



**An Analysis on Business Centre Management
of
‘Pan Pacific Sonargaon Dhaka’**

Topic: An Analysis on Business Centre Management

Prepared By

S. SHAHRAR HOSSAIN

I.D: 201-43-451

Department Of Tourism & Hospitality Management

Faculty of Business & Entrepreneurship

Daffodil International University

Prepared For

Mr. Mahbub Parvez

Associate Professor

Department Of Tourism & Hospitality Management

Faculty of Business & Entrepreneurship

Daffodil International University

Date of Submission: , 2025

Letter of Transmittal

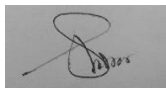
Mr. Mahbub Parvez
Associate Professor
Department of Tourism & Hospitality Management
Faculty of Business & Entrepreneurship
Daffodil International University

Subject: Submission of the Internship Report on “Business Centre Management” of Pan Pacific Sonargaon Dhaka.

Dear Sir,

It is with great respect that I submit this internship report on the business centre management at Pan Pacific Sonargaon Dhaka, as part of the requirements for my Bachelor of Tourism & Hospitality Management from Daffodil International University. Working as a trainee in the Front Office Department of Pan Pacific Sonargaon Dhaka, under the guidance of Mr. Rifath bin Chowdhury (Front Office Coordinator), has been an enriching experience. This report captures my insights and experiences from the front office, highlighting both the general operations and my specific learning during the internship. I have made every effort to meet academic standards and offer practical value in this report. I’m grateful for your continuous support and guidance throughout the process.

Sincerely Yours,



S. SHAHRAR HOSSAIN

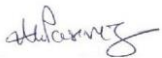
I.D: 201-43-451

Department Of Tourism & Hospitality Management
Faculty of Business & Entrepreneurship
Daffodil International University

Certificate of Approval

This is to certify that the report titled “An Analysis on Business Centre Management under Front Office Department of Pan Pacific Sonargaon Dhaka” has been prepared by S. Shahrar Hossain (ID: 201-43-451) under my supervision. The work complies with the standards of the “Bachelor of Tourism & Hospitality Management” program. I wish him success and prosperity.

Signature

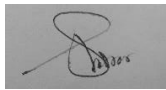


Mahbub Parvez
Associate Professor
Department Of Tourism & Hospitality Management
Faculty of Business & Entrepreneurship
Daffodil International University

ACKNOWLEDGEMENT

First, my deepest thanks to Allah (SWT) for the many blessings that enabled me to complete this internship report. I also owe sincere gratitude to all those who encouraged and supported me, both directly and indirectly, throughout this journey. Special thanks go to Mr. Mahbub Parvez for his dedicated supervision and valuable guidance. His insightful feedback was indispensable at each stage. I am truly thankful to the staff at Pan Pacific Sonargaon Dhaka especially Mr. Muhammad Nafeuzzaman, Mr. Rifath Bin Chowdhury, Ms. Rabina Siddiqua, and the entire front office team for their tremendous assistance and cooperation. Any errors or shortcomings in this report are my own responsibility.

Sincerely,



S. SHAHRAR HOSSAIN

I.D: 201-43-451

Department Of Tourism & Hospitality Management

Faculty of Business & Entrepreneurship

Daffodil International University

EXECUTIVE SUMMARY

This report represents a descriptive analysis of the operational process and experiences collected during the Internship period program of Front Office Department at Pan Pacific Sonargaon.

The internship is a mandatory session to complete the entire program of Bachelor of Tourism & Hospitality Management at Daffodil International University to gather practical knowledge of hospitality industry. This report offers a detailed look at the daily operations and experiences gained during my internship in the Front Office Department at Pan Pacific Sonargaon Dhaka. The internship, which is a requirement for my degree, provided invaluable exposure to the workings of the hospitality industry. The focus here is on the business centre within the front office, specifically on aspects like staff competence, use of technology, service offerings, guest handling, and workflow. Data was gathered through direct observation and staff interviews. From my experience, Pan Pacific Sonargaon's Business Centre excels in delivering personalized service thanks to well-trained staff and a wide range of facilities—such as printing, internet, meeting rooms, and administrative support. The report concludes with recommendations for further improvement, especially in staff training, advanced technology adoption, and interdepartmental teamwork.

