

Internship Report
on
Sales and Marketing process of Days Hotel

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

Submitted by

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Submitted to

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LETTER OF TRANSMITTAL

3rd October, 2025

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Subject: Submission of Internship Report

Dear Sir,

It has been a good experience to work under your supervision. It's such a pleasant to me that submit my internship report titled "Sales and Marketing process of Days Hotel." Without your kind supervision and guidelines thus report submission will not be easier.

Your endless support and important feedback on this internship helped me to complete the internship process with clarity and purpose. I improved my understanding under your mentorship. The guidelines you provided not only improved my understanding of the subject but also assured the real-life practical application of the findings of the internship. I worked hard and put my utmost effort to make this report high quality, and I hope that you will find the internship report relevant and insightful.

It'll be too much helpful for me if you approve my report and would be grateful if you consider it a meaningful and workable contribution to the topic.

Warm regards,

Abul Hossain Sohel

ID: 213-43-192

Department of Tourism & Hospitality Management

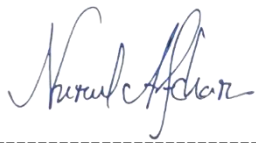
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CERTIFICATE OF APPROVAL

This letter certify that the report titled “**Sales and Marketing process of Days Hotel**” has completed by Abul Hossain Sohel, ID: 213-43-192, a student in the Department of Tourism and Hospitality Management at Daffodil International University. All relevant and meaningful contents about the operations of Days Hotel are mentioned in this report. Besides, this report meets all the necessary information, requirements, and its completion is hereby acknowledged.

To complete this report Abul Hossain Sohel was dedicated, and attentive throughout the internship program. My best wishes along with him and for his continued success in all future carrier.



Mohammad Nurul Afchar

Senior Lecturer

Department of Tourism and Hospitality Management

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DECLARATION

I, Abul Hossain Sohel, student of Tourism and Hospitality Management at Daffodil International University, I hereby declare that the internship report titled “**Sales and Marketing process of Days Hotel**” is a report which is completely written by me as an original project undertaken. All of this report content has been prepared under the guidance of Mr. Mohammad Nurul Afchar, Senior Lecturer, Department of Tourism and Hospitality Management, Faculty of Business and Entrepreneurship, Daffodil International University.

For partial fulfillment of the Bachelor of Tourism and Hospitality, student should submit the internship report. So that, I have submitted the report as a requirement of the internship course for partial fulfillment of the Bachelor of Tourism and Hospitality Management degree. I affirm that the work presented here is my own, adheres to copyright laws, and has not been submitted elsewhere for any degree or other purposes.

I am willing to take full responsibility if any consequences arising from violations of this declaration and agree to compensate the department for any loss or harm that may result.



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ACKNOWLEDGEMENT

First of all, I am so much thankful to my creator and the Almighty for granting me to do the internship at Days Hotel. And provide me the strength and ability to complete this report.

My heartfelt and warm gratitude to my supervisor, Mr. Mohammad Nurul Afchar, Senior Lecturer, Department of Tourism & Hospitality Management, Daffodil International University. Without his important support, guidance, this internship and the report will not be finished and quality full. His encouragement played an important role in the successful completion of this internship report. I am also grateful to the operational team of Days Hotel; those team's endless guidelines and support significantly improved my learning experience. My heartiest appreciation goes to the Front Office staff, where everyone was much friendly and cooperative. They provided valuable guidance and support during my internship. Special acknowledgment goes to the man who mentored me throughout the intern period Md. Moshfequr Rahman (Manager, Sales & Marketing. These persons are the key persons who are enabled me to effectively apply my academic knowledge in a professional setting.

After all, I am too much grateful to my parents and friends, whose endless support and guidelines were too much supportive and those steps were helping me complete this report successfully.

EXECUTIVE SUMMARY

All of the process of marketing and sales of Days Hotel Dhaka are representing in this internship report. This is an exclusive business-Class Budget Luxury hotel in the diplomatic hub of Baridhara, Dhaka, besides this hotel is bridging international standards of hospitality with a local flair and it is offering comfort, security. For its well brand visibility, wonderful services, and modern strategy of customer relationship management, Days Hotel has made up its market popularity. The sales and marketing of days hotel points out not only the modern facilities of the hotel, such as 64 well-furnished rooms on multiple categories, with modern banquet and large halls, fine dining options, health club, and high secure airport protocol services, but also its emphasis on safety, with full time security enlistment. Days hotel giving it a competitive edge with regard to the embassies with corporate clients, airline personnel, different NGOs, and international organizations.

The strategy of marketing in Days Hotel always to balance online promotion, they do customer contact, besides partnership branding for promoting their services. These complementary services as airport transportation, buffet breakfast, free Internet, and guest-individualized experiences enhance its customer-centric image, these collaborations make them more established in the hospitality services. The view from the sales side, Days hotel tries to establish long-term relationships with different institutional clients and business travelers by offering them attractive packages and professional hospitality services. Its focus on service differentiation, guest security responsiveness, and uniform communication enables it to maintain high levels of customer retention.

All of the sales and marketing process of Days Hotel is a blend of excellence in hospitality with superior security assurance and prudent promotional activities. These practices are not only yielding high revenue growth but also substantially building the brand reputation as a secure option for foreign visitors in Dhaka.

