distribution and receipt are required.
4. Order billing must be time-consuming.
5. Release of products in FIFO order.
6. Stocks were appropriately packaged.
7. Manage physically in accordance with the plan.
8. The bank must collect and deposit the funds.
9. Shipped goods are chosen based on the demand of the market.
10. Consistently check the stock and cash levels.
11. A signed sales order is required.

Our main focus in marketing will be to increase customer awareness in the surrounding community. We will direct all of our tactics and programs toward the goal of explaining who we are and what we are all about. We will maintain excellent standards, reasonably price our goods, and implement the strategy to make "word-of-mouth" our primary marketing tool.

## CHAPTER FIVE

### Customer Hospitality of Leisure Palongki



## **5.1 CUSTOMER HOSPITALITY OF LEISURE PALONGKI**

Generosity in receiving strangers or tourists is referred to as hospitality. The word "hospice" is derived from the Latin "hopes," which means "guests," and it came to indicate a place where travelers may find shelter. The service (or product) that hospitality businesses give to today's travelers can now accommodate all of their needs. The vast industry of hospitality includes all aspects of travel, tourism, lodging, dining, drinking, entertainment, recreation, and activities. It is the largest physical resource consumer and employer in the world (Wearne and Morrison, 2001). The host-guest relationship is referred to as hospitality, as is the act or practice of being hospitable. This would include accommodation, membership clubs, conventions, attractions, special events, and other services for tourists and travelers, as well as the welcome of and entertainment for guests, visitors, or strangers (Wikipedia). Additionally, hospitality refers to the quality or disposition of accepting and treating guests and strangers in a warm, kind, and generous manner. It can also refer to the friendly reception and treatment of guests or strangers.

Leisure Palongki three years ago, opened a modest food restaurant as the initial step in its growth. But in a very short time, it has developed a "Brand" in particular for creating delicious sea foods and bangla authentic foods. As a result of their success, they now hold the top spot among restaurants in Cox's Bazar under their own brand. Without establishing customer service and retaining satisfied customers over time, this could not be accomplished. Few major practices for customer hospitality of Palongki are mentioned below.

### **5.1.1 Active Response in social media**

With the development of digital communication platforms, consumers are now more aware of their options when it comes to any type of consumption. Even before a purchase is made, they attempt to analyze it. They attempt to contact the seller or service provider specifically through social media as a result and anticipate receiving "correct" feedback. But what constitutes "appropriate" differs depending on the client. Palongki was smart enough to adopt this style despite not having an official website. However, they are genuinely seeking a more intelligent method of connecting with their clients. To connect with their customers, they use Facebook and Instagram. They believed that social media, especially Facebook, would be the finest medium to understand their customers' expectations because Bangladeshis are so active on it. They constantly respond to customer



feedback, post any new updates to Facebook, and keep their page updated. In this manner, they are able to communicate with their customers and learn more about the value they can add.

### 5.1.2 Wide Range of Delicious Servings

For their customers, Palongki provides a wide range of delicious and tasty dishes, the majority of which are in high demand due to market competitiveness. The image below depicts how Palongki menu card appears:

**মেণু**

**বাংলাবীর অনিবার্য**

অন্ন সমাচার - ভাত (চিনি ঝুড়া) ৭০  
মোহিনী মসুর - ঘন ডাল (ঘিয়ে বাগার) ৭৫

**ভর্তা ভালবাসা**

অষ্টভুজা - আট পদের ভর্তা ভাজি প্রাটার ৪১০  
মাছ ভর্তা ২০০  
টালমাটাল ডাল - ডাল ভর্তা ৮০  
ডিম-আলুর সংযোগ - ডিম-আলু ভর্তা ৮০  
পেয়াজ মরিচ ঝগড়া - পেয়াজ মরিচ ভর্তা ৮০  
গুটকির ঝড়বহর - গুটকী ভর্তা ১০০  
টমেটো ট্যাঙ্গো - টমেটো ভর্তা ৮০  
গুনবতী বেগুন - বেগুন ভর্তা ৮০  
যাচ্ছে তাই - মৌসুমী ভর্তা ৮০  
কলিজার টুকরা - মুরগির গিলা কলিজা ভর্তা ১০০