TABLE OF CONTENT

PARTICULARS	PAGE
LETTER OF TRANSMITTAL	iii
CERTIFICATE OF APPROVAL	iv
ACKNOWLEDGEMENT	v
EXECUTIVE SUMMARY	vi

CONTENTS	PAGE
CHAPTER 1 Introduction	1
1.1 OVERVIEW	2
1.2 BACKGROUND OF THE STUDY	3
1.3 SCOPE OF THE REPORT	4
1.4 OBJECTIVE OF THE REPORT	4
1.5 METHODOLOGY	4
1.6 LIMITATIONS OF THE STUDY	5
CHAPTER 2 THE PROSPECTUS OF PAN PACIFIC SONARGAON	6
2.1 INTRODUCTION	7
2.2 MISSION STATEMENT OF PAN PACIFIC SONARGAON	9
2.3 VISION STATEMENT OF PAN PACIFIC SONARGAON	9
2.4 SERVICE ATTRIBUTES OF PAN PACIFIC SONARGAON	10

2.5 FIVE CORE VALUES OF PAN PACIFIC SONARGAON	10
2.6 PEOPLE DEVELOPMENT OF PAN PACIFIC SONARGAON	11
2.7 TRAINING & DEVELOPMENT OF PAN PACIFIC SONARGAON	11
2.8 ORGANIZATIONAL STRUCTURE OF PAN PACIFIC SONARGAON	12
2.9 MAJOR PRODUCTS AND SERVICES OF PAN PACIFIC SONARGAON	13
2.10 THE DEPARTMENTS OF PAN PACIFIC SONARGAON	14

CHAPTER 3 OPERATIONAL PROCESS OF THE BUSINESS CENTRE	16
3.1 INTRODUCTION AND OVERVIEW	17
3.2 SERVICES AND FACILITIES OFFERED	18
3.3 OPERATIONAL WORKFLOW	19
3.4 RESOURCE AND BUDGET MANAGEMENT	20
3.5 CUSTOMER SERVICE AND INTERACTION	21
3.6 TECHNOLOGY AND TOOLS	21
3.7 FINANCIAL PERFORMANCE	22

CHAPTER 4 MAJOR FINDINGS, RECOMMENDATIONS & CONCLUSION	28
4.1 MAJOR FINDINGS	29
4.2 RECOMMENDATIONS	30
4.3 CONCLUSION	31
REFERENCES	32

CHAPTER 1

INTRODUCTION

1.1 Overview

Pan Pacific Sonargaon Dhaka a premier five-star establishment located at 107 Kazi Nazrul Islam Avenue, Kawran Bazar in the heart of Dhaka, Bangladesh vibrant city center.

Pan Pacific Sonargaon is a majestic and enriched historical hotel in Dhaka established in 1981 and is one of the oldest luxury hotels in Bangladesh. It is government-owned hotel under a holding company known as HOTELS INTERNATIONAL LIMITED operated under CIVIL AVIATION & TOURISM MINISTRY and partnership with Pan Pacific Hotels & Resorts head office situated in Singapore, featuring upscale amenities such as multiple restaurants, conference facilities, a business center, and a 24-hour front desk. In a five-star hotel, the front office department plays a pivotal role: it is the initial point of contact for guests and sets the tone for the entire stay. Front desk associates, receptionists and the whole team are responsible for greeting guests, processing arrivals and departures, managing reservations, providing information, and coordinating with other departments to meet guest needs. These tasks, extending beyond mere paperwork, are critical for creating positive first and last impressions and for upholding the high standards expected in luxury hospitality which has an upscale brand value. Tasks here go beyond paperwork—staff are responsible for arrivals and departures, managing reservations, giving information, and ensuring smooth coordination between departments, all vital for upholding the hotel's deluxe brand. The goal of this internship report is to present a comprehensive, hands-on account of guest handling, check-in and check-out procedures, and the daily operations of the front office, offering insights not only from theory but also real-world practice. The most important aspect is to highlight the objective before composing an internship report of the Front Office Department. An Internship report of front office department is a structured magazine depicting professional guest handling process, process of guest check-in & checkout via the PMS operating and hotel management system smoothly, facing challenges and learning outcomes by internship program in a valuable company also a comprehensive account of their daily tasks, projects, responsibility. It is high time we need to collaborate practical in hand knowledge adjoining with traditional theoretical educational curriculum. Such Internship placement creates the opportunity for the students to get on hand experience before stepping up in the real world. I believe this internship report explores the operational processes of business center outlets of the front office department at pan pacific Sonargaon Dhaka hotel. The hotel has always aimed to set high standards in providing services and luxury within Bangladesh's hospitality industry.

