



Internship Report

On

“The Food and Beverage Service Department of Sea Pearl Beach Resort & Spa”

(An Internship Report Presented to the Faculty of Business and Entrepreneurship in Partial Fulfillment of the Requirements for the Degree of Bachelor of Tourism and Hospitality Management)

Supervised by:

Mohammad Nurul Afchar

Lecturer

Department of Tourism & Hospitality Management

Faculty of Business and Entrepreneurship

Daffodil International University

Submitted By:

Mohammad Mahbubur Rahman

ID : 182-43-345

Bachelor of Tourism and Hospitality Management

Department of Tourism & Hospitality Management

Faculty of Business and Entrepreneurship

Daffodil International University

Department of
Tourism & **Hospitality
Management**

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On
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Resort & Spa”



Letter of Transmittal

MR. Mohammad Nurul Afchar

Lecturer

Department of Tourism & Hospitality Management

Faculty of Business and Entrepreneurship

Daffodil International University

Subject: Submission of Internship Report

Dear Sir,

With all due respect I should communicate that I have completed my internship. Here, I am stating that I am Mohammad Mahbubur Rahman with ID: 182-43-345 a student of Bachelor of Tourism and Hospitality Management (BTHM) program of your reputed University DIU- Daffodil International University. I am very glad that I got the opportunity to submit my report on the topic of “The Food and Beverage Service Department of Sea Pearl Beach Resort & Spa” that you have assigned me to fill the requirements of the internship report. I have tried to do my best activities and have given best efforts to make me fit in this sector.

I am waiting for your positive response. By considering the little mistake you will appreciate my hard work.

Thank you, sir.

Sincerely yours:

Mohammad Mahbubur Rahman

ID: 182-43-345

Bachelor of Tourism & Hospitality Management

Department of Tourism & Hospitality Management

Faculty of Business and Entrepreneurship

Daffodil International University

Certificate of Approval

This is to affirm that Mohammad Mahbubur Rahman ID: 182-43-345 has completed his temporary position from " Sea Pearl Beach Resort & Spa "an intern under the Food & Beverage Service Department. He has successfully completed his impermanent position Report under my watch. During my supervision, I found him fast, devoted and sincere.

I thus announce that I have checked this report as I should say; this report is sufficient to the degree of quality and augmentation of the hotel industry and Tourism & Hospitality Management (BTHM) program.

I wish him achievement and success.



.....

Mohammad Nurul Afchar

Lecturer

Department of Tourism and Hospitality Management

Faculty of Business and Entrepreneurship

Daffodil International University

Acknowledgement

The effective completion of this report is the result of the commitment of the number of individuals to whom I am very much grateful and appreciated them from the profound of my heart. So, I would like to request this opportunity to thank all those individuals who made me unique to complete this report on “A comprehensive report on Activities of the Food and Beverage Department of Sea Pearl Beach Resort & Spa”. To begin with of all, I would like to precise my all commendations to the Almighty Allah my creator, Sustainer to whom we all ought to return and my guardians for supporting me until this time. I should thank and impart my appreciation towards Mohammad Nurul Afchar Lecturer of the Department of Tourism and Hospitality Management, Daffodil International University, for aiding me all through a half year of my entry level position. Every one of the headings and rules displayed to me have helped me with everything necessary to complete this report.

I should offer my most significant thanks to the Manager of Food & Beverage who allowed me to do temporary position program in their famous division.

I would like to pay my appreciation to Mr. Somrat Khan Assistant Restaurant Manager, Mr. ankon , HR Head of Sea Pearl Beach Resort & Spa for given the opportunity and bolster amid my internship period conjointly much appreciated to Mr. Mahbub Kabir Assistant Restaurant Manager to prepared me F&B benefit exercises.

I would like to express my appreciation to all staff members of DIU, companions and lodging partners who gave me great counsel, proposals, motivation and back to total this report.

STUDENT'S DECLARATION

I am Mohammad Mahbubur Rahman, ID : 182-43-345, student of Bachelor of Tourism and Hospitality Management (BTHM) program at Daffodil International University, announcing that, this report “The Food and Beverage service of Sea Pearl Beach Resort & Spa” has been prepared only for fulfillment of my course without this there is nothing else. Here, I have represented only my performance in the time of attachment and everything belongs to me. As a result, it is deadly prohibited to make it synthetic.



Mohammad Mahbubur Rahman

ID:182-43-345

Bachelor of Tourism & Hospitality Management

Department of Tourism & Hospitality Management

Faculty of Business and Entrepreneurship

Daffodil International University

EXECUTIVE SUMMARY

This executive synopsis provides an overview of a 6-month internship at Sea Pearl Beach Resort and Spa's Food and Beverage Service Department. The intern gained valuable experience working in various roles within the service industry, including order taking, serving, cashiering, and barista duties. The intern successfully worked as part of a team in different settings, ensuring customer satisfaction and effectively communicating orders. Despite the accomplishments, the intern encountered several challenges during the internship, such as the lack of individual storage space, limited praying times for staff, infrequent management check-ins, and the absence of parking facilities. However, these challenges did not hinder the intern's commitment to delivering quality service and gaining important insights. Throughout the internship, the intern learned essential skills in order taking, table setup, food serving, tea and coffee making, and banquet setup. Lessons were also learned in attention to detail, effective communication, adaptability, and maintaining cleanliness and hygiene standards. To further enhance the efficiency and success of Sea Pearl Beach Resort and Spa, the intern provides recommendations. These include enlisting skilled employees, providing additional training on food safety and cleanliness, addressing scheduling inaccuracies, ensuring adherence to Standard Operating Procedures (SOP), prioritizing work adaptability and breaks for the F&B crew, improving the recruitment process for front office positions, and considering additional facilities in staff quarters. Additionally, restructuring educational background requirements to include at least a university graduation level is recommended. In conclusion, Sea Pearl Beach Resort and Spa has established itself as a leading five-star hotel, and the internship experience has contributed to the intern's growth and understanding of the hospitality industry. By implementing the provided recommendations, the resort can continue to excel, seize opportunities, and overcome potential challenges, ensuring its ongoing success in the competitive market.

