

Internship Report
On
STP Analysis of Days Hotel Dhaka

Submitted To

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Date of Submission: 23rd August, 2025

Transmittal Letter

Mahbub Parvez

Associate Professor

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Subject: Submission of Internship Report

Dear Sir,

I would like to share my internship report titled STP analysis of Days Hotel Dhaka. It is a pleasure for me to complete my internship report under your supervision.

I have the wonderful opportunity to work for six months as an executive trainee in the Sales & Marketing department Trainee at “ Days Hotel Dhaka” which is located at 69 Sarwardi Avenue, Baridhara Diplomatic Zone, Dhaka. I was guided by Mr. Masruk Alvin the Head of Sales & Marketing. The report contains the general information about sales & marketing department and STP analysis of “Days Hotel Dhaka”.

I would be delighted if you will find this report useful and have a clear view on this matter.

Sincerely yours,


.....

Md. Kayes Khan

ID: 213-43-178

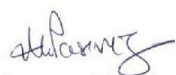
Department of Tourism and Hospitality Management

Daffodil International University

CERTIFICATE OF THE SUPERVISOR

This is to certify that, the Internship report titled “The STP Analysis of Days Hotel Dhaka” which is a part to get degree from Daffodil International University is prepared by Md. Kayes Khan. He has prepared the report under my direct supervision. This report has been considered as a part of his training and serves as a proof of work done well.

Signature



.....

Mahbub Parvez

Associate Professor

Department of Tourism & Hospitality Management

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ACKNOWLEDGEMENT

First of all, I feel grateful to Almighty Allah for accepting me to complete my internship at a recognized Hospitality platform and allowing me to make this report which would stand for completing the core requirement to end up my Graduation. I am also grateful to Mr. Mahbub Parvez (Associate Professor) Department of THM Daffodil International University for assisting me to make this final report and to Mr. Masruk Alvin, Head of Sales & Marketing at “Days Hotel Dhaka” for guiding me about Sales & Marketing. The learning would help me to build up my career at hospitality Industry.

EXECUTIVE SUMMARY

The STP (segmentation, Targeting and Positioning) component of this report on Days Hotel Dhaka looks at the sales and marketing departments plans . The research says the hotel main consumers include people who travel for work, people who come from other countries, businesses and people who plan events. The department is able to reach these groups through digital marketing campaigns, strategic collaborations and packages that are tailored particularly for them. The hotel markets itself as high-end yet still cheap place for business travelers to stay with exceptional service, a good location and modern amenities. Days Hotel Dhaka has increased its occupancy rates made clients more loyal and made its brand more well-known through smart marketing. This study reveals that in Dhaka's fast paced hospitality business. It's crucial to stay ahead of the competition by using data driven marketing and a unique brand position.

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Chapter one: Introduction

1.1 Introduction

Our hotel industry is one of the oldest in the world and should be seen as important. The industry is built on relationships, gestures, hospitality, and service, where the host is the supplier and the guests are the clients. The word "hospitality" comes from continental conventions, which start at home. But the industry is far more professional, and each service has its own set of rules. The industry offers services like food, shelter, security, entertainment, medical care, transportation, and more. The sales and marketing department of a hotel has a big impact on how well it does and how quickly it grows. This department is in charge of advertising the hotel's services, improving its reputation and bringing in more money through smart sales methods. It attracts both individual visitors and groups of businesses like corporate clients, event planners, travel agencies and tour operators. The department makes sure that the hotel stays competitive in the market by keeping up with market trends figuring out what customers want, and coming up with effective marketing plans. The Sales & Marketing team works together with other departments on everything from corporate connections and event preparation to digital marketing and social media activity. This helps them make the most money and give guests experiences they will never forget.



1.2 Background of the Report

I have all 126 of my credits. I have to work at a hotel or resort for at least six months, either as an intern or as a full-time employee. After that, I have to produce a report about what I have learnt there. After I graduated, "Days Hotel Dhaka" called me for an interview and offered me a job as a trainee in the sales and marketing department. I was able to use what I learned in university while I worked and I also learned a lot of new things.