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CHAPTER 1

INTRODUCTION

1.1 Introduction

In Bangladesh hospitality industry has been growing at a robust rate over the last ten years, while Dhaka is emerging as a business and tourist center. All of the leading hotels are trying to provide the best services. Among the leading hotels in Dhaka, Days Hotel Dhaka is a four-star business-class hotel reputed for comfort, convenience, and modern hospitality standards. One of the most features of this hotel that is the placement, it is in the diplomatic and commercial enclave of Baridhara.

In 2017, Days Hotel Dhaka started journey in hospitality service, it has since then gained a reputation as a quality service provider, right now for a guest this is a secure destination and an easily accessible venue close to embassies and multinational corporations-only a short ride from Hazrat Shahjalal International Airport. This hotel is equipped with modern facilities and well-equipped rooms, besides the hotel offers a selection of dining options, state-of-the-art fitness facilities. The convention and conference facilities make the hotel befitting for corporate functions, seminars, and social gatherings alike, which cater to both local and international clientele.

1.2 Background of the Report

In today's world the hospitality industry is one of the world's fastest-growing industries and one that contributes significantly towards the world's economic progress. This business also one of the most profitable businesses around the world. Because, from different corner of world visitors are visiting in different side of earth. So that, they are spending their money to make their visit wonderful. They ready to spend money. Many of them, willing to get the best services from the hotel.

From 2017 Days Hotel Dhaka Baridhara is a four-star business hotel, and it is commencing its operation in 2017 with blending luxury, comfort, and affordability. Located within the diplomatic zone of Dhaka, One of the most advantage of this hotel, it has a great location with proximity to embassies, international organizations, and commercial areas. The hotel is designed to serve the corporate guest with modern facilities such as the internet, conference facilities, airport shuttles, fitness clubs, spas, and safe rooms. It has built long-term partners with embassies, airlines, NGOs, and corporate clients, making it one of the choices of hospitality organizations.

1.3 Scope of the Report

Right now, in this competitive market, making success history for a hotel is not only a fact of the quality of the services but also how these services are provided. The process of sales and marketing for hotels has become rapidly important because of evolving consumer taste and exist in competition. A well-organized marketing plan can be allowed hotels like Days Hotel to be make the hotel unique within the others hotels, to attract targeted clientele.

The process of the sales and marketing process at Days Hotel will describe how this hotel communicates the value proposition, builds images of bran, and ensures satisfactions of customer in the mostly competitive fields. By analyzing these processes, this research make the view into practical applications of marketing strategy in the hospitality sector and find out how identified methods of sales may have a direct effect on the hospitality growth and customer satisfaction.

1.4 Objective of the report

1.4.1 Broad Objective

To understand overall sales and marketing practices of the Days Hotel is the broad objective of this and to bridge the gap between theoretical knowledge and real-world application.

1.4.2 The specific objectives of this report are as follows:

- To gain practical knowledge and experience by observing and participating in the sales and marketing operations during the internship period.
- To examine the marketing activities of Days Hotel Dhaka – including promotional tools, electronic communication, branding, and customer relationship management.
- To identity major findings and give suggestion based on findings.

1.5 Methodology

The methodology within this report is designed to describe how the study has been conducted and what procedures were adopted to obtain information about the sales and marketing process of Days Hotel Dhaka. The nature of this research is qualitative because it is more concerned with understanding processes, strategies, and practices rather than with any quantitative analysis. In this report, data have been collected from secondary sources.

Secondary Sources

- Official brochures, documents, and promotional materials shared by Days Hotel Dhaka.
- The hotel's official website and online marketing materials.
- Previous research articles, books, and industry reports on hospitality sales and marketing.

1.6 Limitations of the Study

A number of limitations hampered this research to press further into its depth and comprehensiveness:

Confidentiality Constraints: Days Hotel Group's strict confidentiality and data protection policies meant that some internal information was inaccessible, thereby constraining a deeper analysis within the work environment at Days Hotel.

Implications for Security Policy: There were some difficulties in obtaining certain operational information due to the property's stringent safety and security standards, which may impact a detailed analysis of how the Front Office Department works.

Limited Access: For confidential issues, hotel administration cannot allow everybody to the departmental area. The limited access of sharing internal data of department creates some problems at my work.

CHAPTER 2

OVERVIEW OF THE DAYS HOTEL

2.1 Background of Days Hotel

For renowned and stylish commitment Days Hotel is an international premium hotel brand and also renowned for its commitment to stylish, sophisticated, and personalized hospitality. With locations in major cities, airport hubs, and resort destinations worldwide, Days Hotel combines local culture with modern design to create unique experiences that appeal both to business and leisure travelers.

From 2017 Days Hotel Dhaka started its journey, bringing the brand's hallmarks of modern luxury combined with warm hospitality to the Bangladeshi capital. In the location, the hotel is the most attractive spot for the guest, With a location in the very heart of the business district in Dhaka, this hotel offers its guests an oasis from the busy city with its landscaped property and lush greenery. In addition to the beautiful rooms, excellent restaurants and bars, state-of-the-art meeting rooms, and comprehensive recreation facilities.



Figure 2.1: Hotel Entrance

2.2 Mission

It is the mission of Days Hotel to create moments to remember for their guests through remarkable service, innovation in hospitality, and dedication to the culture of exceeding guests' expectations. The hotels mainly focused on ensuring consistent quality services and satisfaction of guests continuously.