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CHAPTER-1

INTRODUCTION



SEA PEARL
BEACH RESORT & SPA
COX'S BAZAR

1.1 Introduction:

For those unfamiliar, a hotel is a place where a true traveler (one who can afford to pay for meals and accommodation) may do so, provided that the traveler is in suitable physical and mental condition to do so (According to British Act 1931). To provide shelter and food to individuals who are financially, mentally, and physically competent to do so is the primary objective of any hospitality business, which may be classified as a hotel. Lodges, guest homes, rest houses, restaurants, hotels, motels, resorts, inns, and so on are all other types of establishments found in the hospitality business. Only when all these things are together is the idea of a hotel entertained. This means going above and above to accommodate the visitor in every way. One of a hotel's many departments is food and beverage service. The Food & Beverage (F&B) industry serves as a hub for visitors to have their questions answered, get assistance, and evaluate the quality of the offerings throughout their stay. This is the heart and soul of a hotel, since it is responsible for making guests feel welcome and checking them out. The duties of the Food & Beverage staff include greeting guests, taking orders, delivering meals, discussing customers' dining experiences, and providing helpful information to guests at all times throughout their stay. F&B People's service is largely responsible for the hotel's positive reputation. (Hack, n.d.) (Notes, n.d.)

1.2 Tourism and Hospitality in Bangladesh:

The people and landscape of Bangladesh are stunning. Being one of South Asia's most rapidly growing nations, Bangladesh has gained international recognition. Our nation has seen continuous expansion over the last two decades. There has been a considerable growth in the number of foreign tourists visiting the country, which has increased the demand for lodging in key cities. While just a small number of hotel rooms in Bangladesh have entered the market, the country's hospitality industry has quickly risen to prominence as one of the most successful in South Asia's organized hospitality sector. With the rising share of revenue from food and beverage sales, and the great profitability from low operating expenditures, Bangladesh has become a lucrative market for hotel investment.

The tourism industry in Bangladesh contributed 4.4% to GDP growth last year and is seen as a potential growth driver for the country's economy. As compared to other South Asian nations, Bangladesh's expenditure on foreign tourism of US\$1,208 million is quite low. The growth of domestic tourism as a source of sustainable income is likewise being closely watched. Each year, millions of people go to Bangladesh to see its ever-present beauty and cultural attractions. Nonetheless, Bangladesh is home to a number of renowned 4- and 5-star hotels, such the "Le Meridian Dhaka," "Radisson Blu Water Garden Hotel Dhaka," "The Westin Dhaka," "The Pan Pacific Sonargaon," and "Intercontinental Hotel," "Long Beach Suites Dhaka," "Best Western Plus Maple Leaf," and others. Based on investor interest, a number of 5-star hotels are either now being built or planned for Bangladesh, which will boost the nation's hospitality industry, create jobs, and propel the country towards a prosperous future. (tbsnews, 2021)

More than 1,700 hotel rooms under construction under brand names including Hyatt, Hilton, Sheraton Hotel, Marriott, Radisson Blu, and others. The government has mandated a methodical increase in the tourism industries in both Cox's Bazar and Kuakata. The administration of Teknaf has designated a certain area as an Exclusive Tourist Zone (ETZ) where visitors from other countries may relax in safety. Flight routes to the continent have been adjusted to offer better service, and improvements have been made to road connectivity, especially for these two areas. The public hotel is now undergoing an expansion and renovation. Travel companies throughout the globe are experiencing rapid change as a result of factors like market globalization, intense competition, the ongoing economic crisis, and the rapid development of new technologies. The tourism industry has been a pioneer in the use of information and communication technologies (ICT) and electronic commerce (EC) within the realm of electronic marketing because these developments have allowed for the

expansion, accessibility, and differentiation of tourism services, allowing them to successfully compete with traditional intermediaries and distribution channels. One of the most highly sophisticated industries is the tourism industry. Existing hotel owners in Bangladesh have a conundrum when it comes to adopting cutting-edge technologies. They are, however, attempting to follow the scope of the Report. (culturetrip, 2017) (bank, n.d.)

1.3 Scope of the Report:

The essential point of the assessment is to focus on the Food Beverage Service of The " Sea Pearl Beach Resort And Spa " to find appreciation and the strategies and activities and associate them on to move away from the level of the overall mind satisfaction.

1.3.1 Objective of the Report

The main objective of this report is to identify the management process of Sea Pearl Beach Resort & spa and individually Food & beverage management Which Includes: -

The objectives of the report are isolated into 2 prime segments, as these are:-

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

1.3.2 Broad Objective

The general objective of this report is to highlight the activities of the Food & beverage Service of " Sea Pearl Beach Resort And Spa " and to provide some suggestions to improve their service.

1.3.3 Specific Objectives

- To Learn about the many services provided by the Food and Beverage Department
- To Understanding the roles and obligations of the Food and Beverage Department.
- To Suggest for how to improve the Food & Beverage Department's shortcomings.
- To know about the activities of Food and Beverage Department

1.4 Background of this Report:

This practicum report focuses on the activities of Sea Pearl Beach Resort & Spa and how they foster a connection between the resort and its customers. To obtain practical experience in the field, working at a hotel is ideal for students pursuing a Bachelor of Tourism and Hospitality. This internship report, titled "Overview of Food & Beverage Service Department of Sea Pearl Beach Resort & Spa," is part of a larger project for the Bachelor of Tourism & Hospitality program. In this research, we examine one of the most difficult challenges facing managers in the hospitality sector today: how to provide consistent, positive experiences for guests. The Gulshan, Bangladesh-based Long Beach Suites Dhaka aspires to get to the top of the hotel industry. It provides a variety of hospitality services and cares about the satisfaction of its customers as a means to expand, earn more money, and keep its good name. Via its personnel (Front Desk Agents, Housekeeping Staff, Food & Beverage Staff, and Recreation Staff), the hotel has a duty of care to all of its clients (Telephone Service, Front Desk service, Housekeeping Services and Food and Beverage service). Although it's impossible to make everyone happy at your hotel, client satisfaction should be your first priority. Trend. Yet, a different approach is needed to sustain Bangladesh's tourism industry over the long run.

1.5 Methodology:

In this report, I used to define the overview and operations of the Sea Pearl Beach Resort & Spa Food and Beverage Service Department. The methods, procedures, and strategies utilized to acquire data are referred to as methodology. In this case, the descriptive report approach was used.

1.6 Sources and Collections of Data:

In order to compile this report, I used both primary and secondary sources to gather data.