1.3 Origin of the Report

There is a four-year honors Bachelor of Tourism and Hospitality Management (BTHM) degree. As a student in this undergraduate degree at Daffodil International University, I have to finish the courses. Students are ready to start an internship program after finishing all of BTHM's courses. This is how they get their final university credential. After I finished my schoolwork, I started my placement program at Days Hotel Dhaka. During my time there, I learned how to talk to customers and come up with new ways to market that would help boost sales. After finishing my industrial training program, I wrote in this report.

1.3 Objective

1. To learn how Days Hotel Dhaka employs STP strategies to get business travelers, diplomats, and holidaymakers to stay there.
2. To find out how well the hotel's segmentation works to fulfill the needs of different categories of guests in Dhaka's crowded hospitality market.
3. To see if the way Days Hotel Dhaka is now targeting clients is what they want and what the market needs.
4. To see how the hotel stacks up against other hotels in the Baridhara Diplomatic Zone and the rest of Dhaka.
5. To suggest strategic improvements in segmentation, targeting, and positioning that will improve the brand image, occupancy rate, and customer loyalty of Days Hotel Dhaka.

1.4 Methodology

This report We used both primary and secondary research methodologies to do a STP (Segmentation, Targeting and Positioning) analysis of Days Hotel Dhaka. I learned a lot as a trainee in the Sales and Marketing Department by watching how things worked every day going to marketing events and talking to staff and guests. I learned a lot about how the hotel is currently marketing itself and what guests want by casually talking to personnel from different areas like the Food & Beverage and Front Office. I saw things happen in real time and also looked at internal documents including marketing plans, promotional brochures and guest feedback records. This helped me learn about the current methods and how they work. We also looked at TripAdvisor, Google Reviews and the hotel's own social media accounts to see what other people thought and if there were any common themes in their reviews. We looked at other hotels in Dhaka that cater to the same kinds of guests to see how they stack up in terms of what they offer and how they market themselves. We divided the market into several groups based on things like where people live what they like to do, and how they act. We looked at each of the most important market segments to determine how big it could get, how profitable it could be, how easy it would be to reach and how well it would fit with the hotel's resources and plans for the future. Lastly, we looked at customer reviews, marketing messages and comparisons with other hotels to see how well Days Hotel Dhaka stands out to its target customers.

1.6 Limitations

- This report going to identify the STP analysis of this specific hotel
- This report won't look at how other departments do their jobs.
- The report won't say what the property's policy is.
- The report won't talk about the HR facilities.

Chapter two : Overview of Days Hotel Dhaka

2.1 Background of Days Hotel Dhaka



Located in the Baridhara Diplomatic Zone of Dhaka, Bangladesh, Days Hotel Dhaka is a mid-range business hotel. It is a sibling company of Hotel Agrabad Chittagong and the Intraco Group. They began their trip in 2017. The hotel is in a great spot near embassies, government buildings, and the business center of Gulshan, making it a good choice for both business and diplomatic tourists. It's also not too far from Hazrat Shahjalal International Airport, which is good for travelers from other countries. The hotel has a small number of services and amenities that are characteristic of a four-star city hotel. Air-conditioned rooms with modern furniture, flat-screen TVs, Wi-Fi, minibars, and private bathrooms are what guests can expect. The hotel

also has a rooftop patio, spa services, a fitness center open 24 hours a day, business services, and a restaurant that serves a variety of international dishes. Most customer evaluations mention how clean the rooms are, how friendly the staff is, and how safe the hotel is in a protected diplomatic zone. Some visitors have said that the Wi-Fi speed or room maintenance isn't always great, but most people think the hotel is a decent deal, especially for people who want to be close to the city's business and diplomatic centers. As a property under the Renowned Hotel Agrabad, the Days Hotel Dhaka meets international hospitality standards while also meeting the needs of the local market with services that are tailored to the area and an ambiance that is familiar to the culture.

2.2 Organizational Information

Organizational Details	
Property name	Days Hotel Dhaka
Owned by	Intraco Group
Adress	69 sarwardi avenue,Baridhara,Dhaka
Mobile	01975-006314
Email	moshfeque@dayshotelbd.com
Website	Dayshotelbd.com
Location	Dhaka,Bangladesh
Year Hotel Opened	2017
Hotel category	4 star
Number of rooms	64
Number of Floors	6

2.3 Objectives of Days Hotel Dhaka

- Give great hospitality by focusing on courteous, kind, and attentive service.
- Offer high-quality accommodations for both business and leisure guests.
- Keep a safe and prestigious location in the Baridhara Diplomatic Zone, Dhaka.
- Provide a full range of business services, such as meeting rooms and a banquet hall for events and conferences.
- Make guests' stays more enjoyable with amenities like a spa, fitness center and 24-hour room service.
- Make things easy with airport transfers and a business center that has all you need.
- Offer a wide range of dining options that appeal to both locals and tourists.