1.2 BACKGROUND OF THE STUDY

Business centre in luxury hotels play a crucial role in supporting business travelers and corporate guests. At Pan Pacific Sonargaon, the business centre at the Pan Pacific Sonargaon. Services include internet facilities, printing and scanning outlets, fax services and computer workstations alongside secretarial support plus meeting/conference spaces complete with audio-visual assistance; must also provide courier and mailing facilities along with document binding. Business services Guests can use the Business centre to manage their business in while staying at the hotel. The centre also offers services including standard administrative support, high-speed internet access, printing, photocopying scanning and faxing. The business center has computer workstations, secretarial assistance, and telephone services including international direct dialing Meeting- conference rooms with modern audio-visual equipment for multi-media presentations & press conferences. The Business Centre also assists with courier and mail services, document binding and lamination, as well as office supplies. Personalized workstations can also be arranged for those guests in need of extended office time. These services are so comprehensive that it allows their guests to manage their business jobs with smoothness and elegance during their stay at this hotel.

1.3 SCOPE OF THE REPORT

This report is intended to critically evaluate the activities and services along with the performance of front office including Business Centre in Pan Pacific Sonargaon Dhaka. This includes: an introduction to the business centre overall, its amenities and services, architecture, and end-user applications. It studies the day-to-day operational protocols, Best Management Practices employed and co-ordination with other departments. The quality of service, customer satisfaction and responsiveness were judged by other five-star hotels in Dhaka. Technological infrastructure and digital systems in use are also reviewed. The report looks into human resource management, staff roles, training, and performance. Financial aspects such as revenue and cost control are analyzed. Finally, the report offers recommendations to improve efficiency, guest satisfaction, and profitability.

1.4 OBJECTIVE OF THE REPORT

The Objectives of the report are: -

- To understand the functions, and services offered by the Business Centre of Pan Pacific Sonargaon Dhaka.
- To examine the roles, responsibilities, and performance of the business centre staffs.
- To identify the strengths and weaknesses of the business centre operations.

1.5 METHODOLOGY

The report is in a form of “**Qualitative**” in nature. Information’s are taking from

- Guest observations day to day shifts under the supervision of the front office coordinator
- Documents and reports of the outlets & while the property management software PMS observed to be utilized within the Front Office department at Pan Pacific Sonargaon.

1.5.1 DATA SOURCE (SECONDARY DATA)

Mainly secondary data are used to prepare this report, which includes: -

- Standard operating procedure (SOP) of Pan Pacific Sonargaon
- Relevant books and reports about front office department
- Pan Pacific Sonargaon official website
- Relevant accessible online journals

1.5.2 Data Analysis & Report Writing

To prepare this report, I followed a clear and practical approach to analyzing and writing about the entire report. Most of the information came from direct observation during daily business centre shifts, watching how staff handled guest interactions was used in real situations. I then compared these observations with business centre revenue report, official documents like the Pan Pacific Sonargaon's Standard Operating Procedures (SOPs), as well as relevant articles and journals. By combining what I saw first place with what is recommended in theory, I was able to identify key patterns and insights. This mix of real experience and research helped me draw meaningful conclusions and present a well-rounded report.

1.6 LIMITATIONS OF THE STUDY

There are some limitations and are stated below:

1. The study focuses primarily on the business centre of front office department of pan pacific Sonargaon, overlooking the broader aspects of the hotel operation.
2. Certain operational & strategic information may have been restricted due to confidentiality policies decreasing the depth of analysis
3. The willingness of colleagues to share sensitive information may have influenced the accuracy and completeness of the report.