1.6.1 Primary Sources:

The primary sources of data collection were my 6 months practical experience and face to face interview in the Food and Beverage Service Department at Sea Pearl Beach Resort & Spa.

1.6.2 Secondary Sources:

- Sea Pearl Beach Resort & Spa official website.

- Company brochure.

- The company's code of ethics/rules.

1.7 Limitation of the Report:

Practical experience and theoretical understanding are somewhat different. The standard procedures have been ingrained in us throughout our formal education. In a business setting, however, each employee develops their own strategy for meeting their goals and performing their obligations. Real job is quite different from what we were taught in the classroom, but interning gave me a great opportunity to see and learn about a wide variety of facilities, services, and people. While no one can claim that there aren't any issues, I've experienced a couple that I've outlined below. The limitations I experienced are worth discussing.

when writing the report. During the preparation of this report, I ran into the following issues, which may be considered the study's restriction.

- As I was still a trainee at the time, it was against the rules to have me look through each and every food and drink item on a regular basis.
- On the hotel's website, there is little information about the hotel.
- Third, it was challenging for me to gather adequate data since hotel policy states that they do not reveal a lot of information about future departments and give trainees limited access.
- It was difficult for me to keep track of all of the issues throughout my duty time.

Chapter-2

An Overview of Organization Part



2.1 Organizational Overview:

Sea Pearl Beach Resort & spa is located on Inani beach, Cox's Bazar with lush green hills rise from the east and endless sea stretching on the west, the resort offers panoramic visuals of Bay of Bengal. Sea Pearl Beach Resort & Spa start journey on 17th September 2015. The resort has 493 luxuriously rooms and suites. The resort offers 379 rooms and suites for sale, rest on under preparing for sale. All rooms and suites comfort with kitchenette, mysticism of infinity pool and luxury of Jacuzzi. Nestled in the heart of nature along the world's longest natural sandy beach the resort is spread over 15 acres set amidst organic orchards bearing a vast selection of tropical fruits, immaculately manicured landscaped gardens and water bodies. Apart from its two swimming pools (one exclusively for ladies) the resort boasts of a plethora of indoor & outdoor activities for both adults and kids which include an internationally acclaimed water park, tennis and badminton courts, movie zone, billiard, kids' zone, amphitheater, a luxurious spa and well-appointed gym.

Location: Jaliapalong, Inani, Ukhia, Cox's Bazar-4750, Bangladesh Reservations: 5 Star Deluxe.

Tel: +88-0341-52666 – 80, 09610-300600

Fax: 0341-52681

Cell: 01844016120

Proximity: From Cox's Bazar airport: 27 kms From Kolatoli bus terminal: 25 kms Star Category: 5-stardeluxe

Brand Chain: Louvre Hotel Group

(bazar, n.d.)

2.2 Objective of Sea Pearl Beach Resort & spa:

- Responsible and Restorative Business Management: To enhance business practices across the organization in ways where people, planet, productivity and planet all matter and all benefits.
- Food Security: To create and build a healthy food system which is based on the understanding that food is an essential celebratory and culturally vital component of our lives.
- Positive and Clean Energy Management: To improve overall carbon footprint through usage of innovative Clean and Renewable sources, resources and technologies.
- Responsible water Management: To do improve water footprint impact with emphasis on production, usage and consumption in all areas of management and operations (including the sourcing and supply of chain).
- Zero Waste Management: To improve and efficiently monitor waste through zero waste management with emphasis on up cycling and remanufacture. (pearl, n.d.)

2.3 Background of the Hotel/ Hotel Profile

The Sea Pearl Beach Resort and Spa Limited (hereinafter "the Company") was incorporated in Bangladesh on May 26, 2009 as a confidential restricted Company, vide enrollment number C-77653/09/2009, and subsequently Converted into a public restricted organization on November 14, 2017 with the Register of Joint Stock Companies and Firms (RJSC) in Bangladesh under the Companies Act, 1994. The Company's given address is in Mymensingh at No. 4, K. B. Ismail Road. UTC Tower (Level 14), 8 Panthapath, Karwan Bazar, Dhaka 1215 is home to the company's headquarters.

On September 17, 2015, Ocean Pearl Beach Resort and Spa Limited opened for business in Bangladesh. The operation of resorts and hotels was the primary focus of the Company throughout the reporting period. This Franchise Agreement (the "Agreement") is made and entered into as of June 01, 2014 by and between Sea Pearl Beach Resort and Spa Limited ("Franchisee") and GT Investments BV ("Franchisor"), a limited liability company organized and existing under the laws of the Netherlands with its registered office at Archnemeses 2, 387 CH Amersfoort, the Netherlands. The Franchisor, or one of its Affiliates, has extensive training and expertise managing and promoting luxury hotels and resorts around the world. Built on 15 separate parcels of land, the company's Five Star Resort and Hotel Complex has a total floor area of about 450,000 square feet across its ten stories. Out of a total of 493 rooms, 241 are available to guests at the Complex. Other amenities include a fitness center, two swimming pools, two tennis courts, a car parking lot, and a business center. In addition, the company has installed all necessary infrastructure, including air conditioning (HVAC), lifts, generators, electric substations, a seawater desalination plant, a water treatment plan (WTP), a sewage treatment plan (STP), a fire detection and protection system, kitchen equipment, furniture, a spa, a gym and a children's park, to provide consistent guest services. In addition, the Complex features

A well-constructed boundary wall, internal road and asphalt, personnel convenience, etc. The Complex offers unobstructed access to the Inani Ocean side and a complete frontal ocean vista.

Additionally, the Property of Sea Pearl Beach Resort and Spa Limited is managed and marketed as "Sea Pearl" by Louvre Hotels Group, which is headquartered in France and plays a significant role in the Global Hotel and Resort industry, currently managing and establishing more than 1100 hotels in almost 50 countries worldwide. (pearl, n.d.)

2.4 Sea Pearl Beach Resort and Spa Mission

To provide Bangladeshi families with an exceptional vacation programmed at a five-star luxury resort in Bangladesh, and to provide benefits through the international connections of Bengal Vacation Club Ltd (the resort's marketing arm). We promise the highest possible standard in conjunction with the finest facilities offered at any price. We intend to make as little negative impacts on the environment as possible. Our members will receive first-rate assistance and growth opportunities, expanding their options both in Asia and around the world. (pearl, n.d.)