2.4 Mission, Vision and Goal

Mission

- ✓ Make every guest feel welcome and at home by providing warm and welcoming hospitality.
- ✓ Pay attention to the tiny things that make the guest experience better.
- ✓ Go above and above to make guests happy and surprised, so they remember their stay.
- ✓ Offer meeting rooms, a spa, a gym, and eating options to accommodate the demands of both business and leisure tourists. 5. Make sure that the level of service is the same at all touch points.
- ✓ Build trust and loyalty with guests by providing trustworthy and compassionate service that lasts.

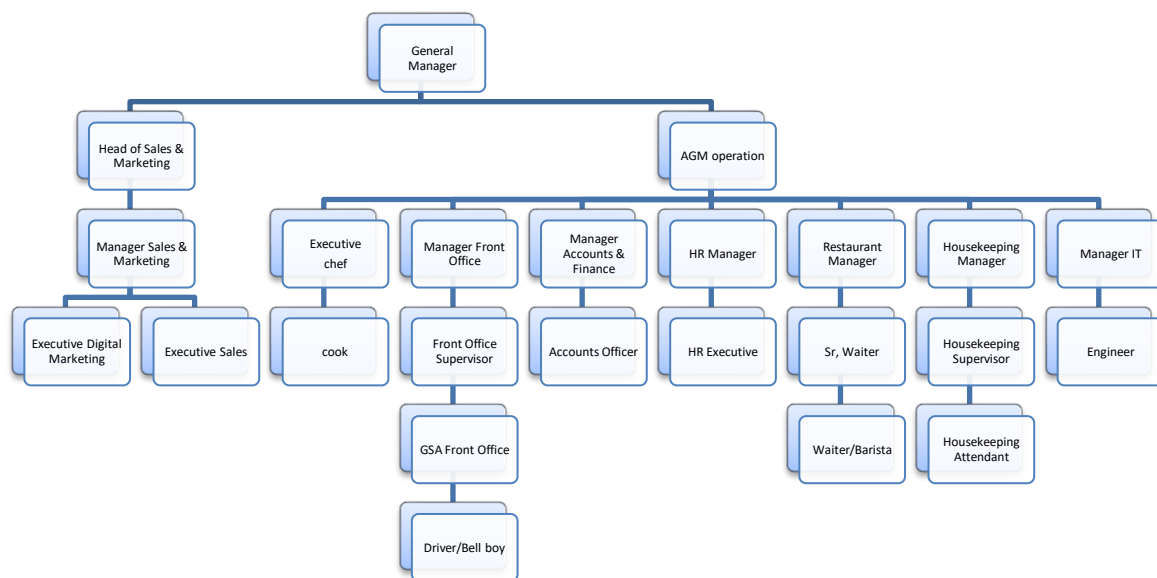
Vision

Days Hotel wants to be the best hospitality brand, known for friendly, trustworthy service, comfortable lodgings, and great value that makes every guest's stay unforgettable every day.

Goal

Days Hotel Dhaka wants all of its visitors, whether they are on business or leisure, to feel welcome and at ease. They pay attention to every detail, give guests modern, well-equipped accommodations, and make sure there are enough of high-quality amenities to make sure visitors have memorable experiences. The hotel seeks to meet the needs of foreign guests by combining comfort, safety, and hospitality to make sure that every stay is smooth and enjoyable. The food they provide, the events they host, or the personalized care they give to guests are all ways they do this. Days Hotel Dhaka strives to make sure that customers always get great service and feel important while they are there.

2.5 Organizational Chart of Days Hotel



2.6 Products of Days Hotel Dhaka

Room Categories



Deluxe Room

The hotel features 20 deluxe class rooms spread out over six floors. The wooden theme is the main focus of these rooms, which have wooden-designed linear floor tiles. The rooms are set up to meet international standards, including a bathtub and bathroom amenities and services.