**সবজী সরগরম**

শাক দিয়ে মাছ ঢাকা - চিংড়ি দিয়ে শাক ১০০  
সাধের লাউ - লাউ চিংড়ি ১০০  
তেলেসমাতি তরকারী - পাঁচমিশালী সজী ১০০  
আলু আমার আলু গুপো - মচমচে আলু ভাজা ৮০  
লতিকা লোকচাচার - চিংড়ী দিয়ে কচুর লতি ১৮০  
দমাদম মাস্তকালান্দার - আলুর দম ১০০  
হারানো সুর - কুমড়া ফুল ভাজা (মৌসুমী) ১২০  
ইচড়ে পাকা - এঁচোর দিয়ে চিংড়ী (মৌসুমী) ২৮০  
ছলনাময়ী ছানা - ছানা কোফতা ৩২০

**মাছে ভাতে বাঙালী**

রুপ সাগরে ডুব - রুপচাঁদা ভাজা/ভূনা ৪১০  
লেইজি লইট্টা - লইট্টা ভাজা/ভূনা ২৮০/৩০০  
মালাইকারি ম্যাডনেস - চিংড়ী মালাইকারি/ভূনা ৪৮০  
শানদার গুটকী - গুটকী ভূনা ২০০  
কলংকিত কোরাল - কোরাল মাছ ভূনা ৩৩০  
অতল জলের চিতল - চিতল মাছের কোফতা ফ্রাই/ভূনা ৪৮০  
কাচকি কালবেশাখী - কাচকি মাছের বড়া ২৮০  
লোনাপানি - সামুদ্রিক মাছ ভূনা ২৮০  
এ্যাটম বোম - চাঁপা পুটি ২০০  
সাগরিকা - সিমের বিচি দিয়ে সামুদ্রিক কোরাল ৩৫০  
কাঁকড়া কিচো - কাঁকড়া ভূনা ৩৩০

**পাতুরি**

ভিড়িং বিড়িং চিংড়ি - চিংড়ি পাতুরি ৪৮০  
সুঁকোচুরি পাতুরি - ভেটকীর পাতুরি ৩৮০  
দেখেছো বাঙালী করে - ইলিশ (পাতুরি/সর্ষে) ৪৮০  
নিজে যারে বড় বলে - কাচকি পাতুরি ৩৫০

**নরম গরম**

খবর আছে! - গরুর কালা ভূনা ৪৮০  
কটা মসলার গরুর মাংস ৪৫০  
কল্পবাজারের টারজন - পাহাড়ী মোরগ ভূনা ৪৫০  
বলব কথা বাসর ঘরে - কলাপাতায় আচারি মোরগ ৪৮০  
হাসফাঁস - নারকেল দুধে হাঁসের মাংস ভূনা ৪৫০  
যশোর যখনা - চুই খালে খাসির মাংস ৪৮০  
লালে লাল দুনিয়া - খাসির লাল মাংস ৪৮০  
মগজ ধোলাই - ব্রেইন মাসালা ৩৫০  
ঘোড়ার ডিম - নারকেল দুধে ডিম আমসস্ত ১০০

**জন্ম থেকে জ্বলছি**  
(কেবলমাত্র সান্ধ্যকালীন)  
Served with sautéed vegetable / Rosemary Potato with a choice of chef's special sauce.

শিক কাবাব ৩২০  
আলিশান কাবাব ৩৮০  
বাল্লারা কাবাব ২৯০  
লুতুনি কাবাব ২৯০  
রেশমি কাবাব ৩১০  
হারিয়ালি কাবাব ২৯০  
চিকেন তন্দুরী ২৫০  
বিফ চাপ ৩২০  
বিফ বটি ৩৩০  
চিকেন চাপ ২৮০  
চিকেন বটি ২৯০  
লাছা পরাটা ৫০