CHAPTER 2

THE PROSPECTUS OF PAN PACIFIC SONARGAON

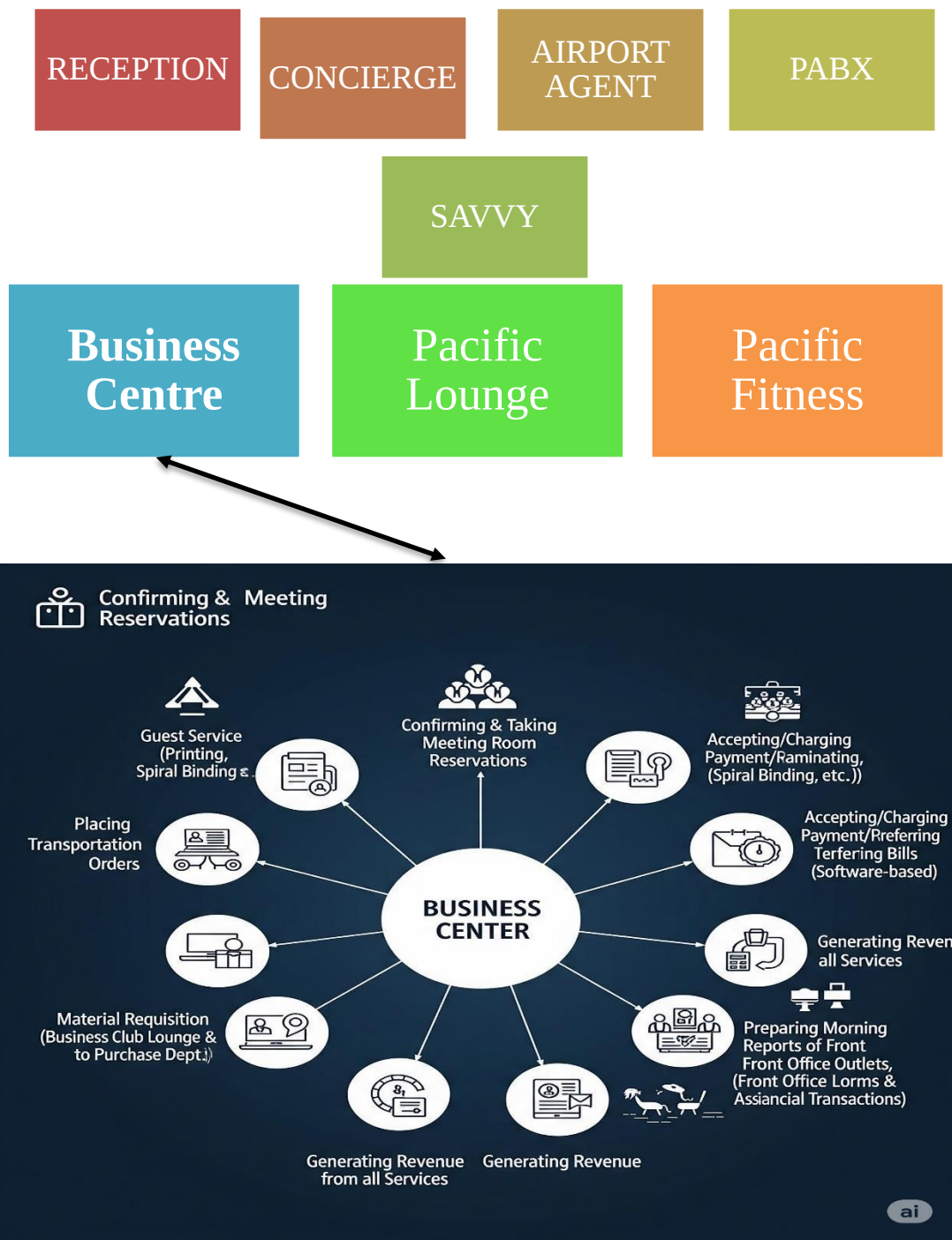
2.1 INTRODUCTION

Pan Pacific Sonargaon Hotel, established in 1981 remarks the history of being one of the legendary 5-star chain hotels in Bangladesh, architecturally designed by Hawaii based architect PETER HSI. The entire construction was financed by Japan bank for international corporation. This hotel is owned by the government of Bangladesh and operated by a **Singapore** franchise under the brand name by Pan Pacific Hotels and Resorts located in the middle of the city 107 Kazi Nazrul Islam Avenue, Dhaka, Bangladesh. The government act as the owner under a holding company known as **HOTELS INTERNATIONAL LIMITED** operated under **CIVIL AVIATION & TOURISM MINISTRY of Bangladesh** as Mr. Israt Hossain Khan is currently the Managing Director of the hotel followed by Ms. Nasreen Jahan, who also serves as the secretary of the ministry of civil aviation and tourism. She is a member of the board of directors for hotels international limited (HIL).