Premium king

There are 20 premium king rooms which has elegant wooden flooring also offer a mesmerising side city view through the glass window. These rooms also offer an exclusive extra facilities to ensure a luxurious and comfortable stay



Premium Queen Twin

There are 16 Premium queen twin rooms along with two separate queen size bed as well as two working station decorated with wooden flooring. These rooms also offers separate accommodation for more privacy.



Junior suite

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.



Restaurants

The Lobby Cafe

Guests can enjoy a wide range of snacks, tea, coffee, and non-alcoholic drinks in the lobby cafe at Days Hotel Dhaka. It has a peaceful and cozy ambiance. The seating is comfortable for up to 20 people, making it a great place for casual meetings, hanging out with friends, or getting a fast snack during the day.



Subah Restaurant

The Days Hotel Dhaka has a restaurant called Subah that is open 24 hours a day and serves a wide range of foods. The restaurant is open every day of the week and serves cuisine all day and night to fulfill the demands of all guests. A free continental breakfast is one of the best things about Subah. It is offered to hotel guests every morning as part of their stay. Subah stands apart in Dhaka's hospitality industry because it serves real Egyptian food, which is hard to find elsewhere. These dishes are made by skilled chefs who know a lot about Egyptian cooking. They give you a unique chance to taste real Egyptian flavors in the capital city. This specialty makes Subah the only restaurant in Dhaka that serves such authentic Egyptian food. The restaurant also has a wide range of international meals on its menu. Subah is dedicated to providing high-quality food and service at all times of the day, making it a convenient and unique choice for both local and foreign guests.



Dayscape Lounge

The rooftop restaurant at Days Hotel Dhaka serves a wide range of kebabs, grilled foods, and barbecue specialties. The facility has a modern, open-air feel and offers guests a unique dining experience with views of the city skyline from all sides. The restaurant on the roof is not just a place to eat; it can also be used for a variety of events, such as birthday parties, social meetings, and private occasions. The restaurant's large space and beautiful location make it perfect for both informal meals and planned parties. Visitors have a great time because of the different cuisines, the setting, and the clear view of the open sky.



Banquet Hall & Meeting Rooms

Club Lounge

The Days Hotel has a one-of-a-kind Club Lounge with Egyptian-style decor that makes it stand out and is a trademark element of the hotel. This private area is perfect for people who want to relax and have a good time with colleagues or friends. The lounge has comfortable seating for up to 15 people and a free tea and coffee station for guests' convenience. You may rent it by the hour, which makes it a great place for small meetings and casual get-togethers.

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 banquet hall is quite popular with diplomats, who often use it for official occasions, receptions, and conferences. It is one of the hotel's most significant assets and a popular place for high-profile events because to its beautiful design, convenient location, and usefulness.



Recreation & Relaxation

Days SPA

The Days Hotel Dhaka includes a fancy spa that helps customers relax and feel better. There are a variety of various sorts of massages that the spa's qualified and properly trained therapists can do. There are many different kinds of massages for guests to choose from, each one tailored to their needs and wants. This guarantees that they will have a peaceful and rejuvenating time.



Health Club

The Days Hotel Dhaka has a well-equipped gym on the third level that is easy for guests to get to. The gym is a nice place to work out, and it has a great view of the city. It is open every day from 7:00 AM to 10:00 PM, so it works for people who like to work out in the morning and those who like to work out at night. The facility is quite popular with guests who are health-conscious since they like the amenities and the calm atmosphere of the area.



2.7 SWOT Analysis

Strength of Days

1.Established Brand Legacy: Days Hotel has been in the hospitality business for a long time, so budget-conscious customers know and trust it.

2. Strategic Locations: Many Days Hotel hotels are in busy cities, near airports, highways, or business districts, which draws both business and leisure travelers.

3. Affordable and Accessible: Days Hotel is in the midscale range and has low prices, making it a good choice for tourists looking for good value.

4. Flexible Business Model: The brand can offer several types of properties, from limited-service to full-service, so it can do business in many different areas.

5. Consistent core offerings: Today's customers expect things like free Wi-Fi, breakfast choices, and simple check-in and check-out.