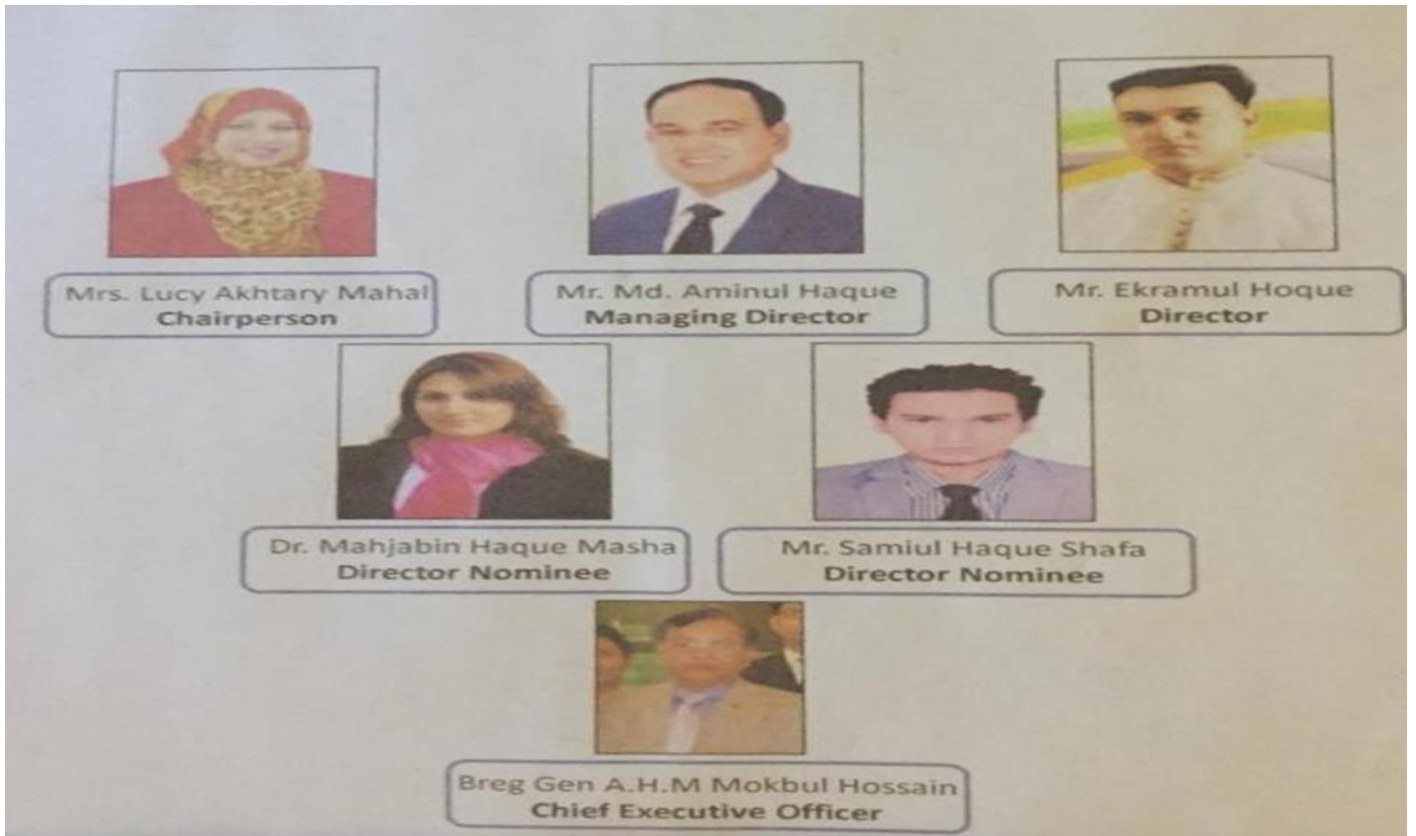
2.5 Sea Pearl Beach Resort and Spa Vision

Low Carbon Mobility: To encourage low carbon mobility that focuses on improving the overall ecological and carbon footprint of transport in all areas of operations including the supply chain. This goal is to reduce the amount of carbon that is emitted by transport. (pearl, n.d.)

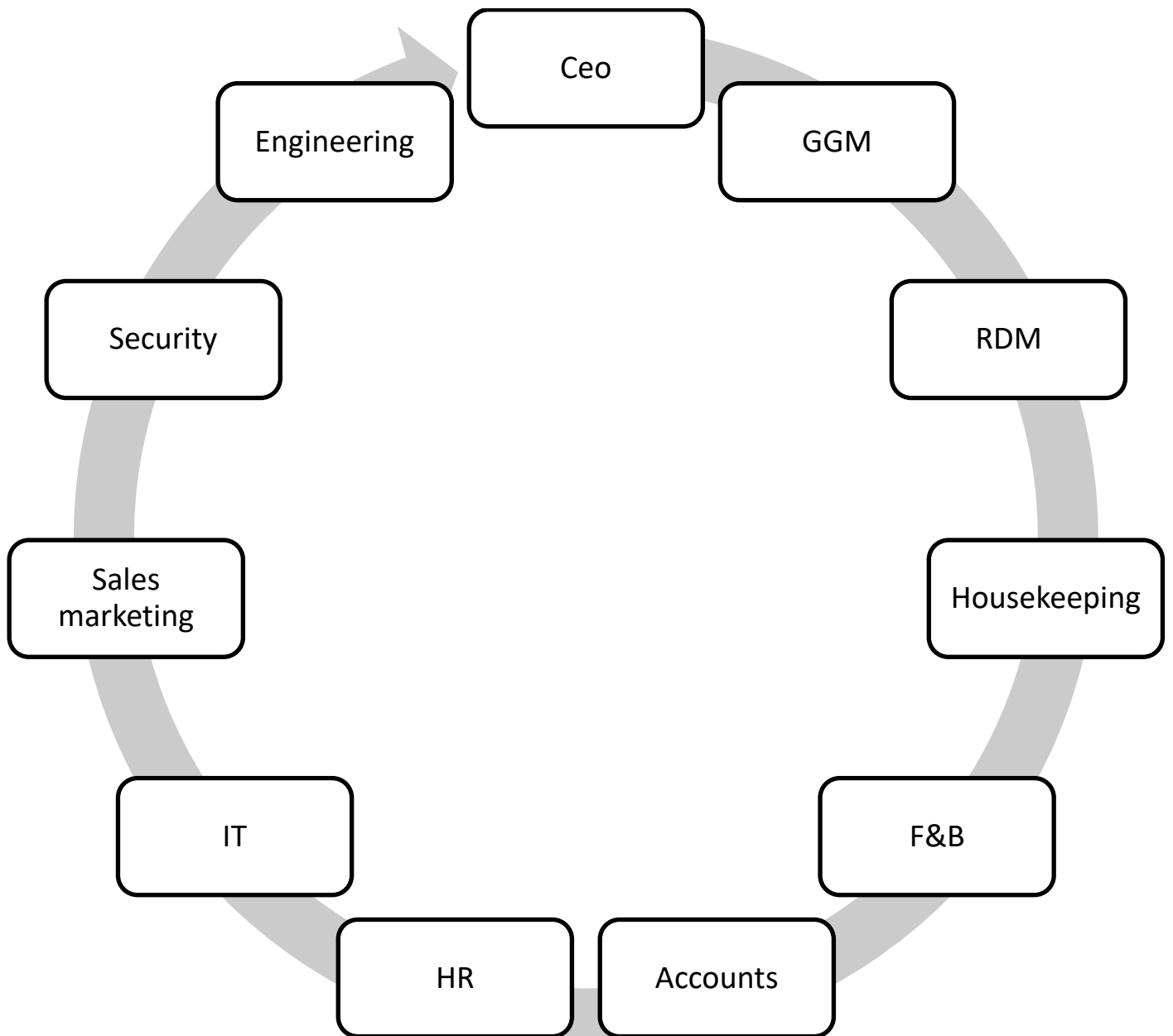
2.6 Sea Pearl Beach Resort and Spa Goal:

Thought Leadership and Awareness Raising: To achieve a higher level of self-strengthening by means of "Thought Leadership," the kind of leadership that distinguishes you from the competition. (pearl, n.d.)

2.7 Board of Director of Sea Pearl Beach Resort & Spa:



2.8 Organizational Chart gram:



2.9 Products/Services and department of Sea Pearl Beach Resort & spa:

- ✓ As a five star resort the Sea Pearl Beach Resort & spa take the maximum revenue from rooms.
- ✓ Services Swimming Pool
- ✓ SAMAYAA World Spa
- ✓ GYM-Fitness Centre
- ✓ Food and Beverage Service Department overview
- ✓ Front Office
- ✓ Sales and Marketing Department
- ✓ Department of Purchasing
- ✓ Housekeeping Department
- ✓ Department of Maintenance
- ✓ Accounts Department

Description of the Products/Services and department of Sea Pearl Beach Resort & spa

- **Rooms Division:** As a five-star resort, the hotel's primary source of revenue is from room bookings. The Rooms Division includes the front office, housekeeping, and room service departments, which work together to ensure that guests have a comfortable and enjoyable stay.
- **Swimming Pool:** The hotel has a swimming pool that is available for guests to use. It is located on the beachfront and provides a great place for guests to relax and enjoy the beautiful views.
- **SAMAYAA World Spa:** The hotel's spa offers a range of treatments and services designed to help guests relax and rejuvenate during their stay. Services include massages, facials, body scrubs, and more.
- **GYM-Fitness Centre:** The hotel's fitness center is equipped with modern equipment and offers a range of workout options for guests who want to stay active during their stay.
- **Food and Beverage Service Department:** The hotel's food and beverage service department include a range of dining options, including a restaurant, cafe, and bar. Guests can enjoy a variety of local and international cuisine, as well as refreshing drinks and cocktails.
- **Sales and Marketing Department:** This department is responsible for promoting the hotel and its services to potential guests, as well as managing reservations and bookings.
- **Department of Purchasing:** The purchasing department is responsible for sourcing and procuring the necessary materials and supplies for the hotel's various departments.
- **Housekeeping Department:** The housekeeping department is responsible for keeping guest rooms and public areas clean and well-maintained.
- **Department of Maintenance:** The maintenance department is responsible for ensuring that the hotel's facilities and equipment are in good working order and well-maintained.
- **Accounts Department:** The accounts department manages the hotel's finances and ensures that all financial transactions are properly recorded and reported.

Chapter-3
Project Part



SEA PEARL
BEACH RESORT & SPA
COX'S BAZAR

3.1 Food and Beverage Service Department

Food and beverage services are provided as an extra for guests courtesy of this division. Customers (or visitors) at a restaurant or bar are served meals cooked in the kitchen and beverages mixed behind the bar. Locations such as restaurants, bars, hotels, shipping businesses, cruise lines, passenger trains, airlines, shops, colleges, hospitals, and more all count as outlets for food and rewards. In order for a restaurant to run efficiently and make money, several different positions are needed. Most employees congregate in the kitchen and the bonus office. Good management may help a company get the most out of its employees and reduce internal friction. Since even a minor error can have a negative impact on a customer's experience, workers in the food and reward service industry need a thorough understanding of their responsibilities. It is crucial that all locations work together to consistently give the quality advantage to the guest. Food and pay benefits departments thrive when employees work together. If a dedicated and serious group works together, is well-organized, and has pleasant working circumstances, they may be able to raise visitor satisfaction at the foundation to an unprecedented level. In this section, we'll go through the basics of what wait staff members are responsible for. (indeed, 2022) (linkedin, 2022)

3.2 Background of the Food and Beverage Service Department

Typically the largest department in a hotel, F&B is in charge of stocking supplies, recovering leftovers, preparing meals, and serving guests. Room service, onsite cafes, and banquet halls are all venues where guests might be served by a hotel. Members of the F&B Services team are responsible for a wide variety of tasks, including administrative prep work, greeting guests, taking orders, processing payments, and cleaning up after meals. (hotstats, n.d.)

3.2.1 Food and Beverage Service Mission

We strive to do what is best for our employees, community, and environment while providing delicious, high-quality meals to our customers.

3.2.2 Food and Beverage Service Vision

As part of a shared commitment to excellence, we are unwavering in our dedication to provide consistently high-quality cuisine, management, people, and benefits to our guests and employees alike. We intend to continually surpass our prior successes so that people view us as an industry pioneer.

