

An Internship Report on The Marketing Process of Hotel Nandini

Submitted to

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Date of Submission:

LETTER OF TRANSMITTAL

Date:

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Subject: Submission of Internship Report “On the Marketing Process of Hotel Nandini”

Dear Sir,

It is my honour to submit the internship report entitled “The Marketing Process of Hotel Nandini”, prepared under your kind supervision as part of the Bachelor of Tourism and Hospitality Management program. During my internship, I gained valuable insights into the marketing process of Hotel Nandini, which enhanced my understanding of how theoretical concepts are applied in real-world hospitality operations.

I respectfully request that you review this report and provide your valuable feedback. I sincerely hope you find it insightful and useful in understanding the subject matter.

Sincerely,



.....

Akib Raza Khan

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CERTIFICATE OF APPROVAL

This is to certify that the internship report entitled “The Marketing Process of Hotel Nandini” has been prepared by Akib Raza Khan, ID: 213-43-184, as partial fulfillment of the requirements for the Bachelor of Tourism and Hospitality Management degree.

The report has been completed under my direct supervision and guidance. I hereby approve it for submission and evaluation.



.....
Md. Mehedi Hasan Sawon

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ACKNOWLEDGEMENT

First and foremost, I am profoundly grateful to Almighty Allah for granting me the ability, strength, and patience to complete my internship report on “The Marketing Process of Hotel Nandini.”

I would like to express my sincere gratitude to my internship supervisor, Md. Mehedi Hasan Sawon, Department of Tourism and Hospitality Management, Faculty of Business and Entrepreneurship, Daffodil International University, for his continuous guidance, encouragement, and valuable suggestions throughout the preparation of this report. His mentorship has been instrumental in shaping my academic and practical learning experience

My heartfelt appreciation also goes to the management of Hotel Nandini, particularly the Sales & Marketing Department, for allowing me to work in their esteemed organization. I am especially thankful to Mr. Ifraim Rahat, Director of Sales & Marketing (Senior Executive, Sales & Marketing), under whom I had the privilege to work during my internship. His guidance, cooperation, and willingness to share professional insights enabled me to gain practical knowledge and firsthand experience in the field of marketing and public relations.

Finally, I am deeply thankful to my family, friends, and classmates for their constant encouragement, moral support, and inspiration throughout my internship journey. Without their support, the completion of this report would not have been possible.

Executive Summary

This report contains an in-depth analysis of the marketing process of an affordable luxury hotel, Hotel Nandini in Dhaka, Bangladesh. The report identifies the marketing efforts of the hotel. It focuses on how the hotel has been able to establish an effective brand name by using both the traditional and emerging marketing opportunities such as social media, email marketing and collaborating with online travel agencies.

The findings indicate that, although Hotel Nandini has established a good name in the neighbourhood, it experiences problems like financial constraints, stiff competition with other big hotels in the area, and inability to match customer expectations. Some of the suggestions the report provides include the need to commit more funds to digital marketing, to partner with more influencers and to work on the hotel loyalty program. The measures above will enable Hotel Nandini to strengthen its thumbprint in the market, gain more visitors, and form a long-term relationship with its customers, assuring sustainable growth in the competitive landscape of hotels.

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Chapter 01

Introduction

1.1 Introduction

Hotel Nandini is a new tourist hotel of three stars which is newly opened in 2022 at the congested spot of Sukrabad, Mirpur Road, Dhaka. As established, the hotel was set up with an aim of providing high-quality but affordable services to business and holiday travelers. It is strategically situated in and around places of top commercial activities and tourist spots in Dhaka; this makes it a favorite among those who seek comfort, convenience, and full immersion in this city. Hotel Nandini has been in business for only a short period of time; however, it has managed to take a position in the hospitality industry in the region.

The hotel has 42 guest rooms that are well furnished with a touch of modern facilities that guarantee comfort and convenience to the visitor. In the last one-year, Hotel Nandini has diversified its services to accommodate the locals and international customers by having single, double, and family rooms. In addition to quality accommodation, the hotel offers other services such as the top-floor restaurant, event hall, and customer interaction programs in order to create brand loyalty. Quality of service, customer satisfaction and unremitting innovation that are realized in the hotel have contributed to make the hotel one of the major trends in the competitive hospitality sector in Dhaka. This internship exposes an individual to the marketing done by the hotel in a more desirable manner to ascertain the applicability of these processes to the hotel in its growing popularity.

1.2 Background of the Study

My credits are 126. I will need to spend at least six months in a hotel or a resort as an intern or as a full-time worker as part of my degree requirements and then compile a report on what I learned. Hotel Nandini gave me a chance to work as a trainee in sales and marketing department after I finished my graduation. I could use the knowledge acquired during my time in university as well as acquire numerous new skills and practical knowledge associated with the hospitality industry.

1.3 Scope of the Study

The marketing process of Hotel Nandini, a three star tourist hotel in Dhaka are targeted in this report. The report examines how the hotel undertakes numerous marketing process, such as its customer contact, media relations, crisis management and digital marketing, branding and acquisition of customers. The report goes further to discuss the target marketing, positioning and promotioning by the hotel to capture the local and international customers. Although the findings majorly focused on Hotel Nandini, the insights that were learned would also suit other small and medium-size hotels in the area that seek to enhance their marketing tactics.

1.4 Objectives of the Study

Broad Objective:

This report aims to thoroughly analyze the marketing process implemented by Hotel Nandini, focusing on how these process contribute to the hotel's growth, customer engagement, and overall brand perception. The study will identify the efficiency of the hotel's marketing processes, including customer segmentation, digital marketing, branding, and promotional efforts, with a particular emphasis on how these process attract both local and international guests. The main objective is to assess the effectiveness of the current marketing practices and provide actionable recommendations to help the hotel enhance its competitiveness within Dhaka's vibrant hospitality industry.

Specific Objectives:

1. To Analyze the marketing process of hotel Nandini.
2. To identify the marketing strategies of hotel Nandini.
3. To identify the related to the execution of the marketing process at hotel Nandini.
4. To provide recommendations based on the identified challenges of hotel Nandini.