Weakness

- 1. The quality of service isn't always the same:** Because it is a sister business to Hotel Agrabad , Chittagong the quality of service may vary greatly from one place to another, which might leave clients unsatisfied.
- 2. Limited Luxury Offerings:** Customers who want high-end amenities might not like the brand's midscale position.
- 3. Limited Differentiation:** In a competitive midscale market, it could be hard for the company to distinguish out from other brands that are the same price.

Opportunities

- 1.Expansion in Emerging Markets:** There are chances for growth because more people want to go to places like Asia, Africa, and Latin America.
- 2. Digital Transformation:** Making it easy to book on a mobile device, employing AI to tailor services to each customer, and providing contactless services are all ways to improve the customer experience.

3. Eco-Friendly Initiatives: People who care about the environment could be more likely to visit your business if you spend money on things that are good for the environment.

4. Recovery of Business Travel: As travel throughout the world starts to pick up again after the outbreak, bringing the business section back could be a way to grow.

Threats

1. A lot of competition: The midscale category is very competitive, with companies like Holiday Inn Express, Comfort Inn, and Best Western as direct competitors.

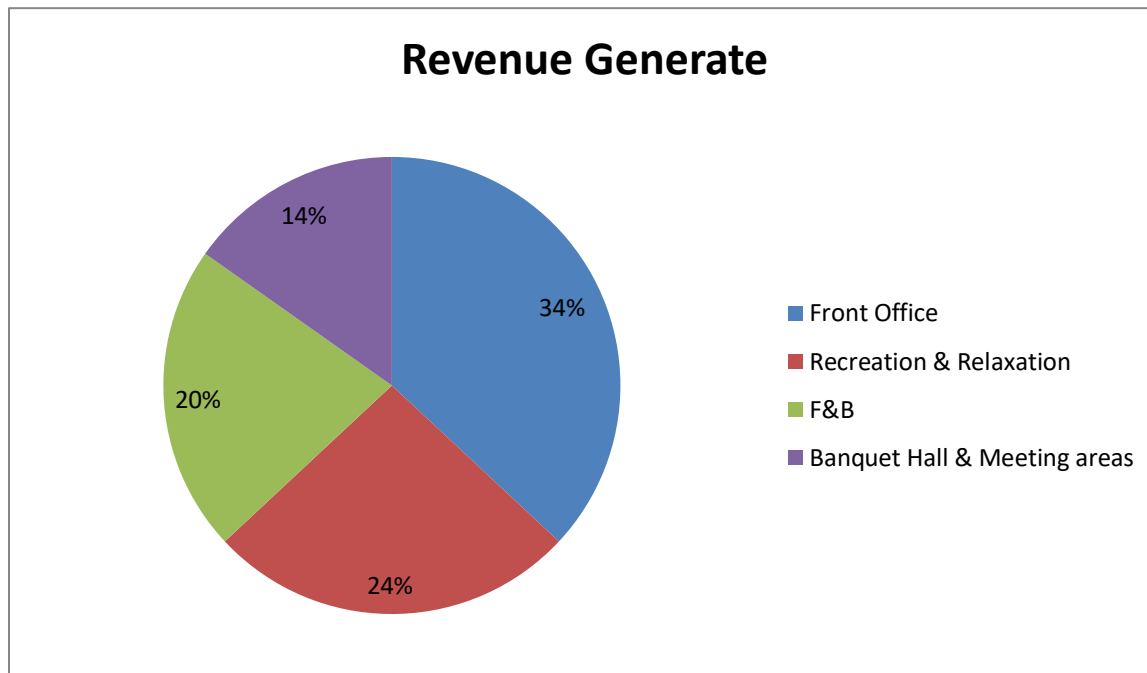
2. Economic Downturns: Inflation or recession might make people less likely to spend money on vacation, which can decrease bookings.

3. Online Reviews and Reputation: Bad reviews on sites like Google or Trip Advisor may really hurt how people see a brand.

4. Disruptions to operations: pandemics, unstable geopolitics, or a lack of workers can all have an impact on operations and visitor safety.