At present context, Pan Pacific Sonargaon Hotel has **278** rooms which are 5 standard rooms, 65 deluxe kings' room, 28 deluxe twin rooms, 76 premier king rooms, 20 premier twin rooms, 49 pacific king rooms, 16 pacific twin rooms, 4 junior suites, 10 executive suites, 3 Bengali suites & the most expensive and the most lavish one is the 2 International suites. A large ballroom to accommodate for beautiful gatherings and large events, 2 restaurants, kiosk shop, poolside view adjacent to bar and other 5 venues like **Chitra, Surma, Padma, Nirala, ciao, Titas** & one outside banquet named **Oasis**.

The hotel elegantly designed rooms and suites, multiple dining options including international and local cuisines, and a serene outdoor pool surrounded by lush greenery. Guests can also enjoy the fully-equipped fitness center, a spa offering relaxing treatments, and spacious event venues that make it a popular choice for conferences, weddings, and other social gatherings. Its central location provides easy access to Dhaka's key attractions, shopping centers, and cultural landmarks, making it an ideal base for exploring the city.

FRONT OFFICE OUTLETS



2.2 MISSION STATEMENT OF PAN PACIFIC SONARGAON

There exists 3 organizational mission statements of hotel Pan Pacific Sonargaon. They follow these mission statements to provide a smooth and loyal guest experience.

The three mission statements are:

❖ **Graceful luxury:** We offer luxurious Brand Signature Experiences.

- Sincere & gracious.
- Dependable & resourceful.
- Passionate for excellence.

❖ **Enlivening greenspace:** We enrich lives with our Brand Signature amenities.

- Creative.
- Purposeful.
- Passionate for life.

❖ **Gateway to vibrant locations:** We create connections with our Brand Signature Experiences.

- Vivacious.
- Genuine
- Passionate for people and places.

2.3 VISION STATEMENT OF PAN PACIFIC SONARGAON

The Pan Pacific Sonargaon is operated by the trusted global hospitality group is Pan Pacific Hotels and Resorts. Their vision statement is “Enrich experiences that recreate the senses and renovate the soul.”

There exist four vision blueprints (4Ps):

- **People:** Build and develop aligned and engaged associates to create memorable experience for guests, associates and communities.
- **Process:** Simple, effective and innovative.
- **Positive Culture:** Create a culture of trust through mutual respect, communication and shared success.
- **Profitability:** Sustainable business and profitability.

2.4 SERVICE ATTRIBUTES OF PAN PACIFIC SONARGAON

There are four service attributes as,

Recognition

- Engage with name
- Attend to preference
- Facilitate positive exchange

Anticipation

- Empathies
- Clarity
- Be proactive

Flexibility

- Know your products and services
- Be resourceful
- Provide alternatives

The extra mile

- Continuously improve
- Create surprises
- Build cherished relationships

2.5 Five core values of Pan Pacific Sonargaon

The employees of Pan Pacific Sonargaon always guided by five core values, in short,

Integrity: We are open and honest with one another, and do what is morally right.

Teamwork: We support and care for each other to achieve our shared vision.

Results: We aim higher, we do not give up.

Respect: We show consideration; listen; be kind; and appreciate each other.

Creativity: We are not afraid to try something different and challenge the norms.

2.6 People Development of Pan Pacific Sonargaon Dhaka

Employee Relation: This division works for client consultation, FMLA (Family and Medical Leave ACT) administration, EEO (Equal Employment Opportunity) and Unemployment competency.

Training and Development: PPSH arranges numerous training programs. This division works for training partnership, workforce committee and program development.