1.5 Methodology of the Study

This report is descriptive in nature that it looks at the marketing efforts of Hotel Nandini and how it has affected customer participation and image building. This report is expected to give a wholesome view of how the activities help in the success of the hotel.

I mainly used secondary sources to collect the data in this report, which was based on my personal work experience and observation at Hotel Nandini, where I had an internship. I happened to be closely involved in the day-to-day operations and thus able to closely observe the marketing efforts and, in turn, their effectiveness. Notes were taken concerning the interaction of their customers with the company, promotional exercises, and their media usage practices. Secondary data was collected in terms of hotel reports, marketing materials, and online reviews, which gives sense to the primary collected data.

- **Standard Operating Procedures (SOPs)**
- **Websites**
- **Newspapers**
- **Journals**

Chapter 02

Company Profile (Hotel Nandini)

2.1 Overview of Hotel Nandini

Hotel Nandini is a renowned three-star tourist hotel in the Sukrabad area of Dhaka, Bangladesh, which was opened in 2022. Being a fairly recent upstart in the hospitality sector, the hotel focuses on the integration of the amenities of modernity and individuality of services, both with business and the traveler concerned with leisure. The strategic nature of the hotel to provide better accommodations along the Mirpur Road is a perfect location to the popular commercial, cultural, and tourist attraction sites, making it a perfect hotel of choice to travelers visiting Dhaka. The main business idea of the Hotel Nandini is providing the best comfort and the best value to its clients and taking the position of the well-rounded and affordable lodging in the city.

The hotel has 42 well-decorated rooms fitted with all the modern facilities, which include high-speed internet connection, air conditioning systems, smart televisions, and a shower in each room. Both short-term and long-term visitors can be accommodated with envisaged facilities being a rooftop restaurant, the availability of food delivered in rooms, and event halls to stage corporate parties or social events. The interior of the hotel is a mixture of the modernism of design and comfort in the ability to meet a variety of needs of different travelers, whether they travel individually or are families, corporate groups, or so on. Event spaces also make Hotel Nandini a favourite place in business circles to hold small business conferences and meetings.

Hotel Nandini has gained a solid reputation, ensuring that it satisfies their customers. The hotel has trained and courteous staff who deliver an unforgettable experience to the customer, and its management constantly looks to improve services. The strategic agenda that enhances the growth of Hotel Nandini is the concern to promote quality service delivery, increase marketing, and uphold the quality of hospitality. The hotel will strive to become one of the leading players in the hospitality industry in Dhaka by ensuring it establishes a long-lasting relationship with its customers and offers them immense value out of their stay.

2.2 Mission and Vision

Mission Statement:

The mission of Hotel Nandini is to offer an exceptional and individual experience to the guests that integrates comfort, quality, and value. We also endeavour to establish a welcoming and relaxing atmosphere in which the guest can relax with the world-class amenities, efficient services, and home-away-from-home frontispiece. Our mission is to see to it that each guest is provided with a personal experience in order to make his or her stay an outstanding and pleasant one. Through constant advancement, devotion to quality, and dedication to customer delight, we also aspire to enable our visitors by means of providing them not merely a visit, but a high-end experience that can enhance their lives.

Vision Statement:

Our vision is to become the best hotel in Dhaka, known for providing innovative hospitality services, our commitment to ensuring all our guests are satisfied, and our high standards in operations. Our vision is to offer a smooth combination of modern, exclusive, and classical comfort where each client is served with absolute perfection. We will continue to improve our services, widen our presence, and adapt to new technologies to ensure that we create new standards and become the preferred hotel among business and leisure travellers. We are hoping to develop long-term bonds with our guests, establishing trust and making Hotel Nandini a symbol of excellence in hospitality at an international platform.

2.3 Organizational Structure

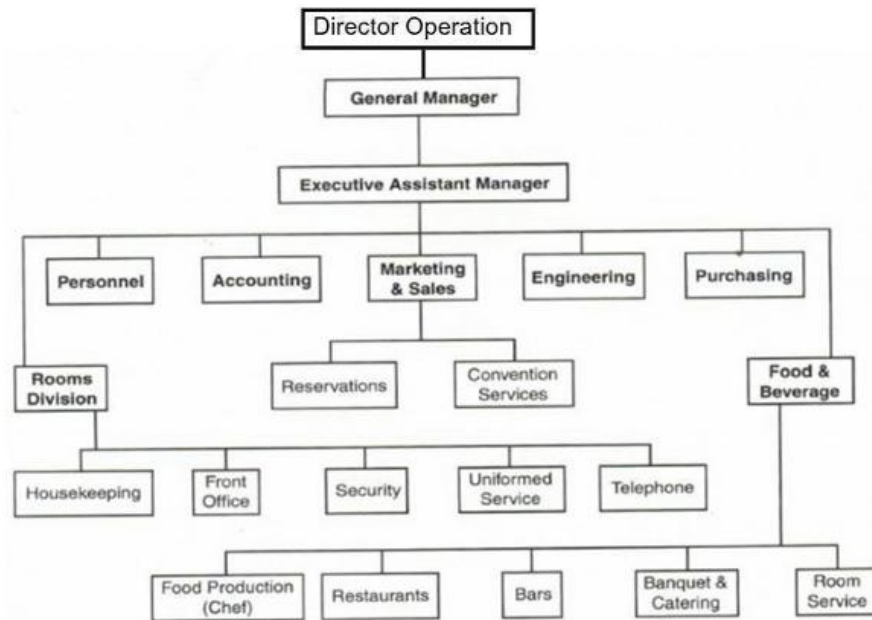


Figure 1: (Source: Author's Construct 2025)

Hotel Nandini also has a well-constructed chain of command that guarantees effective administration of processes, services, and customer experiences. The organization structure enables effective communication and distinction of duties among different departments enabling the hotel to serve with high standards and flow of operations.

Director of Operations

- ❖ The Director of Operations is the senior most executive responsible in managing the day to day operations of all hotel operations. This position will coordinate each department to work towards achieving the target set by the hotel, upholding high standards of service, and business performance overall.

2. General Manager

- ❖ The General Manager is in any case the person concerned with the general performance of the hotel. They have direct interactions in regards to setting goals, strategic planning and ensuring that the operations are running smoothly.