2.8 The key departments and revenue-generating areas of Days Hotel Dhaka include the following:

- **Front Office** : Check-in and check-out, making bookings, and taking the bill, which includes different types of rooms, in-room meals, and accommodations.
- **Food & Beverage (F&B)** : Restaurant (The Lobby Café, Subah, Dayscape lounge) , Banquet Services & In- room dining.
- **Recreation & Relaxation** : Days spa and gym.
- **Banquet Hall & Meeting Areas** : Hall and Meeting areas rental services.



Source : Accounts & Finance Department, Days Hotel Dhaka.

Chapter Three : STP Analysis of Days Hotel Dhaka

Defination of STP Analysis

STP stands for Segmentation, Targeting, and Positioning. Hotels use segmentation, targeting, and positioning to work out which kind of customers they want to serve, which ones will make them the most money, and how to make those customers think of their brand in a way that is different from other brands. This helps hotels provide personalized services, attract the right consumers, and stay ahead of the competition.

3.1 Segmentation

Market segmentation is the practice of breaking up a large market for consumers or businesses into smaller groups based on some common traits. Segmentation is more than simply a marketing strategy for a hotel like Days Hotel Baridhara. In order to survive and do well in a competitive climate like Dhaka's hotel sector, you need to be strategic. Because the hotel is in the middle of the diplomatic zone. It's segmentation strategy strikes a balance between guests who are professionals, diplomats, and moderately wealthy.

➤ Demographical Segmentation

The main consumers of Days Hotel Baridhara are people between the ages of 25 and 60, who are the most economically engaged demographic. These include people with middle- to high-incomes who travel for work, diplomatic reasons, or their own convenience. Most of the guests are professionals, like business leaders, diplomats from other countries, officials from international organizations, and doctors. The hotel also gets some domestic tourists, especially those from other parts of Bangladesh who come to Dhaka for work or to see family, such when they go to the hospital.

This segmentation works well because it lets the hotel offer personalized services, such as fast Wi-Fi and airport shuttles for business travelers or multilingual assistance for ambassadors from other countries.

➤ **Geographical Segmentation**

Days Hotel's segmentation is both local and worldwide in terms of location. The hotel serves guests from important cities in Bangladesh, such as Chittagong, Sylhet, Rajshahi and Khulna. People who come to Dhaka for work or medical reasons in particular. The hotel is quite popular with foreign tourists from countries including India, China, Japan and the US- Who are often there for employment with an embassy or NGO.

Days Hotel has a strategic advantage because it lies in Baridhara which is one of the safest and quietest areas of Dhaka. This lets the hotel offer high-profile clients who want privacy, safety and quick service.

➤ **Psychographic Segmentation**

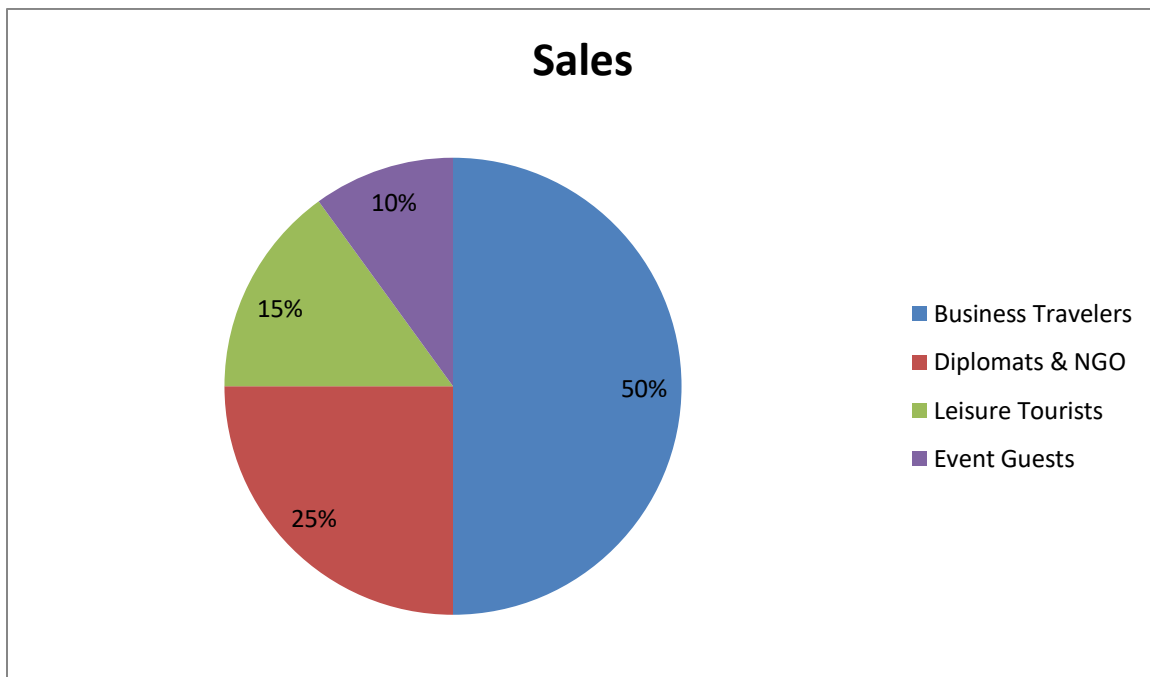
Days Hotel's psychographic target market includes those who want comfort, efficiency and international hospitality standards but don't need five-star grandeur. Days Hotel always gives these customers what they want: a clean, peaceful and professional hotel. Many of them return back because they care more about a brand that is stable, reliable and provides smooth service than about fancy decor or high-end glamour.