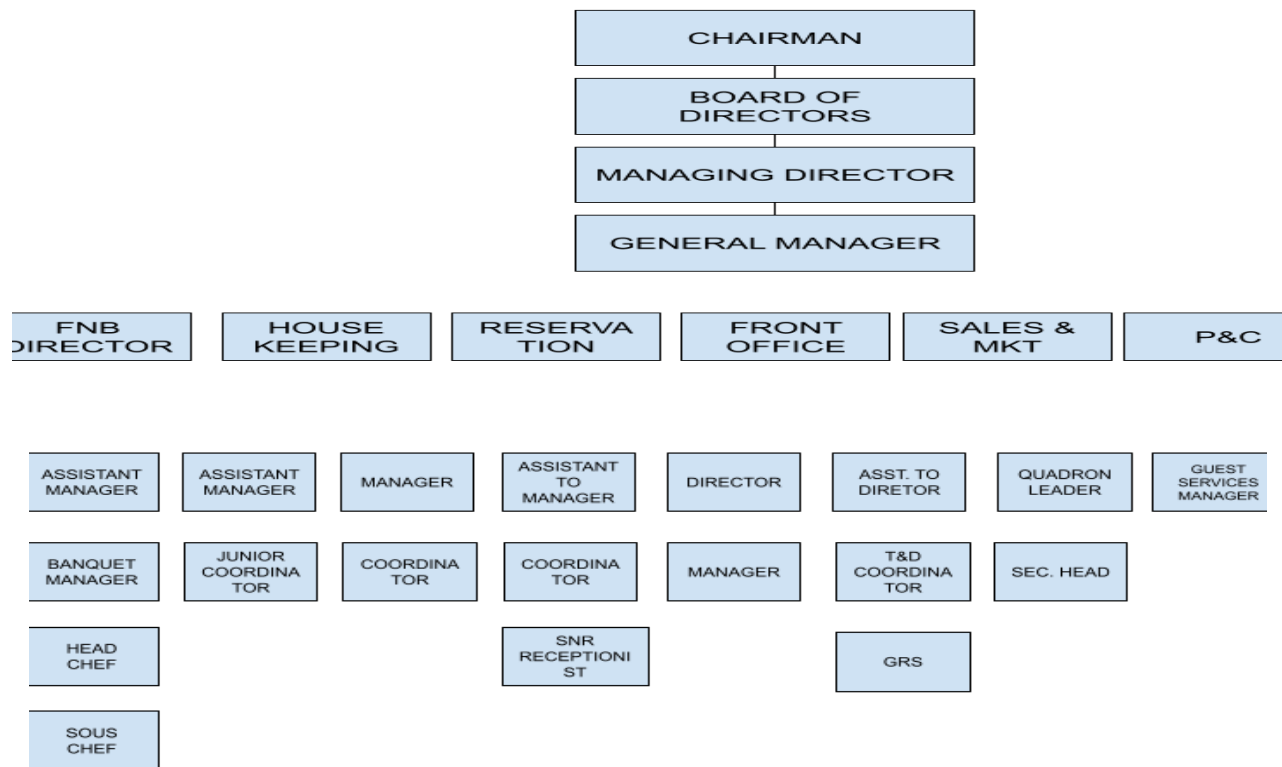
Compensation and Benefits: This division works for job evaluation, salary board, merit admin, health and medical administration.

Staffing: This division works for job postings, applicant sourcing, applicant Screening.

2.7 Training and Development Methods

- **On and off the-job training:** Employees are given hands-on experience with instructions from their supervisor (Department head). Employees are trained at the actual job location. New employees observe the work and then try to imitate. Employees also get some off the job training though outside seminars, management games, behavior modeling etc.
- **Job Rotation:** Employees rotate through different department for Flexibility, creating task variety, & working in teams
- **Mentoring:** The mentor helps employees to find the right direction and help employees to develop solutions to difficult issues. The mentor helps to boost employee's confidence. The mentor asks questions, provides guidance and encouragement. Training and development are a necessity for both the trainer and the trainee to adapt to the change. It is very important for the organization. Also, for individual employees, internal groups relation and ethics behavior. The trainer at Pan Pacific Sonargaon aims to enhance the efficiency of its staff in today's highly competitive environment. The goal is to ensure that employees are well-versed in the latest trends and technologies and can apply them in alignment with the company's principles and objectives.
- **Cross job training:** involves teaching employees to learn tasks or roles outside of the initial job responsibilities. For example- an employee moved from F&B department to the finance department due to the interest and performance of that individual shown much better when the roles switched hence efficiency and productivity increased.

2.8 ORGANIZATIONAL STRUCTURE OF PAN PACIFIC SONARGAON



2.9 MAJOR PRODUCTS AND SERVICES OF PAN PACIFIC SONARGAON DHAKA

Pan Pacific Sonargaon has a vast range of quality services available in their 5-star hotels. Basically, their main services are room and dining. They have varieties of room and dining services available with excellence qualities. Let us show you their best services that we found out during visiting the hotel.

➤ **Rooms and Suites:** They have both room and suite services available in their hotel. Different kinds of rooms and suites has different facilities.

The available room services are:

Standard room: Individually decorated, single occupancy Single bed Cable TV with cable service Wired and wireless Internet access.