2.3 Vision

The vision of Days Hotel is to achieve global recognition as a premier upscale hotel chain through inspiring spaces and unparalleled guest experiences. Days Hotel will direct its efforts toward further expansion by creating benchmarks in service excellence, design innovation, and responsible business practices.

2.4 Organization Details:

After establishing the hotel, it is attracted by guests for its Room facilities and amenities. These facilities are made the hotel four-hotel and which is located at Dhaka on Airport Road. Dropped with seven acres of greenery within the hotel premises, The hotel organized very well with equipped luxurious rooms, this hotel leaves one far from the busy commercial hub of Dhaka City.

- Subah Restaurant
- Dayscape Lounge
- Deluxe Room
- Premium King
- Premium Queen Twin
- Junior Suite
- Lobby Café
- Banquet Hall
- Fitness Club
- Meeting Room
- SPA
- Standard Single Room

Guests can enjoy a range of dining options from four restaurants and two lounge bars offering local and international cuisine.



Figure 2.2: Deluxe Room

The special designed for deluxe room at days hotel for those travelers who are visiting in Bangladesh for different purpose. Besides, this room contains with its king-size bed, and many more facilities. The elegant decor, apart from satellite TV, high-speed internet, and well-appointed bathrooms, offers a setting whereby one can relax after a busy day yet be connected and productive.



Figure 2.3: Premium King

The elegance and comfort space of the Premium King Room at Days Hotel Dhaka will be ideal for individuals who would like to indulge in a bit of luxury while staying. With a large king-sized bed, modern décor, and chicly designed interior, the room provides ample opportunity for its guests to stay comfortably and warmly. Guests are also provided with facilities such as a mini bar.



Figure 2.4: Premium Queen Twin

There are 16 Premium queen twin rooms with two separate queen size bed and two working stations decorated with wooden flooring. These rooms also include separate accommodation in order to provide more privacy to our guests. Our hotel serves 5 luxurious junior suite that includes a spacious bedroom along with a separate drawing area. The room provides a standing view of the city through a wide glass window. Another exciting facility of this room is that the guest can cook here. These rooms are design in an elegant way that provides both comfort and luxury.

2.5 Guest Room Features

Days Hotel boasts 200 well-appointed rooms and suites, each designed to ensure comfort in conjunction with convenience. Guests can expect the following:

- **Personalized Air Conditioning:** Rooms come with individually controlled air conditioning for a tailored climate.
- **Complimentary Wi-Fi:** All rooms have high-speed Internet access that keeps them connected.
- **In-Room Coffee and Tea Facilities:** Enjoy a hot beverage anytime with convenient brewing provisions.
- **Mini-Bar or Fridge:** Stocked with a selection of beverages and snacks for easy refreshment.
- **Secure Safe:** The rooms have a safety deposit box where you can store your valuables safely.
- **Entertainment:** a flat-screen LCD TV is available with international and local channels.
- **Workspace:** There is a large desk suitable for business travelers.
- **Modern Bathrooms:** All bathrooms are en-suite with modern fittings.

2.6 Activities in the Hotel

Here are some engaging activities which are attracted guest to visit Days Hotel. These offers are:

- **Swimming Pool:** A refreshing swimming pool surrounded by serene greenery.
- **Fitness Center:** A fully equipped Fitness Club for maintaining fitness routines.
- **Spa and Wellness:** Indulge in rejuvenating treatments at the on-site spa.

2.7 Signature Amenities and Services

In the hospitality industry, several services are being provided by different hotels, but most of them are common. Days Hotel offers unique experiences that make this hotel most popular among others:

- **Long Term Initiatives:** The hotel much dedicated to provide the environment eco-friendly to the guests. Instead of artificial tools they decorate with natural and big space for decorating the around sides.
- **Concierge Service:** Offers personal assistance with reservations, tours, and other arrangements.
- **Executive Business Lounge:** An exclusive space for business travelers featuring free services.
- **24-Hour Room Service:** Take pleasure in nice meals and snacks at any time of the day within your guestroom.
- **Laundry and Dry Cleaning:** Freshen up your clothes with efficient on-site services.
- **Event Spaces:** Flexible meeting and banquet facilities with state-of-the-art technology.
- **EV Charging Stations:** Facilities solely for electric vehicle users.

2.8 Restaurants and Lounges

In the lobby cafe, guests can enjoy a great variety of snacks, tea, and coffee, as well as non-alcoholic drinks.

at Days Hotel Dhaka. It has a peaceful and cozy ambiance. The seating is comfortable for up to

20 people, making it a perfect venue for casual meetings, hanging out with buddies, or getting a fast snack during the day.

Banquet Hall:



Figure 2.5: Banquet Hall

The Days Hotel has a famous function hall on the top level next to the rooftop restaurant. This

famous area is one of a kind because it doesn't have any pillars, which is rare in architecture and

makes it perfect for gatherings because it can be set up in any way. Because of its unique design

and large size, it is the most popular room at the hotel. The hall of banquet is kind of popular for all of the visitors. Because, the space is more spacious and larger. So that, any kind of functions, occasion and receptions can be organized very well in this platform. Almost 15 persons can seat in the room to participate any meeting. That's why it's to much focusing for the people and different company rent this to organize any meeting.