For example a mid-level Japanese NGO worker who is in Dhaka for a week can stay at Days Hotel because it is cheap and in a safe area which makes them feel protected.

➤ Behavioral Segmentation

Most guests only remain for a short duration, usually one to four nights. A lot of them return back, especially those who work in business or diplomacy. They want rapid check-ins and check-outs, business amenities like meeting rooms, and a front desk that is open 24 hours a day, seven days a week. Booking patterns show that a lot of people use websites like Booking.com, Agoda, or corporate travel agencies to make their reservations.

The information given helps the hotel improve its behavior-based marketing by giving discounts for booking early, rewarding regular customers, and promoting its airport shuttle or meeting packages.



Source: Sales & Marketing Department ,Days Hotel Dhaka

3.2 Targeting

Targeting involves the selection of one or more identifiable segments and the formulation of specialized strategies to successfully address their needs. Days Hotel Baridhara employs a unique targeting strategy customizing its marketing and service offerings for certain consumer segments notably concentrating on business executives and diplomatic guests while also providing options for general leisure travelers.

➤ **Primary Target Market**

The main purpose of Days Hotel is to get business travelers, diplomats from other countries and business clients to stay there. These clients demand dependable service rooms that are always clean and safe with quick internet access and corporate amenities like boardrooms and presentation equipment. These clients really like that the hotel is in a quiet part of the diplomatic zone because it makes it easy for them to work from there.

It's more authentic that the hotel is related to Hotel Agrabad. This is significant for diplomatic clients who value brand reputation, multilingual staff and professionalism.

➤ **Secondary Target Market**

The hotel mostly serves corporate and diplomatic clientele, but it also tries to attract local families, those attending events, and visitors who only stay for a short time. These people might be in Dhaka for medical reasons, family occasions, or short excursions for fun. They usually want clean rooms, a restaurant, and security, all of which Days Hotel offers. The hotel can get this set of people to stay by giving weekend deals or discounts during certain times of the year.

Target Market Segmentation for Days Hotel



Source: Sales & Marketing Department ,Days Hotel Dhaka

3.3 Positioning

Positioning is how a hotel makes its brand stand out in the minds of its clients. It's about making a mental picture or idea that sets it apart from other businesses. Days Hotel Baridhara has definitely set itself up as a fairly upscale, internationally trusted and business-class hotel in the safest part of Dhaka.

This position balances usefulness with trust, focusing on serenity and professionalism without being too expensive like five-star hotels.

➤ Unique Selling Proposition (USP)

A Unique Selling Proposition (USP) is the special benefit or value that a product, service, or brand gives its customers that makes it stand out from the competition. Days Hotel Dhaka offers the world class accommodation and the warmth of Bangladeshi culture. It's the perfect place to stay for both business and pleasure tourists.

- ✓ The location is very safe and calm inside the diplomatic zone.
- ✓ Being linked to Hotel Agrabad, a brand that people all over the country trust.
- ✓ Business facilities and airport shuttles are examples of corporate support services.
- ✓ Rooms that are clean and big at a good price.