Deluxe Room: Experience the inviting warmth of Deluxe Room will thrill you with glistening pool views as well city. Some of the features of the hotel include cable television, wired and wireless internet.

Premier Room: Premier room offering elegant modern decor and amenities with pool or city views. The spacious room offers either a king-sized bed, separate shower and bathtub facilities, a work area with ample lighting, cable television options, as well as wired and wireless internet connections.

International Suites-The hotel's luxurious top-floor suites in a right-to-left configuration providing panoramic pool and city vistas, these spacious suites take over entire corners of the building. The International Suite, perfect for a king with its king-sized bed and luxurious marble bathroom.

Bengali Suites: Situated on the topmost floor, Bengali Suites offer Three main areas; a king size bedroom a dining area to seat 6 or more guests, kitchenette and bar, lounge and an adjoining guest bathroom. Facilities in the rooms include Wi-Fi broadband, satellite & cable TV. modern amenities including electronic safes, luxurious bathrobes and slippers, marble bathrooms, a fully stocked mini bar, generous workspaces with large writing desks and free Wi-Fi access throughout the room along with a hairdryer.

Executive Suites: Great views of the city or the pool, these are spacious suites with a king bedroom and second guest bath conveniently situated off the living and dining area. Facilities include high-speed broadband internet access, satellite and cable TV, electronic safes, robes and slippers, marble bathrooms, mini bars, large writing desks and a Bon Tam Hairdryer.

Junior Suites: Our Junior Suites have a large king bedroom and separate living area is ideal for business meetings or small gatherings, complimentary in-room broadband internet access, satellite & cable TV, in room safe electronic s bathrobes and slippers marble bathroom extensive mini bar well-lit desk hairdryer.

➤ **Restaurant and Bar:**

Jharna Grill -Situated in the vicinity of Jharna, this restaurant has been baptized after its closeness to the waterfall. It is a focused-on grill, with imported beef and fresh local seafood.

Cafe Bazar – Located on the lobby level, serves a buffet breakfast and dinner as well as an à la carte option for all day dining. There is also a Global Taste buffet which changes every day, thus emphasizing various regions across the world.

Aromaz: Known for its exceptional snacks and pastries, Aromaz offers freshly baked breads, cakes, and a variety of snacks and beverages. It is primarily a corner for drinks and light bites.

Lobby Lounge: A premier hangout in Dhaka, this elegant Lobby Lounge offers live flute & tabla music every evening with snacks and drinks.

Pool Café: Ideally located adjacent to the pool, Pool Café presents a contemporary expression of healthy South Indian Cuisine for guests seeking local flavors in an engaging and convivial environment.

The OASIS: The OASIS Ideal for any outdoor event, such as banquets, or corporate conferences; this is an open-air space that lends you the beauty of the open sky.

- **Swimming Pool & Health Club:** The health club features a gym, sauna, steam and massage as well as personal trainers. The property also has a wonderful swimming pool for the guests to relax. Enjoy a divinely refreshing dip in the huge pool Luxury swimming pool Motorhome by the luxury outdoor hotel Oh, we have our best outdoor spot and it turned out to be floating a lot of water with sun beds and are the bed lights bar for drinks and snacks. There is a great pool area to relax by and beat the heat. The resort has a peaceful setting and great facilities such as an outdoor gym, spa, and kid's mini pool. Guest satisfaction as a whole and comfort, service and ambience for both families and leisure travelers.

2.10 THE DEPARTMENTS OF PAN PACIFIC SONARGAON

Pan Pacific Sonargaon Dhaka is a luxurious five-star hotel in Dhaka, Bangladesh. It typically is made up of many departments that collaborate to maintain the efficient running of the hotel and excellent guest experiences. Hotel departments: A brief description on all the hotel departments.

The Front Office Department: The Front office of Pan Pacific Sonargaon Dhaka is considered as the heart of guest services that serves as a first and final impression for guest. The department keeps everything running smoothly with remarkable customer service and enhances the experience of our guest. A PMS opera system is currently in use to smooth the functioning.

Housekeeping Department: The Housekeeping Department of Pan Pacific Sonargaon, Dhaka is responsible for cleanliness, tidiness and appealing show of the hotel. This area guarantees a great and welcoming climate for the visitors as it assumes a critical part in the hotel notoriety and operational achievement.