The General Manager liaises with heads of various departments within the hotel in a bid to streamline the operations of the hotel with the goals of the business and customer satisfaction.

3. Executive Assistant Manager

- ❖ The Executive Assistant Manager assists the General Manager in management of operations of the hotel. They assume leadership of particular areas of operation and report to the General Manager. This is a position that oversees delegation of work and the maintenance of the day to day activities at the standards of the company.

4. Departments under the General Manager

- ❖ **Personnel Department:** This department looks after the maintenance of staff in the hotel, recruitment, training, and welfare of staff. This department is essential in the attainment of ensuring that Hotel Nandini has vetted personnel that is professional in a high level.
- ❖ **Accounting Department:** Manages the financial affairs, such as budgeting and revenue monitoring, payroll, and financial reporting. The department makes sure that the hotel is financially strong and legally compliant with the requirements and regulations of various agencies.
- ❖ **Marketing & Sales Department:** This department is key in the marketing of the hotel to target markets. It has the responsibility of ensuring advertising, customer acquisition, public relations, and relations with corporate clients, agencies, and other partners. The marketing and sales team collaborates with all the other units to ascertain that its products are consistent with the guest demands.
- ❖ **Engineering Department:** In charge of the maintenance of the physical infrastructure of the hotel, such as plumbing, the HVAC systems, the electricity systems, as well as ensuring that the hotel is in the best shape to allow arrival and use by the guest.

- ❖ **Purchasing Department:** Organizes the overseas sourcing of products and services that are required by hotel operations. The purchasing department includes all the food supplies, linens, and cleaning products needed to make sure that the hotel functions properly without deficiencies.

5. Rooms Division

- ❖ **Reservations Department:** Manages reservations of rooms to guests, and checks that rooms are readily available and that the check-in procedure is flawless. The online reservations of the bookings, phone reservations, and maintaining proper records of reservations is done through this department.
- ❖ **Front Office Department:** The front line interaction with guests. This department has to manage check-in, check-out of the rooms, the guest enquiries, concierge services to the guests, and the guest satisfaction during their stay.
- ❖ **Housekeeping Department:** In charge of the cleanliness and hygiene of the hotel property as well as its guest rooms, public and facilities. Housekeeping is one of the issues that determines the comfort and satisfaction of the guests.
- ❖ **Security:** Ensures security and safety of the hotel guests, staff, and property. This department deals with the surveillance, control over emergencies, and safety regulations managed in the hotel.
- ❖ **Uniformed Service:** Employees who come directly in contact with the customers, like the bellboys, porters, and doormen. Their mandate is to offer smooth service by handling the luggage of the guests and attending to their needs, whether upon arrival or on departure.

6. Food and Beverage Division

- ❖ **Food Production (Chef):** Responsible for preparing meals for the hotel's restaurants, room service, and banquet events. This department ensures the quality and presentation of food items served to guests.

- ❖ **Restaurants:** Manages the dining experience in the hotel's various on-site restaurants, providing both local and international cuisine.
- ❖ **Bars:** The bar department oversees all beverage services, ensuring a diverse selection of drinks for guests, including alcoholic beverages, juices, and cocktails.
- ❖ **Banquet and Catering:** Provides catering services for events, conferences, weddings, and private functions. The department is responsible for menu planning, event coordination, and food service during special occasions.
- ❖ **Room Service:** Delivers food and beverages to guests' rooms, ensuring that the in-room dining experience is as comfortable and efficient as possible.

The structure of the organization of Hotel Nandini is supportive in terms of smooth communication, accountability of roles and optimum service provision. This is because each department works towards giving a smooth experience to guests to ensure that the hotel continues to be known as one that has great hospitality.

2.4 The Sales & Marketing Department



Figure 2: (Source: Author's Construct 2025)

The Sales and Marketing Unit of the Hotel Nandini plays a significant role in revenue generation, brand recognition and staying at the top in the market. The role of the department is to create, implement, and manage the marketing strategies that will attract new customers, preserve the relations with existing clients and improve the hotel brand in general. The functional structure of the department promotes smooth communication, strategy implementation and operations.

1. Director, Sales & Marketing: The highest-positioned officer in the department is the Director of Sales & Marketing and is charged with the responsibility of formulating and implementing of overall sales and marketing strategies of the hotel. This person supervises the role of the department as well as aligning all efforts conducted by the department to the rest of the hotel business objectives. Some of the areas that the Director is involved in include budgets, key performance indicators (KPIs), and marketing campaigns.

- Key Responsibilities:

- Strategic planning and execution of marketing campaigns.
- Developing pricing strategies, promotions, and sales targets.
- Building relationships with key clients, agencies, and partners.
- Overseeing public relations, advertising, and brand development.

2. Senior Executive, Sales & Marketing: The Senior Executive will be a side role in the implementation of the marketing strategies formulated by the Director. They manage the activities of the sales and marketing programs day-to-day with the assurance that the team is on schedule and that the goals are achieved. They can also deal with Qs in particular marketing channels or product classe.

- Key Responsibilities:

- Managing and monitoring the execution of marketing and sales plans.
- Working with the Director to define target markets and promotional strategies.
- Coordinating digital marketing efforts, including social media, email campaigns, and SEO.
- Analyzing sales data and marketing campaign performance to optimize future efforts.

3. Junior Executive, Sales & Marketing: The Junior Executive will support the activities of marketing (carrying out marketing campaigns and daily sales activities). They participate in contents development, campaign organization, achievement monitoring. Working as part of the team they are exposed to practical experience of sales and marketing.

- Key Responsibilities:
 - Assisting in the creation of marketing materials such as brochures, flyers, and digital content.
 - Conducting market research and competitor analysis to inform strategy.
 - Tracking and reporting on the performance of ongoing campaigns.
 - Supporting the sales team in client acquisition and retention efforts.

4. Sales Personnel: Sales personnel are at the primary position of the department and deal in direct contact with the clients and the customers. They are essential in terms of generating leads, clinching deals and long-term similarities with clients. This position necessitates high level of interpersonal skills because the sales staff will work on converting the inquiries to actual bookings.