President Room

Days hotel has the President Hotel which represents luxury, elegance, and proficient service. The open atmosphere of the hotel and wonderful services amenities are popular to the guest of the hotel. Besides, the hotel is renowned for its open atmosphere and modern facilities, the hotel has managed to provide guests with an unrivaled blend of luxury and convenience. The location of the hotel is strategically the most beneficiary, the hotel provides convenient access for both leisure and business travelers. This president rooms are decorated tastefully in a modern style, with all the comforts for a relaxing stay.

Standard Single Room

At Days Hotel, the Standard Single Room is designed with considerable thought to afford comfort and utility to a single guest. For making it comfortable this room well-planned interior and well decorated, that includes a cozy single bed, a worktable, and all the necessary modern facilities for a comfortable stay. A few of the amenities that guests can enjoy are free Wi-Fi, LED television with satellite channels, with free tea and coffee. Its sleek interior, dim lights, and tidy atmosphere make it an ideal option for business travelers or solo guests looking for a serene getaway in the diplomatic area of the city.

2.9 Organizational chart

Here is the graphical chart of Days Hotel. Their organizational structure ensures modern and fast service and operations across its various departments, promoting collaboration and efficiency.

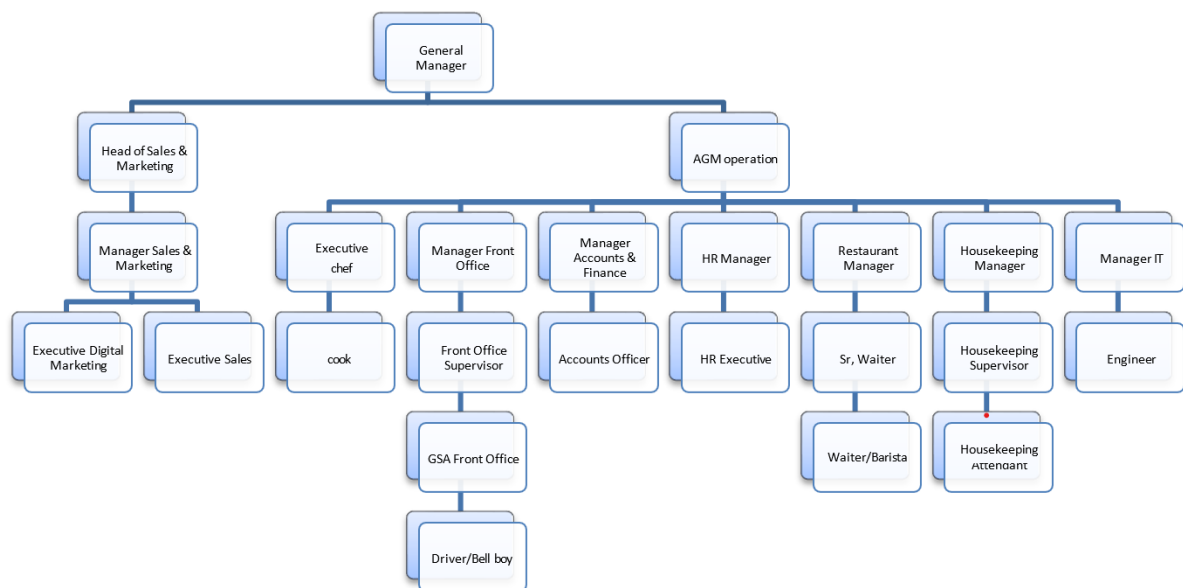


Figure 2.6: Organization Chart

The chart presents; all of the works are managing under the General Manager. SO that, the GM has many responsibilities. Again, every department has their own environment to do their best.

2.10 Major Departments at Days Hotel

For managing all of the departments and make the departmental works smooth, there has every single department activity separately. Here they are, and how they contribute to the success of the hotel:

- **Front Office:** Front office is the initial stage for the hotel. Every guest must have to pass this stage to stay in hotel. And also, this stage is crucial part for this department. Because, this department on board the guest into the hotel.

- Housekeeping: For cleaning and making the room more comfortable, this department should work continuously. Every day this department should provide services to the guest room. As of they cannot claim any cleanliness issue or other.
- F&B: This team is all about creating mouth-watering experiences, from fine dining at the hotel restaurants to seamless banquet services.
- Innovative Marketing Skills: The team which provided the best for marketing to reach the guests' mindset is a much contributing fact of this hotel. They are doing the best to reach the quality full people with their services and operations.
- Human Resources: This department is part and parcel of any kind of industry. Because whole industry ultimately depends on the man power. The man power selection are selected by this department. If the selection will not perfect then it will impact on the hotel service and experience.
- Accounts and Finances: Every industry business is totally running depends on this department. If the department cannot make proper calculation or cannot keep the accounts details. Whole industry employee salary and other expenses have to be provided from this department. So that, the financial department should keep the accounts crystal clear.
- Ensure Security: There can be happened a number of issues in hotel and there has many types of guest. So that, hotel authority have to make proper security and ensure security of their guest and tools of guests. It is totally responding to make the hotel well reviewed and protect guests from any unethical activities.
- Events and Banquets: In order to present the local traditions and promote the local people an industry arrange a number of ceremonies in different special days. This works closely to the guests and execute the feelings, make social gatherings.

These departments together work in harmony to ensure Days Hotel lives up to its promise of luxury, effectiveness, and customer satisfaction. Together, these departments operate as a cohesive unit, upholding Days Hotel's commitment to luxury, efficiency, and exceptional guest satisfaction.