➤ USP Summary of Days Hotel Dhaka

USP factor	Days Hotel Dhaka	Ascott palace Dhaka	Nascent Gardenia
Location	Inside Baridhara diplomatic zone, Dhaka.	Inside Baridhara diplomatic zone, Dhaka.	Inside Baridhara diplomatic zone, Dhaka.
Brand Affiliation	Sister concern of Hotel Agrabad ,it's a trusted national brand.	Independent brand with growing reputatuion.	Independent and local boutique brand.
Corporate Support	Offers airport shuttle,meeting rooms,event facilities.	Offers airport shuttle,meeting rooms,event facilities.	Offers meeting rooms,event facilities.
Room quality and value	Exclusive,tidy and reasonably pricing.	Luxurious with expensive pricing.	Good quality with moderate pricing.
Target Guests	Business travelers,Diplomats, Leisure tourists.	Corporate long stay business guests.	Corporate,NGO,leisure travelers.

➤ Strategic Positioning Insight

- Days Hotel Dhaka stands out because it offers a good mix of comfort, affordability and real hospitality in a very safe diplomatic area.
- Days is more flexible for both short and long stays without sacrificing quality than Ascott Palace, which is primarily focused on high-end long-term business trips.
- Against Nascent Gardenia, Days Hotel is excellent for people who want to get the most for their money, while Nascent is more of a high-end boutique hotel.

➤ **Positioning statement for marketing**

Days Hotel Dhaka is in the middle of Dhaka's diplomatic zone where you can enjoy world-class comfort and hospitality inspired by the local culture. It offers business travelers the trust worthy service, great value and convenience they need.

CHAPTER FOUR : Findings, Recommendations & Conclusion

4.1 Findings

1. Clearly Defined Market Segmentation: Days Hotel Dhaka divides its market into groups based on demographic variables (age, income and occupation), geographic elements (local and international tourists), psychographic factors (guests who want comfort and value) and behavioral aspects (short stays, repeat visits and digital bookings).

2. A strong focus on business and diplomatic travelers: Business travelers, foreign diplomats and corporate clients are the main target market. The hotel is in the Baridhara Diplomatic Zone which gives it a strategic advantage.

3. Positioning as a Professional Mid-Scale Hotel: The hotel is marketed as a moderately priced, professional and reliable destination for business and diplomatic clients to stay. It offers good service without the high prices of five-star hotels.

4. Smart Use of Digital and Relationship Marketing: Days Hotel Dhaka uses digital platforms, online travel agencies (OTAs) and collaborations with businesses to get new customers and keep them.

5. Repeat Business and Guest Loyalty: A lot of guests come back especially in the business and diplomatic sectors which shows that they trust and are happy with the brand.

6. Moderate Brand Differentiation: The hotel has some strong points but it is hard for it to stand out in a market with a lot of similar options. High-end guests may not want to stay if there aren't many luxury features.

4.2 Recommendations

1. Make brand stand out: To distinguish out from competitors in the area offer more distinctive services or perks, such as loyalty programs, cultural events and business concierge services.

2. Improve Digital Marketing Strategy: Spend money on SEO, social media engagement and targeted online marketing to reach a wider and more diversified audience especially leisure tourists and international travelers.

3. Make the Guest Experience Better: Based on what customers say speed up the Wifi and fix things in the room to make them happier and get more good ratings.

4. Create a Loyalty Program: Set up a structured rewards or loyalty program for business travelers who come back often to keep them coming back and create long term relationships with them.

5. Look into new market segments: Think about marketing to medical tourists, academic visitors and short term project professionals who want to feel safe and comfortable at a fair price.

4.3 Conclusion

The STP study of Days Hotel Dhaka shows that it is a well located mid- range hotel that meets the needs of business and diplomatic travelers. With a safe location,a strong brand behind it and services that are focused. In Dhaka's competitive hospitality business the hotel has been able to attract a specialized market. Days Hotel must keep changing to keep up with the competition and keep growing. This means improving service quality, making its services more visible online and coming up with new ideas for its products. Days Hotel Dhaka can build brand loyalty draw in new market groups and cement its place as the best business class hotel in the city by making strategic changes to its marketing and customer service.

4.4 Bibliography

Here are some of the links where I got some information about the organization. Below are the references.

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