- Key Responsibilities:
 - Engaging with potential customers to promote the hotel's services and offerings.
 - Making sales calls, managing inquiries, and following up on leads.
 - Conducting presentations and tours for corporate clients or large groups.
 - Ensuring customer satisfaction by addressing inquiries and resolving issues.

2.5 Facilities and Services

Hotel Nandini located in the bustling city of Dhaka will offer mesmerizing experience to business travelers as well as leisure travelers. Innovative facilities mixed with traditional services have made the hotel quite comfortable and unforgettable to its guests. Hotel Nandini offers a variety of room type suited to cater to the different needs of its clients that have been equipped with high-scale facilities and services.

1. Room Types and In-Room Amenities

Hotel Nandini provides diverse categories of rooms and each room is created with a consideration of comfort, convenience, and style. The rooms are facilitated with the latest amenities offering guests all the facilities required to enjoy their stay.

Each room at the hotel comes with the following amenities:

- **Air Conditioning:** To ensure a comfortable climate for guests, all rooms are equipped with efficient air conditioning systems.
- **Private Bathroom:** Each room features a modern en-suite bathroom with essential amenities such as fresh towels, toiletries, and a shower.
- **High-Speed Wi-Fi:** Complimentary high-speed Wi-Fi is available throughout the hotel, enabling guests to stay connected for work or leisure.
- **Smart TV with Satellite Channels:** Each room is equipped with a smart TV, offering a wide range of local and international channels for entertainment.
- **Tea/Coffee Making Facilities:** In-room tea and coffee facilities allow guests to enjoy a refreshing cup at their convenience.
- **Work Desk and Chair:** Rooms are equipped with a comfortable work desk and chair, making them ideal for business travelers.
- **Fresh Towels and Toiletries:** Daily replenishment of fresh towels and high-quality toiletries ensures that guests have everything they need for their comfort.
- **Complimentary Bottled Water:** Bottled water is provided to ensure hydration throughout the day.

2. Dining Options

Hotel Nandini offers a range of dining options designed to cater to various tastes, with an emphasis on quality and service.

- **Nandinir Ranna (Rooftop Restaurant):** This flagship restaurant offers a unique dining experience with stunning panoramic views of the city. The menu features a mix of over 150 heritage dishes and 50 international cuisines, ensuring a diverse selection to suit every palate. The rooftop ambiance adds a perfect touch for both casual meals and special occasions.
- **Buffet Breakfast:** A generous buffet breakfast is served daily, offering a wide variety of international and local dishes. From continental breakfasts to traditional Bangladeshi options, guests can enjoy a hearty meal to start their day.
- **Room Service:** For guests who prefer to dine in the comfort of their rooms, Hotel Nandini offers an extensive in-room dining menu. Whether it's breakfast in bed, a midday snack, or a full meal, the room service team is ready to meet all dining needs.

3. Additional Services and Facilities

Hotel Nandini goes above and beyond to ensure that all guests have a seamless and enjoyable stay. Some of the hotel's additional services and amenities include:

- **24-Hour Front Desk:** The hotel's front desk is available around the clock to assist guests with check-ins, inquiries, and any special requests. Staff members are always ready to ensure a smooth and pleasant stay for all visitors.
- **Fitness Center:** For guests who wish to maintain their fitness routine while traveling, Hotel Nandini offers a modern fitness center. The gym is equipped with state-of-the-art exercise machines, ensuring that guests have everything they need for a good workout.

- **Pick-Up and Drop-Off Services:** The hotel provides convenient pick-up and drop-off services for guests, including airport transfers. This service ensures a hassle-free experience for travelers arriving or departing from Dhaka.
- **Laundry and Dry Cleaning:** Hotel Nandini offers laundry and dry cleaning services for guests who need their clothes cleaned during their stay. Quick turnaround times are provided to meet the needs of busy travelers.
- **Free Parking:** For guests traveling by car, the hotel offers free on-site parking, ensuring convenience and peace of mind throughout their stay.

4. Connectivity and Accessibility

Hotel Nandini is committed to providing excellent connectivity and accessibility to all guests:

- **High-Speed Wi-Fi:** Guests have access to free high-speed Wi-Fi throughout the property, whether in their rooms, public areas, or during meetings and events. This makes it easy for business travelers to stay connected while relaxing or working from the hotel.
- **Prime Location:** The hotel is strategically located in Dhanmondi, a bustling area known for its shopping centers, restaurants, and cultural landmarks. It offers easy access to major transportation hubs, making it convenient for both local and international travelers to explore Dhaka.

Room Type	Published Rate
Deluxe Couple	₳4,000++
Honeymoon Suite	₳6,500++
Family Suite	₳7,000++
Deluxe Suite	₳6,000++
Twin Bed AC	₳4,500++

(<https://www.booking.com/hotel/bd/nandini.html>)

2.6 Target Market and Positioning

In order to cater to a broad customer base, Hotel Nandini has positioned itself in the hospitality industry of Dhaka as one that provides luxury and affordable customer services. The market segments of the hotel will include corporate travellers, family stay and leisure travellers who consider comfort and like good services and value and the price. Hotel Nandini has been able to deliver the right products to meet the expectation of these segments since it has been deeply seated in the competitive hotel industry in Dhaka (Das, 2020).

❖ Target Market

1. **Corporate Travelers:** With the growing trend of business travel in Dhaka, Hotel Nandini understands that there is the need to meet the rising nature of business travel facilities in the city, especially since Dhaka is considered to be a commercial center. The business people are interested in luxury and perfectly provided rooms and they would like to have a comfortable room with high-speed internet and all modern facilities and a good place of location so that it is easy to reach the important business areas.

Key Needs:

- Modern workspaces with reliable internet access
 - Convenient location near business areas
 - Meeting and conference facilities
 - Efficient services tailored to business schedules
2. **Families and Leisure Tourists:** The hotel also serves to families and willing-to-take-vacation-visitors who seek a cozy and reasonable location to be met in Dhaka. The family suites and their diversity of dining options serve the changing requirements of families and consequently it becomes a good getaway for relaxation. Moreover, the amicable service and the inviting ambiance of the hotel provide a family friendly background both during a short visit as well as in a long one.