3.2.3 Organizational Chart of F&B Department:

FOOD & BEVERAGE DEPARTMENT HEADED BY FOOD & BEVERAGE MANAGER

Restaurant manager	Bar manager	Room service	Banquet manager	lounge
Assistant restaurant manager	Super visor	Restaurant manager	Super visor	Super visor
Super visor / captain	captain	supervisor	Sr. waiter	Barista
Sr. waiter	Sr. waiter	Waiter	Waiter	Waiter
Waiter	Waiter	Trainee	Trainee	
Trainee				

They offer multiple F&B services in their hotels. They are –

✓Restaurant

✓Lounge

✓Coffee Shop

✓Room Service

✓Poolside Barbecue/Grill Service

✓Banquet Service

✓Bar

3.3 Outlet Description of the Department

Kasbah restaurant:

It's an all-day dining restaurant

Size:6000sft.

Seating Capacity:400 people

Cuisine: Continental, Mexican, Sea Food, Arabic, Thai, Chinese, Indian, Bangla. The Children Club menu is also available

Service Style:

Buffet & Ala-Carte

Service Hours:

Breakfast: 7:00 a.m. to 10:30 a.m.

Lunch: 12:30 p.m. to 3:00 p.m.

Dinner: 7:00 p.m. to 10:30 p.m.



Aqua restaurant :

Give in to Pan-Asian cuisine dished out with ample culinary flair. Experience bliss with panoramic views of the beach.

Cuisine: Pan Asian cuisine

Atmosphere: Friendly and Informal

Service Style: Ala-Carte

Service Hours: 6:00 p.m. to 11:00 p.m.



Fish n Grill Restaurant:

Delight in the international favorites grilled to perfection in the live kitchen. Experiment with choices of sauces and accompaniments.

Size:700sf

Service Style: A-la-Carte

Seating Capacity: 50people **Location:** Poolside

Cuisine: Seafood BBQ



Punchbowl Coffee Shop:

Unwind with a choice of thirst quenchers, coolers, and smoothies. Bite into succulent snacks and other fare. Soak in the ambience.

Size:300 sft.

Service Style: A-la-Carte

Seating Capacity:100 people Cuisine: Pastry & bakery

Service Hours: 8:00 a.m. to 11:00 p.m.



Scoops Ice Crème Parlor:

Exotic ice creams and magical signature creations from the chef's palette. Satisfy your sweet cravings.

Size:700sft.

Service Style: A-la-Carte

Seating Capacity30 people **Cuisine:** Ice-cream parlor

Service Hours: 01:00 p.m. to 11:00 p.m.



Bliss Bar:

Heighten your spirits at the international bar, stocked with world's finest spirits, wines, and beers lounge with friends and family.

Size: 1800 sft.

Service Style: A-la-Carte

Seating Capacity: 150people

Cuisine: Continental, Mexican, Sea Food, Arabic, Thai, Chinese



3.4 Coordination with Other departments

The Food and Beverage Service Department makes use of a variety of workplaces located inside the housing complex in order to maintain fair working hours. The ability to coordinate fluidly is fundamental, and it is unquestionably necessary to attend to the smallest details possible. The correspondence that takes place between different workplaces ought to be started, made explicit, kept concise, and communicated to the staff members who are participating in and affected by it. The Nourishment and Refreshment Team interacts with employees from a variety of hotel departments, including the Front Office, the Bargains and Exhibiting Department, Housekeeping, and Support. Every single one of the departments maintains an intensive line of communication with the F&B team.

3.5 SWOT Analysis of the F&B Department

Strengths	Weaknesses	Opportunities	Threats
Highly rated online	Existing competitors	Offering online ordering	Rising fixed costs
Brand loyalty	Similar cuisine types	Increase reviews	Forced closing
Pricing power	New openings happening	Social media campaigns	Guests have less income
Multiple Outlets	High supplier cost	Grow local brand	Off Seasons
Guest first approach	Poor online presence	Reach wider audience	Bad ratings on review website
Great interior design	Poor Knowledge	Introduce new menus	Losing VIPs and high value customer
Multiple Cuisines	Insufficient staff	Increase customer experience	Loss of good suppliers
Unique dishes and service	No brand awareness	Increase loyal guests	Lack of differentiation
Guest loyalty	Small local population	Run special offers	Lack of trust from customers
Close to customer	Small market share	Train staff	Competition taking customers
Premium location	Lack of experienced staff	More personalized	Bad local weather

3.6 My performance during Internship in the Food and Beverage Service Department

Activities Undertaken:

- ✚ First, I've had to work as a part of a team in a variety of settings, including restaurants, banquet halls, front desks, and more.
- ✚ Second, I'm used to working with a little amount of oversight, as I was required to do while I was a part of these teams.
- ✚ Third, I have experience in the service industry working as an order taker at two different restaurants (Kasbah all the eat and Appayon Bangla). I was responsible for communicating the order to the kitchen and the front desk after taking the order.
- ✚ When I was a server at the same restaurants, I always made sure to ask customers how their meal was after they had had it for the first time.
- ✚ When I worked as a cashier at the same eateries, I would print off the bills from IDS and give them to the customers once they had done eating. Just cash and a few types of plastic cards were accepted as methods of payment.
- ✚ Working as a barista at Punchbowl Coffee Shop, I prepared a wide variety of beverages for customers, including lattes, cappuccinos, Frappuccino's, orange juice, watermelon juice, and apple juice, to name a few.

- ✚ When I worked as a cashier at the same coffee shop, I had to collect payment from customers in advance using a copy of their bill printed from the IDS; this payment could be made using either cash or a credit card, and then the bill could be settled after service.
- ✚ Being employed in the same coffee shop as an order taker: Guests had to be shown the menu, orders had to be taken, and I had to ask for around 20 minutes to cook the food during my shift.
- ✚ After making the orders, my job as a waiter at the same coffee shop required me to deliver them to waiting customers in the lobby.
- ✚ A key part of my job at Sea Pearl Beach Resort & Spa is serving as a casual associate under the banquet supervision team to ensure the smooth running of events for large groups and businesses.
- ✚ My job as a casual server at the beach barbeque parties required me to serve food and drinks to the visitors while listening to live music every Thursday night at their private beach.