CHAPTER 3

THEORETICAL BACKGROUND

3.1 Sales and Marketing process in Hotel

The sales and marketing department is considered essential in today's competitive hospitality industry, and its core function is to ensure the profitability of a hotel and, most importantly, its visibility in the market. This chapter presents Hilton Garden Inn Dubai Al Muarab, United Arab Emirates which is an international four-star hotel, their marketing strategies and sales operations aim to build awareness, boost customer loyalty, and improve hotel occupancy rates.

3.2 Overview of the Sales and Marketing Department

The marketing and sales provide the direct communication between the hotel's services and its customers. Every marketing has primary goal of the department is to promote the hotel's products - rooms, food and beverage outlets, events, and leisure services - to target markets.

Here are some facts of sales and marketing department:

- **Sales and Marketing Director:** The responsibilities of the director to provide direction for making more new strategic plans which can grow the revenue of the hotels and make the organization more profitable.
- **Sales Managers:** All corporate client and travel agents are handled by the sales managed.
- **Marketing Manager:** Making communication and create new link with different persons and need to concentrates on branding, advertising, and promotional campaigns.
- **Digital Marketing Executive:** This executive always action on online with the online marketing practice.
- **Reservation & Revenue Executive:** The executive is responsible for fixing the prices of hotel and managing the bookings of the hotel.

3.3 Sales Process in a Four-Star Hotel

A well-organized sale process and systematic structured apply to grow the sales process. This can produce new clients and loyal guests for the hotel.

1. Market Segmentation and Targeting:

Targeting potential customers from different angle is the major segmentation. Because, it can make the guest to live long-stay.

2. Prospecting and Lead Generation:

Directly making client is not possible. First of all, marketing team collect lead from different platform and then they convert them into client.

3. Client Communication and Negotiation:

After marketing while lead convert into client then they need to process for sells, and presentation.

4. Proposal Development and Contracting:

To make more profitable presentation, need to prepare a custom slide for proposal.

5. Follow-up and Account Management:

After making client need to follow up those clients. This can help to find out return customers and can offering them personalized communication.

6. Sales Reporting and Evaluation:

Performance would then be monitored on a monthly basis: number of room nights sold, number of corporate accounts secured, revenue.

3.4 Marketing Process in a Four-Star Hotel

These steps are focusing in the marketing process. These can be promoted the hotel brand and creating awareness across various channels.

1. Brand Positioning and Image Building:

If a hotel wants to establish a strong brand identity which can reflect comfort, reliability, and international standards. For example, Hilton Garden Inn markets itself as “affordable luxury for business and leisure travelers.”

2. Advertising and Promotion:

- Need to use both traditional (print media, travel magazines) besides digital channels (Google Ads, Facebook, Instagram).
- Partner with airlines and travel agencies for co-branding campaigns.
- Participate in travel expos and hospitality fairs to enhance visibility.

3. Digital Marketing and Online Presence:

- To maintain an attractive and mobile-friendly website with online booking facilities.
- Manage online reviews on TripAdvisor and Google to build reputation.
- Run social media campaigns promoting special packages and events.

4. Public Relations (PR):

- Collaborate with local media for coverage of hotel events.
- Host influencer visits and bloggers to increase digital reach.
- Issue press releases for new promotions and achievements.

5. Customer Relationship Management (CRM):

- Use CRM software to track guest preferences, booking history, and feedback.
- Offer loyalty programs and special member discounts.

6. Event and MICE Marketing:

- Promote conference halls, banquets, and meeting rooms for corporate clients.
- Develop tailored MICE (Meetings, Incentives, Conferences, Exhibitions) packages.

3.5 Revenue and Yield Management

- Analyzing market trends and competitor pricing.
- Adjusting rates daily to optimize room sales.
- Offering dynamic pricing through OTAs (Online Travel Agencies) such as Booking.com or Expedia.

3.6 Coordination with Other Departments

The success of sales and marketing depends on teamwork across departments:

- **Front Office:** This front office is the place where all journey of guests are started.
- **Housekeeping:** Maintains quality standards for guest satisfaction.
- **Food & Beverage:** Supports promotions through themed nights, special dinners, or festival events.
- **Finance:** Monitors budgets, approves marketing expenditures, and tracks ROI.
- **IT Department:** Assists in managing online platforms, CRM systems, and booking engines.

3.7 Monitoring and Evaluation

To measure the effectiveness of sales and marketing efforts:

- Conduct guest satisfaction surveys and analyze feedback.
- Review monthly reports and adjust strategies accordingly.
- Organize departmental meetings to discuss performance and plan improvements.

3.8 Challenges in the Sales and Marketing Department

- Seasonal demand fluctuations.
- Intense competition among international chains.
- Dependence on online reputation and guest reviews.
- Rising digital marketing costs.
- Adapting to changing guest preferences post-pandemic.

3.9 Conclusion

In a four start international hotel significantly need all department contributions to make it four stars. This is not a kind of day dream. For making a hotel is easier than make it one of the best well occupied and well facilities hotels among the other hotel. Because, when a visitor will arrive they always need the best services.

CHAPTER 4

DISCUSSION & ANALYSIS

4.1 Introduction

In this chapter, all of the objectives are described very briefly. The ultimate purpose of this internship is the exploring the sales and marketing processes of the Days Hotel. And can analysis the best facilities which are provided by this hotel. In internship period, I have tried to explore every single department of this hotel. This experience helps me to analysis all of the functionalities of a four-star hotel. These help me to gather knowledge about a hotel can be a more facilities.