**ভারত সন্মানে**  
(কেবলমাত্র সান্ধ্যকালীন)

ডালে-ডালে মহাকাব্য - ডাল মাখনি ২৮০  
পনির পুছন্দ - পালক পনির ৪২০  
মুগলবন্দী - পনির বাটার মাসালা ৪২০  
মটর মরিচীকা - আলু মটর পনির বাটার মাসালা ৩৯০  
আমি সখা ও সে - চিকেন বাটার মাসালা ৪৩০  
বাটার/গালিক নান ৬০/৭০

**ছুটির ফাঁদে**

তুমি যে আমার - নলেন গুড়ের রসগোল্লা/পায়েস ৫০  
মধুর তোমার শেষ যে না পাই - মিষ্টি দই ১০০  
ওগো বিদেশিনী - পুডিং ১২০  
জিলাপীর প্যাচ - গুড়ের ছানার জিলাপী ১০০  
কুলফি - জাফরানি পেস্তা কুলফি ২০০

**অবশেষে**

যদি সুন্দর একখান মুখ পাইতাম - লাভ লেনের মিষ্টি পান ৮০  
চায়ের কাপের ঝড় - মশলা চা ১০০

**SOUP**

Thai Coconut Milk Soup with Seafood 320  
Mushroom Soup 300  
Vegetable Soup 200  
Thai Soup with Chicken 250  
Chicken Corn/Egg drop Soup 220

**SALAD**

Chicken Cashew Nut Salad 450  
Thai Beef Salad 500  
Seafood Salad 550  
Caesar Salad with Chicken 450

**GRILLED SEA FOOD**  
Served with Sautéed Vegetables / Mashed Potatoes with a choice of chef's special Sauce (per 100 grams)

Prawn (2pcs) 490  
Squid 200  
Octopus 200  
Crab 170  
Lobster 450  
Pomfret 290  
Red Snapper 210  
Whole Coral BBQ 180  
Steamed Coral with Green Chili/Soy Sauce 180

**ITALIAN PASTA**

Alfredo - Chicken & Mushroom Pasta with Cream Sauce 650  
Allo Olio - Seafood Pasta with Garlic & Chili Oil 690  
Bolognese - Pasta with Ground Beef & Tomato Sauce 670  
Arrabiata - Pasta with Tomato Sauce and Basil 500  
Fungghi - Pasta with White Mushroom Sauce 550  
Genovese - Pasta with Prawn & Pesto Sauce 550

**PIZZA (12 inch)**

Margherita - Tomato & Cheese Pizza 650  
Bolognese - Tomato & Ground Beef Pizza 750  
Ai Frutti Di Mare - Sea Food Pizza 950  
Pepperoni Pizza 850  
Fungghi - Mushrooms Pizza 700  
Tandoori Pizza 800

**CONTINENTAL/WESTERN**

Grilled Chicken - 495  
with Mashed Potato & Sautéed Vegetables  
Beef Steak - with French Fries & Sautéed Mushroom 1200  
Lobster Thermidor - (400-gm) per 100gm 490  
with Sautéed Vegetables  
Norwegian Salmon - 1300  
Grilled in White Sauce with Sautéed Vegetables  
Beef Burger - with French Fries & Colestlaw 480  
Chicken Burger - with French Fries & Colestlaw 450  
Chicken Fry - with French Fry 320  
Buffalo Chicken Wings - with French Fry 280  
Fish & Chips (Thick Chips) 460

**CHINESE / THAI**

Fried Rice/Special Fried Rice 340/420  
Fried Mixed Chowmin/Noodles 360  
Beef Chili Onion 550  
Chicken Chili Onion 500  
Chicken Green Curry 480  
Garlic Prawn 550  
Sweet & Sour Fish 550  
Sweet & Sour Chicken 500  
Mixed Vegetable 280  
Special Mixed Vegetable 480  
Prawn Tempura - (4 piece) 620

**DESSERT**

Cream Caramel 120  
Kulfi Ice Cream - Saffron Pista Kulfi 200  
Rasgulla/Payesh 50  
Sweet Yogurt 100  
Nolei Gur's Sanar Jilapi 100

**CONTACTLESS MENU**

palongkiinani.com palongkiinani SCAN ME 01766668485, 01766668470  
5% Service Charge Applicable. বিঃদ্রঃ - মূল্য তালিকা পরিবর্তন হতে পারে।