3.6.1: Task and Duties performed during the Internship Program

Job Title: Food and Beverage Service (Trainee):

Task in the Restaurants

- Prepare seating arrangements: Set up tables or counters in accordance with the expected number of guests.
- Good morning or good evening, depending on the time of day, is a nice way to greet your guest.
- Put them in a cozy spot; arrange chairs for the visitors in accordance with how many there are. Some families require a big area with plenty of seating options, while others are happier with a more intimate setting.
- When they are settled down, bring out the menus and let them take their time making a decision.
- Give them a heads up on the daily special so they can make an informed decision about what to eat.
- Upsell: suggest other tasty goods the customer would like.
- After taking the orders, suggest that the customers purchase beverages like Coke, Sprite, and water to upsell.
- Take orders by hand, then have the KOT printed based on what you wrote down, and take it to the kitchen.
- Serve from the left side of the plate and inquire about the dish's flavor after the first mouthful.
- When the main course is over, you may upsell dessert by inquiring about whether or not the visitor would want some.
- Print the bill from the IDS and provide it to the customer in a cordial manner, then inquire as to whether or not they are pleased with the service provided, and then accept payment in the form of a credit card or cash

Tasks in the Coffee shop

- ✚ Good morning or good evening are appropriate ways to greet guests depending on the time of day.
- ✚ Display the menu to the customer; this includes the coffee, juice, and pastry selections as well as the prices that are posted behind the counter.
- ✚ To make a payment: In accordance with the shop's "pay first" policy, please take orders and generate bills using IDS.
- ✚ Arrange the following in the order of preference: Use the coffee maker to brew some coffee, or the blender to whip up some juice.
- ✚ Using straws and napkins, carefully and pleasantly deliver their orders.
- ✚ As customers depart, put the used dishes and glasses in the sink and clean as quickly and thoroughly as possible. Although bers want a spacious area and plenty of seating, couples are more comfortable in an intimate setting.
- ✚ Let them see the menu: After they are settled in, provide them a selection of meals and let them take their time making a decision.
- ✚ Recommend the day's special to them. In order to help guests, make a decision,
- ✚ After taking the orders, suggest that the customers purchase beverages like Coke, Sprite, and water to upsell.
- ✚ Take orders by hand, then have the KOT printed based on what you wrote down, and take it to the kitchen.
- ✚ Serve from the left side of the plate and inquire about the meal's flavor after the first mouthful.
- ✚ When the main course is over, you may upsell dessert by inquiring about whether or not the visitor would want some.
- ✚ Print the bill from the IDS and provide it to the customer in a cordial manner, then inquire as to
- ✚ whether or not they are pleased with the service provided, and then accept payment in the form of a credit card r cash.

Other Tasks in the Coffee shop

- Welcome the Visitor: Good morning or good evening are appropriate greetings depending on the time of day.
- The Menu Please The pricing for the coffee, juice, and pastries is already listed on the back, so just show it to the guests.
- Remit the Funds: As this is a cash-only cafe, you'll need to take orders and print out bills using IDS.
- Put in your order, please: Use the coffee maker to brew some java, or the blender to whip up some fresh juice.
- Carefully and pleasantly serve their orders to them using straws and tissue papers.
- Once customers depart, you should quickly and thoroughly wash the dishes they left behind in the sink.

Job Title: Food and Beverage Service (Trainee):

- Set the table for a supper or clean the kitchen countertops
- Get necessary materials and stock the service area (for example, coffee, glassware)
- Provide customers with options and suggestions as they make their selections
- Notify customers with daily discounts practically constantly.
- Don't put the phone down until you've placed your lodging order.
- Start by printing the charge and KOT.
- Using KOT, you may take orders and send them on to the kitchen (Kitchen Order Ticket)
- Take orders and deliver them.
- Make sure your diners are enjoying their meals and fix any issues you find.
- Provide baked goods and drinks and encourage suggestions.
- Clear the decks and start over
- Create a graph to display your invoices and indicate how much is owed.
- Please accept my sincere appreciation and best wishes for a speedy return.
- Make sure the minibar is stocked up.
- Worse and placed (pre-preparation of Service)

- Those staying in isolated areas will appreciate prepackaged meal trays.
- Constantly advise visitors to keep their distance due of the potential corona pandemic

3.6.2 personal Characteristics:

- Food and Beverage Service employees require the taking after characteristics:
- The capacity to work as portion of a team
- The capacity to work with small supervision
- Good verbal communication abilities and affectability to client needs
- The capacity to work calmly in a huge beneath pressure.
- The capacity to serve clients cheerfully, considerately and efficiently
- Good organization and multi-tasking skills
- Good health
- Good grooming

3.7 The Importance of Customer Loyalty in the Hotel Industry

With both suppliers and customers located all over the world, the hotel business has officially entered the global marketplace. Having access to a hotel's amenities, such as a room, restaurant, and spa is often expected rather than viewed as a treat. As a result, these services have become commonplace for a wide range of people. In addition, the last two decades have seen a rise in worldwide competitiveness within the hospitality business due to the increased need for delivery of services beyond those traditionally provided for tourists. The rapid increase in the number of hotels and the speed with which they are opening new ones has made competition a major obstacle for the hospitality industry. Customers benefit greatly from more competition since they have more options, pay less overall, and receive a higher quality of service. In addition, there is not much of a difference in the amenities and services offered by different hotels. Because of this, it is necessary for hotel organizations to gain a competitive advantage. To gain a competitive advantage, hotel operators are using two commonly-known strategies. They are:

- Providing low-cost leadership through price discounting and
- Developing customer loyalty by providing unique benefits to customers.

Discounting prices in an effort to increase market share can have a devastating effect on a hotel's capacity to turn a profit over the course of the medium and long term. Hence, a hotel's capacity to separate itself from its rivals and establish client loyalty is now dependent not on pricing but on the quality of service it provides. Companies recognize the value of a loyal client base and work to grow it through retention and relationship marketing initiatives. Having loyal consumers is beneficial to a business in many ways. Customer loyalty has many benefits, including a steady flow of income, lower marketing expenditures, higher per-customer revenues, lower operating expenses, more recommendations, a higher price premium, and higher switching costs for disloyal customers who are less likely to give in to the promotions of rival businesses. Considering These benefits, customer loyalty is a necessary prerequisite for the future survival of hotel organizations.