The analysis in this chapter is organized around the three main objectives of the report, providing a comprehensive interpretation of the activities undertaken, the outcomes observed, and the key learnings derived during the internship period.

4.2 Practical Exposure

The internship experience provided a hands-on understanding of:

- **Client Communication and Negotiation:** In this hotel, the person who engaged with internship are allowed to deal with the guest. This is much helpful to learn how to communicate with a visitor. This is much effective for me to observe how sale team work for the hotel engagement. And make a guest satisfy to take room in the hotel and want to stay in the hotel.
- **Event and Group Sales Management:** The highly demand for the banquet hall to organize the large-scale reservation. Such as, wedding events, and business conference with different companies. These functions are well arranged in the day's hotel. There has the best demand for the booking of the banquet hall for wedding ceremony of different persons. For all of these functions the room is booked for several days in a month.

4.2.1 Learning Outcomes from Practical Exposure

Here are those learning outcomes during my internship:

- Improved interpersonal and communication skills.
- Understanding of sales forecasting and market segmentation.
- Awareness of how real-time market trends influence pricing and promotional decisions.
- In the internship, need to manage the required data of the users and also need to keep records of those data. So that, need to use Microsoft word, excel and Customer Resource Management Software.

These objectives are helped me to reach the goal and to gain the knowledge I have wanted earlier. I hope this will help me to go through the knowledge and convert it to the professional skill.

4.3 Marketing Activities of Days Hotel

In the competitive market of hospitality Days Hotel Dhaka has a well-structured and diversified marketing strategy to attract domestic and international guests, this makes the hotel more secures brand alignment with Wyndham Hotels & Resorts. Thes kind of The marketing strategy at the hotel will combine traditional marketing, linking with different VIPs, digital promotion, relationship marketing, and event-based advertising to increase visibility.

1. Market Segmentation and Targeting

The hotel divides its market based on customer type, purpose of visit, and geographical location. The main segments include:

- Corporate clients and embassies seeking long-term or contract-based bookings.
- Airline crews and diplomatic guests who prioritize security and service reliability.

2. Brand Positioning and Identity

For making the hotel well professional, value-driven and service oriented four-star property Days Hotel Dhaka positions itself doing the best brand positioning. These made the identity more valuable in this hospitality field. The business-friendly environment and the well communication from the staffs make the hotel more comfortable and affordable for the visitors from the domestic and international places.

3. Digital Marketing and Online Visibility

Digital platforms play a significant role in the general marketing strategy of hotel.

- On Facebook, Instagram, LinkedIn posting frequent updates regarding offers, events and special day offer.
- In search engine have to make the visibility smoother and faster need to improve visibility in online searches for hotels in Baridhara and Gulshan.
- Doing partnerships with different Online Travel Agencies (OTAs) such as Booking.com, Agoda, and Expedia help capture a wider international audience.
- Sending email for marketing purpose to different potential guests and promote the seasonal offers to them.

4. Relationship and Loyalty Marketing

Building long-term relationships is a cornerstone of the hotel's marketing philosophy.

- Collaboration with the direct contact of corporate clients and different embassy representatives are connected with the the Sales and Marketing department.
- The hotel incentivizes repeat business with the Wyndham Rewards Program, making sure loyal guests have access to discounts, upgrades, and free-night benefits.
- Systematic feedback is collected from guests through online reviews and post-stay surveys for service improvements that will help maintain brand reputation.

5. Seasonal and Event-Based Promotions

- Eid and New Year promotions offering discounted rates and complimentary meals.
- Corporate event packages with customized meeting and banquet solutions.

4.5 Duties, Responsibilities, and Shifting During the Internship

During the internship at Days Hotel Dhaka, I worked with both the Sales & Marketing Department and the Front Office Division on a rotational basis. Both departments are used to maintain and handle the client requirement. Specially, the sales and marketing team need to analysis client requirement to make the hotel more sustainable solution for the guests. And try to get repeated guest. Because, these repeated guests most of the time visit for business purpose. That's why those people will stay hotel whenever they are arrived in the place. Besides, front office management need to handle many crucial parts of engaging people to stay in hotel. They have to brief all about hotel facilities and advantages of hotel most to make the people stay in hotel.

A. Responsibilities of Corporate Sales

In the sales and marketing department, my role was mainly to assist the Corporate Sales Team in maintaining and developing business relationships with corporate clients, embassies, and partner organizations. Here are some key responsibilities:

- The first key responsibility was assisting the Sales Executives in preparing corporate proposals, quotations, and contracts for business clients and long-stay guests.
- The corporate client database needed to be updated, besides ensuring accuracy in contact details, rate agreements, and renewal records.
- Attending in client meetings, negotiations, besides follow-ups, and then observing how professional communications and applied technique to on board client to hotel.
- Monthly sales report and profit report also needed to prepare because, this occupancy summaries, and event records using Microsoft Excel and internal reporting tools.
- Assisting in the organization of corporate events, and partnership meetings, helping the sales team with documentation and event coordination.

In my internship this segment helped me to develop interpersonal, negotiation, and business communication skills while gaining exposure to corporate account management and revenue planning.