Key Needs:

- Comfortable, spacious rooms suitable for families
- A variety of dining options for different tastes
- Recreational facilities for families, including access to local attractions
- Affordable pricing without compromising on quality

3. **International and Domestic Tourists:** As a central player in Dhaka's tourism sector, Hotel Nandini also targets international and domestic tourists visiting the city for leisure. Whether for sightseeing, cultural exploration, or simply a stay in the city's heart, the hotel offers essential services and a high level of comfort. Tourists appreciate the convenient location near popular attractions, restaurants, and shopping centers, making it a perfect base for exploring Dhaka.

Key Needs:

- Proximity to local landmarks, cultural sites, and shopping areas
- Comfortable and well-appointed rooms for short stays
- Personalized service and local insights from the hotel staff

❖ Positioning

Hotel Nandini positions itself as a mid-range, service-oriented hotel that offers "Corporate Excellence and Family Comfort." It strikes a balance between high-end luxury and affordable pricing, offering world-class services without the steep price tag of premium luxury hotels. The hotel emphasizes the following elements in its positioning strategy:

1. **Affordable Luxury:** Hotel Nandini offers the customers luxurious lifestyle at a reasonable price with quality features. The positioning suits the business travelers and their families that would prefer to enjoy the stay and yet do not strain their pockets. The commitment to quality and service is what makes this hotel one of the favourite luxury stay options at the heart of Dhaka, as a cheap luxury stay.

2. **Tailored Services for Diverse Needs:** Hotel Nandini can satisfy the preferences of the customers through the offer of various categories of rooms and services to both business and leisure travelers. Whether the corporate hospitality or family holiday entertainment, services offered in the hotel are customized to suit individual guests.
3. **Strategic Location and Accessibility:** Conveniently based in the high-accessibility and progressive locality of Dhanmondi, Hotel Nandini stands in a position capable of appealing to both the corporate and leisure customers. The hotel is in a favorable place with easy access to the main business areas, shopping areas, dining-out places, and other cultural attractions, which makes it an ideal place to stay for numerous audiences.
4. **Commitment to Customer Satisfaction:** Hotel Nandini focuses on customer convenience and satisfaction and provides a personalized approach and hospitality to the clients. Focus on guest experience guarantees the hotel receives positive reviews and encourages repeat customer traffic, hence positioning it as one of the premium mid-range hotels in Dhaka.

2.7 Marketing Role in the Organization

Marketing play an important role in developing the image, exposure, and brand name of Hotel Nandini. The two operational functions are closely related and supplement each other in order to enhance the brand position of the hotel, attract clients, build a relationship, and increase their satisfaction. The marketing and public relations are making a great contribution to the success of the hotel and its further development, as marketing may help the hotel promote the exclusive services of the hotel and establish a friendly contact with the customers and the stakeholders.

❖ Marketing Role

Marketing at Hotel Nandini is tasked with the promotion of services offered by this hotel, attracting new customers, and ensuring that a particular hotel generates a particular amount of revenue. The marketing team is preoccupied with the need to create awareness about the hotel, generate bookings, as well as to ensure the hotel gets optimum visibility in a highly competitive environment.

1. **Market Research and Analysis:** Hotel Nandini begins marketing by carrying out market research. The marketing team consistently profiles customer preferences, trends and competitor behaviors in order to capture the opportunities and realign the strategies accordingly. Using these data enables this hotel to target the right people and offer what they need.
2. **Digital Marketing and Social Media:** A major portion of the promotional plans of the hotel is based on online marketing. The marketing department will engage the digital space through the hotel website, social media and online travel agencies (OTAs) to identify prospects. The social media platforms consist of Facebook, Instagram, and LinkedIn to interact with the customers, display the facilities the hotel offers, and display the experience of the customers. Online campaigns such as email newsletters, paid advertisements, and SEO (Search Engine Optimization) can be used to generate online traffic and also build brand awareness.
3. **Advertising and Promotions:** It is the role of marketing to create robust advertising campaigns that inform potential customers of the hotel or company's USPs, including the central location, superior services, and rates, etc. Adverts can be posted in the local newspapers, on the Internet, and in professional journals. The marketing team also comes up with seasonal promotions, discounts, and packages to encourage customers during off-seasons or to encourage special events.
4. **Target Market Segmentation:** The marketing strategy of Hotel Nandini plans to divide the target market into various customer segments in view of certain qualities specific to these customers, which can be demographics, interests, and travel. By segmenting the market, the hotel will be able to customize its marketing messages and promotions to suit the vision and taste of these groups of people. Corporate travelers, for example, can be offered special business rates, and families can be given special rates on suites of their own.
5. **Branding and Positioning:** The marketing team also collaborates with the PR in terms of ensuring that the brand message of the hotel is communicated in the same way in all channels.