3.8 Department wise learning outcomes

Having the opportunity to intern in the Food and Beverage service at Sea Pearl Beach Resort & Spa as a F&B Service (trainee) was a highlight of my academic career. The food and beverage service industry is a dynamic and ever-changing classroom of everyday life. The entirety of my four-month industrial placement served as a fantastic learning opportunity. I made great strides in my ability to understand and use spoken English. I had frequent interactions with international visitors. For the first time, I felt confident when presenting in front of an audience because to it. Before that time, I will have a lot of confidence. I was able to use what I learned about the hotel business, too. Having worked here, I've learned to remain calm under pressure, to collaborate well with others, and to effectively manage both peak service times and unexpected peaks in volume. I felt good about myself whenever I was able to make a guest pleased. So, basically, that's the point. The happiness of my customers, the hotel's guests, is my first focus. Once my industrial internship was through, I was responsible for a whole shift by myself. The training has prepared me to manage all aspects of food and beverage service. Working in the food and beverage industry was made simpler by my education. I was able to make several connections between my theoretical understanding and the actual practice. Even I made an effort to put my theoretical understanding into practice. By applying what I had learned in class, my theoretical understanding grew. That's crucial for my professional development. At the appointed time, I was always alert, diligent, and responsible. My hard effort was recognized by everyone. I learnt to read the mind of a guest during my training. And that's not just fascinating but also crucial to know. In conclusion, I am confident that the lessons I have learned over the last four months during my industrial attachment will serve me well in the years to come.

3.9 Packages & Offers for Sales

- Every month change a little bit of packages and offers. There I mentioned some offers and packages.
- Credit Card Offers and corporate offers
- American Express Card offers the 53% discount on room tariff.
- bKash offers 45% discounts on room tariff.
- Here is the EBL Offer

ROYAL TULIP
SEA PEARL BEACH RESORT & SPA

LUXURIOUS AND EXCLUSIVE BEACHFRONT ESCAPE

Enjoy and admire the entire expanse of Inani beach from
Royal Tulip Sea Pearl Beach Resort & Spa at Inani in Cox's Bazar



Starting at just TK. 8,991

Offer includes accommodation with buffet meal (breakfast & dinner) and airport pick & drop
Offer applicable for all EBL Mastercard and Visa cardholders till September 30, 2019
☎ 01970660066, 01844016001 📍 Jaliapalong, Inani, Ukhta, Cox's Bazar

Room Category	Regular Rate	Special EBL Rate
Superior (Hill View) for 2 persons	16,155	8,991
Superior (Sea View) for 2 persons	17,230	9,496
Studio (Sea View) for 2 persons	20,456	11,013

Room Category	Regular Rate	Special EBL Rate
Premier (Sea View) for 2 persons	21,531	11,518
Executive Suite (Hill View) for 2 persons	23,682	12,529
Executive Suite (Sea View) for 2 persons	24,757	13,034

Room Category	Regular Rate	Special EBL Rate
Royal Family Suite (Sea View) for 4 persons	44,138	23,542
Royal Paradise Suite (Sea View) for 2 persons	67,767	33,249
Presidential Suite (Sea View) for 2 persons	121,530	58,517

Eastern Bank Ltd.  16230   

Packages

- Half Board Package
- Full Board Package
- Honeymoon Package

Chapter-4
Findings/Recommendations/conclusions



4.1 Findings

With my internship experience, I gained both favorable and bad impressions about company management, employee benefits, and other policies and practices. They are always working to improve the services they offer to its guests. They'll be spoken about in more detail below.

Positive Findings	Negative Findings
Several of my coworkers really go above and above in terms of kindness and generosity.	Hence, the trainee has no individual storage space. Something might be lost.
Managers are always trying to update processes using new technology.	No praying times for staff
The staff has great lines of communication.	But, management does not often check in on this location.
In terms of customer satisfaction, the Food and Beverage Service Department's timeliness was the most important factor.	There is just one elevator, which workers and guests share.
Each department works together and gets along wonderfully.	Trainees are not compensated for their time, and the work they do is considered to be extremely unsanitary.
Coronal pandemic safety distances are being carefully observed.	No parking is available, which is a major downside in my book.

4.2 Recommendation

- The assessment confirms that Sea Pearl Beach Resort & Spa has successfully positioned itself as a leading five-star hotel in Bangladesh. By constant improvement, Sea Pearl Beach Resort & Spa has established itself as a unique destination. When compared to its rivals, Sea Pearl Beach Resort & Spa has always stood out. As a result, Sea Pearl Beach Resort & Spa's success comes as no surprise. Sea Pearl Beach Resort & Spa must be vigilant in order to seize any emerging chances and avoid any potential dangers, given the resort's uncertain future. As a result of our research, we have come up with a few suggestions that will help Sea Pearl Beach Resort & Spa function more efficiently. Enlist Skilled Employee: Food and Beverage office necessities to select more partners.

- Further training on food safety and cleanliness is required for kitchen employees.

- There is an inaccuracy in the time. The group will make every attempt to have the delegate leave on time.

- Standard Operating Procedure (SOP) must be followed, as this is the method by which all five-star hotels operate.

- Work Adaptability is Critical because of the Huge Amount of Work. The F&B crew needs some leeway so that they may take breaks and refuel mentally.

- They need to initiate increasingly qualified workers for front office. The enlistment procedure ought to be rebuilt and quicker. Hotel can add some additional facilities in staff quarter. Company should restructure their educational background, which should be at least graduation from a university.

4.3 Conclusion:

In order to graduate from the BTHM program, I had to complete an entry-level employment in the hospitality industry, and I count it a great fortune that Sea Pearl Beach Resort & Spa is both a corporate leader and one of the largest hotels in the world. As a marketing major, I found working at the Sea Pearl Beach Resort & Spa to be a fantastic opportunity, and I learned a lot about networking and public speaking through interacting directly with the resort's regular and VIP guests. Throughout my time in this temporary position, I was exposed to several aspects of the company, including its culture, workplace, way of life, etc. At the Sea Pearl Beach Resort & Spa, both the work environment and the culture are completely unique. In particular, my current team has never made me feel like an intern and instead has treated me like a member of the family. In my experience working here, The Sea Pearl Beach Resort & Spa has proven to be the most customer-focused resort in all of Bangladesh. The Sea Pearl Beach Resort & Spa has always placed a premium on developing a sound management structure in order to reach its lofty long-term objectives. Royal Tulip has come a long way since its inception in meeting these goals through a focus on customers' wants and requirements, the application of progressive exercises gleaned from previous endeavors, the adoption of best practices, and the pooling of resources. With an emphasis on "for a better you," the Sea Pearl Beach Resort & Spa is committed to making each guest feel like a special guest during their stay

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4.5 Photo Gallery