B. Digital Marketing Duties and Responsibilities

Besides those marketing strategies, I needed to do digital marketing. And in these responsibilities, I needed to work under the guidance of the Marketing Executive, in this segment I was involved in various digital marketing. My key responsibilities included:

- Designing different banners, promotional posters for social media posting and arranging different eye catching and attractive content for social media caption were created by me.
- Trying to create events in different expo, where tourists are participated for travel purpose. Tried to reach those peoples to marketing purpose.
- Analyzing social media engagement, such as which posts are making more reaction from users needed to monitoring social media engagement metrics (likes, comments, shares, reach).
- Assisting with email marketing campaigns by organizing guest contact lists, drafting message templates, and tracking response rates.
- Collecting online guests review and assisting in different campaign, these are the most beneficially for any organization to collect guest information and get the contact list.

In this segment, I was introduced various aspects of digital platform of marketing. Besides, I worked on different digital environment. Specially, these section was one of the most interesting part of whole journey of my internship.

C. Guest Service Agent (GSA) Duties and Responsibilities

Front Office Department was provided practical exposure that directly influence customer satisfactions. Major responsibilities in this segment are included:

- The guest check-ins and check-outs using the PMS System to record booking information and payment details.
- A warm Greeting to guest will create a nice environment for the guests, so that this is an important part of the total journey.
- Always listening the guest queries carefully and response those queries are very much important for getting the best services.
- Not only taking queries from client is not enough here, after getting all complains need to work with solution. Besides, assisting in resolving guest complaints also a responsibility here. These sections are totally connected with the client review.
- The satisfied guest will be arrived later again; they can be the repeated client. So that, updating their profiles and preferences in the existing system for future personalized service also my responsibility.

D. Market Analysis Duties and Responsibilities

In the Sales and Marketing department, I also worked and contributed to conducting research in the real field and collecting data from research. And finally analysis those data to find out potential data also my task. My market analysis duties included:

- Gathering data on competitor hotels in the Baridhara, Gulshan, and Banani areas, focusing on room pricing, service offerings, and promotional strategies.

- Analyzing the chart of market comparison that highlighted pricing differences and seasonal trends.
- Detecting and emerging market opportunities, such as targeting domestic and international business travelers, airline stays.
- Helping the sales executives in preparing weekly analytical summaries to support management decision-making on pricing and marketing initiatives.

E. Shifting Schedule and Work Pattern

For working on internship, I worked in the Sales & Marketing Department from 9:00 AM to 6:00 PM. On those times, I stayed beyond regular hours — occasionally until 12:00 AM — this happen especially during special events, client meetings, or marketing campaign deadlines. This schedule helped me experience real-time hotel operations and understand the dedication required in the hospitality industry.

CHAPTER 5

FINDINGS, RECOMMENDATIONS

5.1 Major Findings

Clear and multi-dimensional market segmentation

Different segmentations enables the provision of tailored offers and operational planning—housekeeping cadence, in-room amenities, and sales pitches can be aligned to different segments.

If done properly, active use of segmentation in tailoring offers and delivery of services across channels. The hotel can increase conversion and guest satisfaction if segmentation is actively used to customize offers and service delivery across channels.

Strong emphasis on corporate and diplomatic markets

Corporate/diplomatic clients provide stable, repeatable revenue and predictable booking patterns.

While continued investment in such relationships is important and essential, but over-reliance could leave seasonal revenue gaps if those segments shrink.

Positioning as a professional, value-driven mid-scale hotel

This positioning matches the location (Baridhara) and client needs (work-focused stays), but it also places the hotel in a crowded mid-market band.

Implication: Differentiation must be sharpened to avoid competing solely on price.

Effective relationship marketing but underdeveloped formal loyalty structure

Sales team builds strong personal ties with accounts; however, there is no structured loyalty program with defined tiers or measurable benefits.

Personal relationships drive retention short-term; a formal loyalty program would institutionalize retention and capture data for targeted marketing.

A loyalty program could increase repeat bookings and lifetime customer value.

Digital presence exists but lacks sophistication

The hotel has a website and OTA listings; social posts are intermittent and SEO/SEM activities appear limited. Direct booking share is not maximized.

OTAs drive volume but at a cost (commissions); a stronger direct channel can improve margins and guest data capture.

Investment in SEO, content, and targeted online campaigns will increase visibility and reduce OTA dependence.

5.2 Problems Faced

The internship experience and departmental observations revealed several **operational, marketing, and strategic challenges** that affect the performance and growth of Days Hotel Dhaka. These problems are directly linked to the findings listed above.

1. Overdependence on Corporate and Diplomatic Segments

The hotel's reliance on a narrow client base limits revenue diversification. During low corporate travel periods or global disruptions, occupancy rates tend to drop sharply.

2. Limited Digital Marketing Capabilities

Although online platforms exist, there is insufficient use of SEO, social media planning, and targeted ad campaigns. This reduces the visibility of the hotel among leisure travelers and younger audiences.

3. Absence of a Structured Loyalty Program

The lack of a formal guest loyalty scheme results in missed opportunities for repeat bookings and guest data collection for remarketing.

4. Operational Inefficiencies (Wi-Fi and Maintenance Delays)

Frequent complaints about internet speed and maintenance issues negatively affect guest satisfaction, especially for business travelers who rely on reliable connectivity.