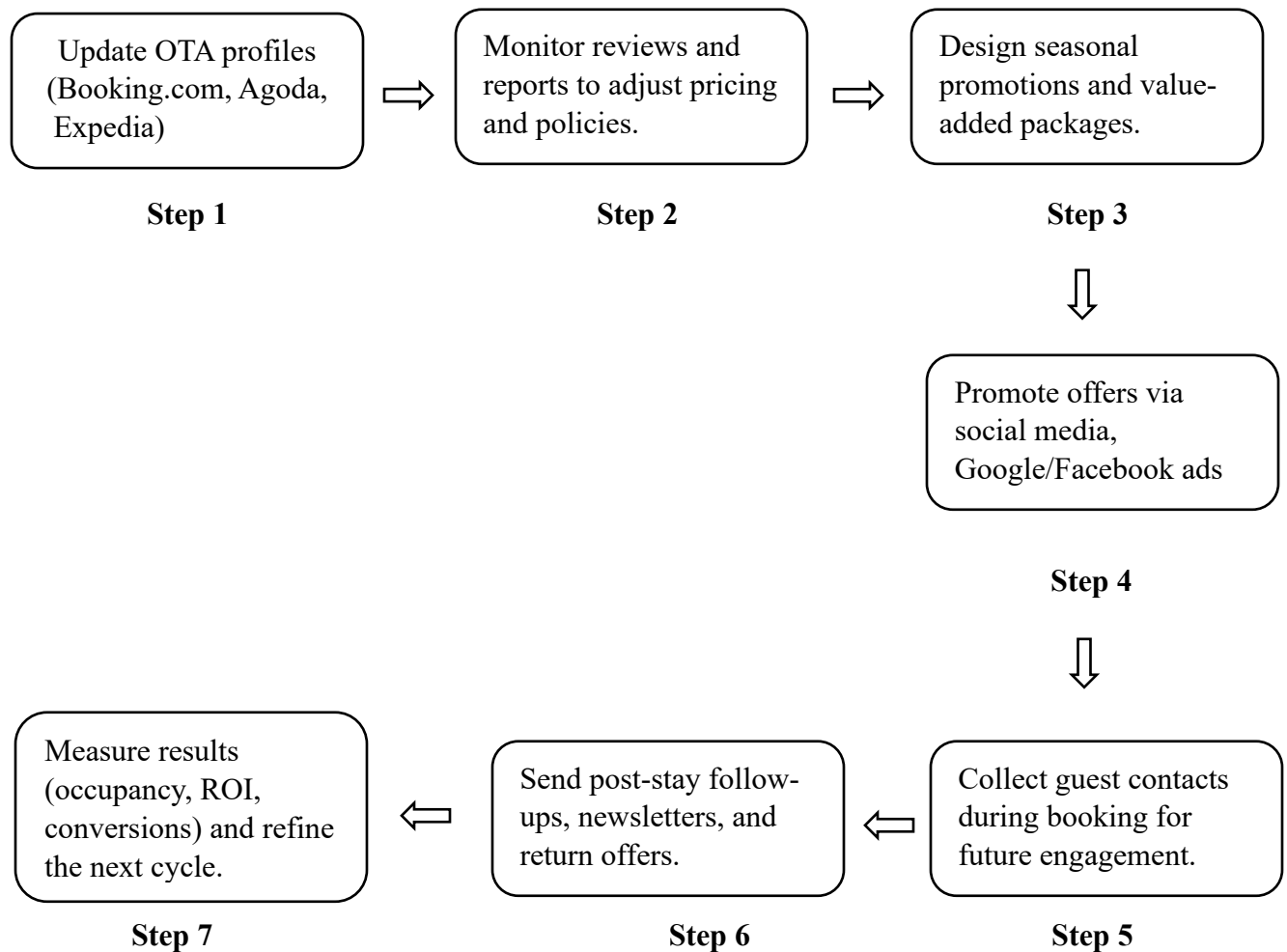
Hotel Nandini can be defined as a low-priced luxurious hotel that offers the best service, comfortable accommodation, and a decent location within Dhaka. Marketing strategies are concerned with conveying this brand positioning to the chosen audience via powerful content and adverts.

6. **Sales Promotions and Partnerships:** Marketing also assists in sales by the formation of partnerships with travel agents, business clients and other companies. Establishing strategic partnerships will lead to an increase in the exposure of the hotel and to attracting more bookings. The opportunity to make promotional deals with the local attractions or event organizers will also be helpful in enhancing the customer experience and triggering the booking process.

Chapter 03

Discussion and Analysis

3.1 Marketing Process of Hotel Nandini



3.2 Marketing Strategies Implemented by Hotel Nandini

Online Booking Channels and OTA Partnerships: - Listed on Booking.com, Agoda, Expedia, etc. - Partnership with ITAholidays.com	Seasonal Promotions and Discount Campaigns: - Weekend & group offers - Couple discounts - Value-added holiday packages	Social Media and Digital Advertising: - Active on Facebook & Instagram - Google & Facebook Ads - Promo videos and reviews	Email Marketing and Follow-Up: - Post-stay follow-ups - Custom newsletters - Return guest incentives
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3.2.1 Target Market Segmentation and Positioning

Hotel Nandini is an outstanding location serving a large number of guests as it addresses two market segments, viz., corporate travellers and families or tourists. The services offered by this hotel also cater to the needs of corporate travelers, and available services include high-speed internet, meeting rooms, and quick check-in/check-out. In its turn, the hotel is targeting families and leisure customers by proposing spacious and comfortable rooms, family-friendly amenities, and discounts. They arrange to position as a luxury yet affordable hotel, which means providing their clients a proportion of good and worthy deals. This form of strategic segmentation helps fulfil various needs giving different clients, and this guarantees that the hotel remains the best option for a great number of clients.

3.2.2 Key Marketing Strategies (Traditional and Digital)

Hotel Nandini has an integrated strategy of traditional and digital marketing in order to reach and connect to its target market. The hotel also uses online booking platforms and online travel agency partnerships and lists its services with such agencies as Booking.com, Agoda, and Expedia, which have a strong following among potential customers. The hotel is also engaging in strategic alliances with travel agents such as ITAholidays.com, thereby allowing it to access other client bases and provide them with unique offers. Furthermore, the periodic promotional and discounting campaigns are also made with seasonal promotions and discount campaigns, including weekend/group discounting, couple offers, and value-added holiday packages, used to attract guests during the peripheral period.

Nevertheless, Hotel Nandini is fairly represented on the digital level, including Facebook and Instagram where the hotel shares regular posts, video advertisement, and customer reviews. Facebook Ads and Google Ads are also used to target customers by customizing the promotions. Another place where email marketing can be used to a fantastic effect is to improve the level of customer engagement by sending follow-ups after their stay, personalized newsletters, and giving rewards to returning customers is bound to ensure that they keep in touch with you at all times. The initiatives are connected to each other to grow bookings, customer relations and brand presence.

3.2.3 Partnership and Collaboration with Other Brands/Partners

Hotel Nandini is complementary with our partners and associates in the way it seeks to grow its market and marketing. The fact that the hotel is collaborating with such large online booking service providers as Booking.com, Agoda, or Expedia is an indicator that it is exposed to a greater number of potential customers and drives rising genetic rates. Additionally, the cooperation with ITAholidays.com will enable the hotel to suggest certain special offers as a holiday package, which will expand its target audience and increase the competitiveness in the relevant competitive environment. Not only do such partnerships make the hotel more visible, but they also help to offer popular offers to the people interested in staying at the hotel, which leads to the formation of a stronger brand image.