### **5.1.3 Home Delivery**

Palongki keeps making sure that they are updated with trend. Customers and food lovers of the modern period also choose to enjoy fast restaurant servings that are delivered to their homes. They prefer to have home delivery and online ordering options from their favorite restaurants. Palongki keep up with the competition in satisfying these customers as well. Through "hungrynaki!" and "foodpanda," it offers customers a home delivery service. Customers don't actually need to visit their restaurant for that. Both of the delivery services accept online orders for food from restaurants and deliver it to customers' homes while keeping hygiene standards in a timely manner. Palongki developed relationships with both meal delivery services so they wouldn't miss any orders from their loyal customers. For instance, one group of customers might favor ordering frequently through "foodpanda," whereas another group might enjoy ordering through "hungrynaki!" So that they wouldn't miss any orders from their devoted consumers, Palongki grabbed the chance to interact with both ordering services.

### **5.1.4 Customer Service**

Palongki's success is mainly due to their excellent customer service, which encourages repeat business and favorable word-of-mouth marketing that draws in new customers. Palongki's customer support isn't exceptionally good. To offer a service quality that is acceptable and consistent, Palongki creates and strictly enforces a set of policies and processes. The cuisine is consistently delivered in a timely manner and at a reasonable price, even though it may not be considered exceptional. Although it raises the price, the "Sea Food" option offers an additional personalized service and gives the business a competitive edge over its rivals. Therefore, it can be claimed that they provide a mix of customized and pre-packaged services. Every chef at Palongki F is adequately trained in how to prepare their dishes, and the waiters are skilled enough to recommend dishes and respond to any questions customers may have concerning food and delivery. When a meal is brought and there is an error in the order or in the preparation, the waiter either gives the customer a free item, like a dessert, or, if the service was significantly inadequate, they just take responsibility for the money. Managers then analyze spending to determine the cause of the issue and assist in preventing it from happening again. Data that Palongki stored about their loyal customers allowed them to keep tabs on their tastes and preferences and to develop positive relationships. On their Facebook page, Palongki routinely replies to customer questions. Even occasionally, they gave discounts to customers in exchange for positive ratings & recommendations

of Palongki in Facebook review groups like Foodbank. They also conduct surveys of their clients twice a year to find out which preferences are most frequently expressed. They attempted to make modifications or create new food categories depending on the outcomes. Additionally, Palongki offers home delivery services via "hungrynaki!" and "foodpanda," which is a proof of a reliable distribution network.

## CHAPTER – SIX

### PROBLEMS & RECOMMENDATIONS



## 6.1 PROBLEMS:

- Frequently customers complain that 250 sittings are not enough in the tourism season in Cox's Bazar and they have to wait for a long time for a vacant seat. They complain about it on social media.
- As there is a lot of contenders in the market, food cost is a bit high than the competitors.
- There are Government regulations on the price of food ingredients. That is why the bargaining power of the suppliers is growing.
- As a luxurious restaurant, people expect faster and more accurate service, which lacks a little bit because all employees do not give proper attention to their job.
- The varieties of food items are very rare. Almost all the restaurants provide the same type of food items.
- There is only one physical restaurant of Leisure Palongki which is situated in Cox's Bazar Inani Beach. But the city dwellers of Dhaka cannot enjoy the physical restaurant because in Dhaka, they only have the Cloud Kitchen.

## 6.2 RECOMMENDATIONS:

- Leisure Palongki Inani is situated within a very spacious place. They can make some sitting arrangements outside the main restaurant so that people can manage sitting there and can enjoy the serene beauty of the sea.
- Though the foods of Leisure Palongki Inani Restaurant are profitable than competitors, they still have the chance to increase their sales by cutting the food prices a little more. They never overlook the quality of their products no matter what the price is.
- Leisure Palongki should look for profitable sources of ingredients for reducing the food production cost.
- They should focus on professionalism. They should hire professional employees so their service is run smoothly by showing their professional behavior towards the customers.
- They produce different types of foods like Traditional Bengali items, Seafoods and Barbeques. Some of the items are unique that can only be found in Leisure Palongki which grabs the attention of the tourists.