5. Under-Utilization of Event and Banquet Facilities

Despite having well-equipped spaces, marketing efforts for MICE (Meetings, Incentives, Conferences, and Exhibitions) and social events are limited. The hotel loses potential revenue from untapped local and corporate event markets.

6. Weak Channel Optimization and Data Tracking

There is no systematic tracking of channel performance or marketing ROI. Without clear metrics, budget allocation decisions are often based on assumptions rather than data.

7. Limited Internal Training in Digital Tools and CRM

Sales and front office staff have limited exposure to modern CRM software, data analytics, and automation tools that could improve efficiency and customer personalization.

8. Price-Based Competition

The hotel competes in a crowded mid-market segment, often relying on rate reductions to attract bookings, which can erode profitability and brand value over time.

5.3 Recommendations Based on Problems Faced

To address the challenges identified during the internship, the following recommendations are proposed to enhance the performance, marketing effectiveness, and overall guest satisfaction of Days Hotel Dhaka.

Problem 1: Overdependence on Corporate and Diplomatic Segments

They should not always focus on corporate and diplomatic clients; rather, Days Hotel Dhaka should diversify their revenue streams to stabilize their business. Instead, leisure-oriented packages, domestic weekend stay offers, and promotion of medical tourism could be offered.

Problem 2: Limited Digital Marketing Capabilities

The hotel should invest in a strong digital marketing campaign where professional SEO practices, regular social media, and paid online advertisements are utilized. Create engaging content-short promotional videos, festive offers, and guest testimonials-which will increase brand visibility for both local and international audiences.

Problem 3: There is no formal loyalty program available.

Introduce a formal guest loyalty program in order to encourage repeat bookings and forge long-term relationships. Membership levels, such as Silver, Gold, and Platinum, could be devised by the hotel, offering exclusivity in terms of room upgrades, late checkouts, and

reward points that could be accrued toward future stays. Integration with their PMS and CRM allows seamless tracking of guest information and personalized marketing aimed at increasing customer retention.

Problem 4 - Operational Inefficiencies (Wi-Fi & Maintenance Delays)

Comfort for guests within the hotel is greatly influenced by reliable internet and prompt maintenance services, especially for business travelers. Periodic audits of Wi-Fi performance in the hotel should be carried out to upgrade routers or bandwidth where necessary. A structured preventive maintenance plan should be implemented to proactively deal with room and equipment issues.

Problem 5: Underutilization of Event and Banquet Facilities

The hotel should more aggressively market its banquet and event spaces to attract corporate and social functions. Developing attractive MICE and wedding packages, hosting open-house showcases, and partnering with event planners or decorators should significantly drive bookings. Marketing via social media and email newsletters will raise this awareness and drive ancillary revenue in periods of non-peak occupancy.

Problem 6: Poor Channel Optimization and Data Tracking

It would be beneficial to enhance decision-making by introducing systematic tracking and performance analysis of all marketing channels in the hotel. The tools for measuring conversion rates, cost-per-acquisition, and ROI for each source, such as OTAs, direct bookings, and social media, should be introduced to support effective budget allocation by the Marketing function.

Problem 7: Limited Internal Training on Digital Tools and CRM

Regular training programs are necessary to build staff proficiency in the latest digital marketing techniques and CRM systems. The hotel can organize quarterly workshops on topics like online campaign management, guest data analysis, and automation tools. Collaborations with hospitality institutes or certified online platforms will ensure professional development.

Problem 8: Price-Based Competition This results in a weakened brand identity and profit margins. Instead, the Days Hotel Dhaka can base its competition on value-driven differentiation through highlighting its service quality, safety standards, and professional environment. Offer added-value experiences, such as complimentary airport transfers,

wellness add-ons, or personalized concierge services, to justify the rates. This can help position itself as a reliable, premium mid-scale property without becoming a price-driven competitor.

Appendix – 1: Internship Work Schedule

Activities Performed	Department/Area	Supervisor/Guide
Orientation, introduction to hotel departments, understanding company structure	HR & Sales	HR Executive
Observation of front office guest handling and room reservation system	Front Office	Duty Manager
Learning about the hotel's sales process, target markets, and room categories	Sales & Marketing	Sales Executive
Data collection on booking patterns, online review analysis, and OTA pricing	Sales & Marketing	Marketing Officer
Assisting in preparing promotional materials and updating client database	Marketing	Assistant Manager
Understanding guest feedback collection and reporting procedure	Guest Relations	Front Office Manager
Preparing draft report and validating data with supervisors	Sales & Marketing	Academic Supervisor

Appendix – 2: Questionnaire Sample (For Sales & Marketing Staff Interviews)

Objective: To understand the hotel's marketing strategies, customer segmentation, and sales performance.

Section A: General Information

What is your current role in the Sales and Marketing Department?

How long have you been working with Days Hotel Dhaka?

Section B: Sales Process

3. What are the major client segments your team targets?
4. How does the sales department generate leads (corporate visits, emails, OTAs, referrals, etc.)?
5. Which booking channels bring in the highest revenue share?

Section C: Marketing and Promotion

6. What promotional strategies have proven most effective recently?
7. How often do you update online promotional materials or digital advertisements?
8. What challenges do you face while reaching new corporate or diplomatic clients?

Section D: Customer Relationship Management (CRM)

9. How do you follow up with returning guests or corporate clients?
10. What tools or databases are used to manage guest information and feedback?
11. Are there any loyalty or reward systems currently in use?

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