3.3 Digital Marketing Techniques and Social Media Presence

3.3.1 Website and Online Presence

Hotel Nandini has followed a straightforward yet meaningful site that constitutes the core of the web marketing campaign. The site is user friendly in reserve accommodation, reading room details, reading about the facilities and reading on the promotions. It is also featured by high-resolution pictures and testimonials, which adds the value to the user experience and persuades the guests to book immediately. On the third party platforms, such as Booking.com, Agoda, and Expedia, the hotel has also been made visible online, where it is assured of visibility among travelers who would like to have an accommodation. The advanced relationship with these sites boosts the overall online exposure of the site and traffic.

3.3.2 Social Media Platforms Utilized (Facebook, Instagram)

Hotel Nandini is busy on Facebook and Instagram where it uploads photo-pleasing pictures of the hotel, food, and other material of its promotions and customer pictures and shots of the place. These destinations can help the hotel to capture the target market and the repeat customers, thereby creating an effect of belonging and brand loyalty.

It is also used in the social media to make focused advertisements, to get more exposure in certain segments of the audience as a business traveller, couple and family. Constant interaction with the fan base as well as the hashtags and user generated content, keep the hotel a very active place in social media.

3.3.3 Email Marketing and Campaigns

Email marketing is important in updating guests and making them actively interested in Hotel Nandini. The hotel sends the post-stay follow-ups with regards to thanking the guest and inviting him to leave reviews or come back on the next visit. The newsletters are also sent periodically to give information on forthcoming discounts, quarterly promotions, and packages. The email campaigns are sent out in accordance with the guest preferences and their prior booking history, therefore, offering a more personal approach to communicate with various groups within the audience of the hotel. These initiatives ensure that relationships are sustained with guests, boost repeat bookings, and build a high level of customer satisfaction.

3.3.4 SEO and Online Reviews (TripAdvisor, Google Reviews)

Hotel Nandini has to use an effective Search Engine Optimization (SEO) as a component of its online marketing. By enhancing the content of the site, such as the blog posts, the landing pages, description of rooms, the hotel is optimizing its content so that a prospective client can search and find the hotel with ease through the search engines such as Google. The hotel also makes active efforts to engage customers to leave online reviews on TripAdvisor, Google Reviews, etc., because such reviews will not only increase the hotel's credibility but will also determine further bookings. Review monitoring and response enable the hotel to uphold a good reputation and respond to any complaints immediately to ensure high customer satisfaction.

3.4 Customer Engagement and Loyalty Programs

3.4.1 Customer Relationship Management (CRM) Strategy

Hotel Nandini exercises a strong Customer Relationship Management (CRM) approach to manage relationships with the consumers and improve their experience on each touch point. The hotel also exploits modern CRM software to capture and analyze customer data so as to enable personalized communication, direct offers, and enhanced service delivery.

This fact-based strategy will assist the hotel in knowing the guests' preferences, previous bookings, and feedback, meaning that each guest's needs will be addressed with accuracy. CRM insights can help Hotel Nandini segment its customers, deliver targeted marketing messages and promotions, thereby delivering a higher guest loyalty and satisfaction (Bruneau, 2018).

3.4.2 Loyalty Programs and Special Offers

Hotel Nandini also has loyalty and special offers to attract and motivate repeat customers. The Nandini Rewards Program enables guests to earn points with each stay that can be exchanged for a discount, room upgrade, free services, etc. The goal of the given program is to stimulate the further visit of the guest to the hotel and grant them material values. To also entice the frequent customers, the hotel offers seasonal promotions and limited-time offers like discounted stays on weekends, special packages for couples and holidays, among others, hence making it attractive to first-time and regular customers. These rewards in loyalty not only generate bookings but also instill a feeling of appreciation to the loyal guests to increase their total experience.

3.4.3 Customer Feedback Mechanisms and Satisfaction Surveys

Hotel Nandini offers considerable attention to retrieving customer feedback to contribute to these improvements. Following every stay, there is an inordinate amount of guest satisfaction surveys that measure their experiences with the hotel in different facets, including quality of the room, service, and amenities. The hotel also keeps an eye on other review sites, such as TripAdvisor and Google Reviews, on which guests post their comments and wish lists.

It is on review of this feedback that management of the hotel makes improvements depending on the suggestions of the guests. The hotel also maintains real-time feedback mechanisms on a digital platform, which enables customers to raise their concerns or inquiries within a given time so that rectification can take place, resulting to achieved high levels of satisfaction. This belief in customer responses assists Hotel Nandini to hold a good track record and ensure that the expectations of the customers are met or even surpassed.

3.5 Brand Building and Promotion

3.5.1 Hotel Nandini's Brand Identity and Message

The Hotel Nandini has a brand name based on luxury prices at reasonable costs and excellent service. The business strategy of the hotel is to be a luxury but affordable destination to both business and leisure travelers. The company has a brand message that consists of the following promising homelike experience, personalization, and exceptional hospitality. Hotel Nandini offers a point of difference in the form of emphasizing comfort, quality, and value, where the hotel customers can experience luxury without the luxury price. This message is echoed all the way through all forms of communication, both in advertising and with the customers.

3.5.2 Methods for Increasing Brand Visibility

Hotel Nandini uses community outreach and combination of digital marketing to ensure the maximum brand awareness. Through the social media platforms like Facebook and Instagram, the hotel has directional social media campaigns that depict its facilities, the experiences of guests, and what it offers. In addition, Hotel Nandini advertises through sponsorship and activities at the local level. The hotel is associated with sponsoring local events, festivals, and other cultural events, which expose the hotel to more locals and tourists. The involvement in the life of the local community through the partnership with local organizations and active involvement in community activities enables the hotel to be more connected to the people in the community, and the hotel reaches many more people.

3.6 Marketing Tools Used

3.6.1 Software and Tools for Digital Marketing Campaigns

Hotel Nandini uses an array of digital marketing tools to simplify and optimise its digital marketing campaign. Paid tools are involved, Google Ads, Facebook Ads Manager, and so on to launch specifically targeted advertising campaigns capable of targeting a desirable customer segment. The hotel uses Mailchimp to conduct email marketing and can thus send personalized newsletters, promotions, and follow-ups to the guests after they stay in the hotels. The hotel also employs Canva when it comes to creating visually appealing content for its social media presence to ensure coherence in its brand aesthetics and keep the posts engaging in the platforms such as Instagram and Facebook.