- As the food demand of Palongki Inani is quite high, this restaurant should increase their branches more in the district town in Cox's Bazar so that people can enjoy the local food of Cox's Bazar from home.

### **6.3 CONCLUSION:**

One of Cox's Bazar, Bangladesh's innovative and up-and-coming restaurants is called Leisure Palongki Inani. The restaurant implements a wide range of tactics to produce cutting-edge and high-quality cuisine; they set the price of the food in accordance with cost, customer perception, or on the basis of competitors, which pricing creates a long-term competitive advantage for the business. The marketing mix also includes distribution and promotion. Sponsorship Advertising, public relations, personal selling, sales promotion, direct selling, and are some of the promotional strategies used by Leisure Palongki Inani Restaurant to increase food sales and capture a competitive market share. Leisure Palongki Inani Restaurant makes sure that everything runs smoothly from the warehouse to the kitchen. The Leisure Palongki Inani Restaurant is trying to find a way that is reasonably comfortable for conducting business in the marketing mix. Of course, depending on the internal status of the company, adjustments may be required for modification.

## References

(n.d.). Retrieved from <https://palongki.com/>

(n.d.). Retrieved from <https://m.facebook.com/palongkiinani/>

(n.d.). Retrieved from [https://www.tripadvisor.com/Restaurant\\_Review-g667467-d21347523-Reviews-Palongki\\_Inani-Cox\\_s\\_Bazar\\_Chittagong\\_Division.html](https://www.tripadvisor.com/Restaurant_Review-g667467-d21347523-Reviews-Palongki_Inani-Cox_s_Bazar_Chittagong_Division.html)

Basher, M. R. (2020). *Customer Hospitality: the Case of Madchef Bangladesh*. Dhaka: University of Dhaka.

Firdaus Abdullah, A. Z. (2013). *The Dimensions of Customer Preference in the Foodservice Industry*. Malaysia: Universiti Teknologi MARA Sarawak.

Kara, A. (1995). Marketing Strategies for Fast-Food Restaurants: a customer view. *International Journal of Contemporary Hospitality Management*, 16-22.

Marketing Strategies of Selected Restaurants in the Four Cities of Pangasinan. (2022). *International Journal of Advanced Multidisciplinary Studies*, 52-75.

Tarkovich, F. (2021). *Marketing Strategy for the Case Company "Restaurant Kimza"*. Lahti: LAB University of Applied Sciences.

**Customer Reviews:** [www.tripadvisor.com](http://www.tripadvisor.com)



nahok2022  
1 review

★★★★★ Reviewed 4 days ago

### Great Lunch at sea view restaurant

Ecofriendly environment, excellent service. Price is little high. However, a wonderful place to visit with family and friends while enjoying the beautiful view of the ocean.

**Date of visit:** December 2022



106sheikha  
1 review

★★★★★ Reviewed 2 weeks ago

### Excellent sea foods

We recently visit this place. They have dinning space and have special bbq and grill items. Every foods were delicious. You can also see the world cup football match in the big screen. Very family friendly environment. Recommend

**Date of visit:** December 2022



NayemulH2  
1 review

★★★★★ Reviewed September 10, 2022 via mobile

### Family tour

Its a awesome food place for family tour. We enjoy the foods. And there hospitality. Specially the fish paturi. The place is also nice . The inner environment it good and cold at hot time.

**Date of visit:** September 2022



abdullah30im  
1 review

★★★★★ Reviewed August 20, 2022 via mobile

### A Delicacy away from the City by the Sea

Fantastic experience, tasty food. Wonderful view. Try this out watching the sea right outside. The desserts are superb.



**Date of visit:** August 2022



47rakibuuu  
 3

★★★★★ Reviewed July 1, 2022

### Fantastic Dinner

Fantastic Dinner

This is my second time at this place. We had a fantastic dinner at this restaurant on our last full night in the Cox's Bazar. We would highly recommend this place to anyone that wants to try a fine dining version of the local food of these beautiful location.