Chapter 04

Findings, Recommendations and Conclusion

4.1 Finding in Marketing Process of Hotel Nandini

Hotel Nandini marketing process demonstrates both the strengths and the challenges within competitive hospitality market. The hotel has managed to establish its presence via the Internet booking websites, social media ads, and customer loyalty programs. Guest loyalty is also supported by the email promotion, and the various segments have been attracted with the assistance of seasonal offers and discount packages. The hotel has budget constraints in comparison with bigger chains, so it is hard to conduct extremely big campaigns. The brand recognition is not yet established and customers expectations are very high. Hotel Nandini has been able to concentrate on low end luxury and customized service, which has made it a prospective contender within the Dhaka mid-end hotel industry.

1. **Limited Budget for Large-Scale Marketing Campaigns:** Hotel Nandini faces budget constraints that limit its ability to execute large-scale marketing campaigns. This financial limitation makes it difficult for the hotel to compete with larger hotels that have significantly higher marketing budgets, which allows them to reach a broader audience through multiple channels.
2. **Allocation of Resources Marketing Efforts:** The hotel faces a challenge of balancing the resources allocation in the marketing activities. The two aspects need heavy investments in order to have the highest effect. Nevertheless, limited budget will require the hotel to be keen when deciding where to invest its resources to give the optimal returns on the investment.
3. **Prioritization of Cost-Effective Strategies:** Hotel Nandini focuses on cost-effective plans such as social media marketing and email promotions in its priorities because the organization has a small budget to promote itself. Such tactics enable the hotel to interact with its masses without incurring the unnecessary expenses incurred in using conventional advertising, including print, television or radio advertisements.
4. **Higher Marketing Budgets and Brand Recognition of Larger Chains:** Larger hotels chains have much more budgets on marketing, which gives them an opportunity to conduct huge advertising campaigns and attract a greater number of people. They have brand recognition and this is a challenge to Hotel Nandini because it is hard to compete with such large players since they command consumer focus in a saturated market.

5. **Limited Brand Awareness:** Hotel Nandini is not doing that great regarding brand recognition since most of the international hotel chains have established a reputable presence throughout the years. Such bigger chains have a great reach, and this allows them to retain their customers base and to attract new guests in a much easier way. Conversely, Hotel Nandini has problems with becoming widely known among the prospective clients.
6. **Difficulty Competing in Technology, Services, and Luxury Offerings:** Larger hotel chains often have more advanced technology, superior services, and luxury offerings, which give them a competitive edge in attracting high-end customers. Hotel Nandini, with its smaller scale, has to focus on its unique value proposition and personalized service to differentiate itself, rather than competing directly on luxury and technology.

4.2 Recommendations

1. Increase Investment in Digital Marketing

To compete with the larger hotel chains, Hotel Nandini needs to dedicate more investments to online marketing, especially with Google Ads and social media platforms, such as Instagram or Facebook. Designing targeted advertising campaigns, optimizing the site by search engines, and creating of interesting content will increase online visibility, traffic on the site, and the number of direct reservations, which will decrease the use of OTAs.

2. Expand Influencer Marketing Initiatives

In partnership with local influencers and travel bloggers, it is possible to raise awareness of the younger, tech-savvy travelers about the hotel. Influencers are capable of promoting the features that the hotel has to offer and make it look interesting and pure, whereas authentic content will allow drawing the attention of audiences to the advantages of the hotel. This can build trust and establish a more effective relationship with a wider base, leading to bookings and interaction.

3. Enhance the Hotel's Loyalty Program

To encourage repeat business, Hotel Nandini can also enhance its loyalty program to provide more individualized rewards along with exclusive member perks, including upgraded rooms, free services, early check-in/late check-out, etc. This will enhance retention of customers.

4. Leverage User-Generated Content and Reviews

One can ask visitors to leave positive feedback about the hotel on feedback websites such as TripAdvisor and Google Reviews, which will greatly affect the hotel's reputation and ranking. The user content with pictures and stories that the guests share should be encouraged on social sites and the hotel's site to add more legitimacy and attract new client earners.

5. Focus on Corporate Partnerships and Group Bookings

Hotel Nandini can increase its revenue with reference to corporate tie-ups and bulk bookings. The hotel must also provide corporate packages to companies, conferences, and events, meeting rooms, catering services, and special rates for groups. Local business and organization partnerships can also be used to attract occupancy during weekdays and certain off-peak seasons.

6. Develop Sustainable and Eco-Friendly Initiatives

With sustainability becoming an important aspect among travellers, Hotel Nandini must integrate greener activities and market the same so as to attract the environmentally conscious guests. The eco-friendly systems, waste management, organic facilities, and environmentally friendly activities would be excellent to make the hotel stand out of the crowd of competitors and find eco-friendly tourists and gain brand loyalty.

7. Invest in Technology and Guest Experience Enhancements

Hotel Nandini also needs to invest in technology upgrades in order to remain competitive in the new and changing hospitality industry by enhancing the guest experience. This may involve providing contactless check-in/check-out, a mobile app of customized services, and smart room, voice-activated lighting and temperature controls. By improving guest experience via technology advances, the guest satisfaction and loyalty will be enhanced as a result of which there will be a positive word-of-mouth and more bookings.

4.3 Conclusion

As the report on Hotel Nandini indicates, the hotel has established itself as a mid-range hotel of the so-called affordable luxury in the competitive hospitality market of Dhaka. The hotel has been able to draw an increasing number of customers due to the good location, good service, and facilities that would suit both business and leisure travelers. Nonetheless, there are still issues, especially with the problem of low budgets, competition with bigger hotel chains, and the necessity to manage customer expectation better. Hotel Nandini needs to keep on enhancing the quality of its services, enhancing its online marketing, and provide new services to ensure its growth. Focusing on these areas will enable the hotel to develop a better brand loyalty, and tap into newer market segments, and solidify its position as one of the hotels of choice in the city in terms of business and leisure.

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