Food & Beverage Department: The Food & Beverage (F&B) Division of Pan Pacific Sonargaon Dhaka ensures providing outstanding dining experiences through its range of outlets, banqueting services and room service. They are in charge with aligning their department to the quality targets of food menu, service excellence and customer satisfaction performance criteria of celestial hotel in an exemplary way which contributes notably to the image of their hotel as a world class luxury hospitality entity.

Sales & Marketing Department: The Sales & Marketing Department of Pan Pacific Sonargaon Dhaka is one of the leading revenue generation and brand recognition departments in. It is responsible for facilitating new customers, keeping existing ones coming back, and establishing the property as the preferred luxury address for lodging, food & beverages and events in Dhaka. It uses strategic planning, promotions and customer relationships to reach its objectives.

People & Culture Department (P&C): The People & Culture Department at Pan Pacific Motivating & developing a loyal and skilled workforce, Sonargaon Dhaka is key to the success of the hotel. It is about existing for each other, for employee engagement and aligning workforce strategies with the hotel goals and Values.

Purchase Department: The Purchasing Department at Pan Pacific Sonargaon Dhaka is entrusted with the task of procuring goods, services and materials which are vital for the hotel operation, in a manner that gets quality & cost-effectiveness met along with cutting off delivery time lag as reasonably possible. Apart from food and beverages, they also acquire maintenance supplies, guest room linens etc. to support the effective functioning of the hotel and work with all other departments.

Finance & Accounting Department: Responsibilities include ensuring the overall financial health of the hotel, with an emphasis on accurate reporting and strategic decision-making support. Headed by the chair, this group of people manage budgets, payrolls, revenue retention and play by the books with laws around the world.

Security Department: The Security Department is responsible for the safety and security of guests, employees & assets in Pan Pacific Sonargaon Dhaka. This department plays a critical role in maintaining a secure environment by preventing incidents, responding to emergencies, and implementing effective safety protocols high level CCTV are implanted throughout the premises to ensure maximum guest and property protection.

CHAPTER 3

OPERATIONAL PROCESS OF THE BUSINESS CENTRE





3.1 INTRODUCTION AND OVERVIEW

The Business Centre at Pan Pacific Sonargaon Dhaka is important for the hotel's other operational departments since it offers basic business conveniences for the guests and hotel's business clients. Given the location of the hotel in the center of Dhaka near the Diplomatic Zone and the city's commercial hub, it is a preferred hotel for business clients and other travelers who require comprehensive business assistance. The Business Centre functions as a subdivision of the Front Office Department, and is meant to provide specialized services to improve the guests' experience while marking further income to the hotel in the process. The Business Centre at Pan Pacific Sonargaon Dhaka helps the guests who need business and secretarial services to streamline their visit. The Centre's services and the professional facility and the atmosphere highly targets to the local and international business visitors, the corporate clients, and other guests requiring its services.

The Business Centre at Pan Pacific Sonargaon Dhaka offers a streamlined experience for guests who need business and secretarial support during their stay. Gear up to encounter the city of east being refurbished with services that maintain international standards by catering large group of several discerning fliers; whether national shoppers, inbound travelers or MICE meetings, incentives, conferences and exhibitions players. Therefore, the operational processes are designed for greater efficiency and more focused on high-quality service delivery that ultimately benefits customer well-being making it perfectly synergetic to hotel-wide commitment of excellence.

3.2 SERVICES AND FACILITIES OFFERED

Pan Pacific Sonargaon Dhaka has put together a cleverly designed Business Centre to give business travelers and corporate guests the extra edge with an array of efficient services and facilities. Whether for a short meeting or an extended stay, all the onsite accommodation required to be more productive and better connected is right here. Our services include:

- **Technological Services**

Free high-speed internet and Wi-Fi access in the business center and hotel, Computer workstations with essential business software & applications, Printing, scanning, photocopying & document processing services free of charge on a per-minute basis only; Professional video conferencing facilities for remote meetings/presentations/events; Audiovisual equipment to help during presentations/meetings/announcements etc. depending upon requirements.

- **Administrative Services**

Secretarial and administrative support for business travelers, Document preparation, editing, and formatting services, Mail and courier services for urgent document delivery, certification services for business documents

- **Meeting and Event Facilities**

A round the clock Business Centre for business travelers and corporate guests with a comprehensive range of services and facilities. Whether you're hosting a meeting, organizing an event or just need a relaxed environment to work from. Our offerings include: State-of-the-art private meeting spaces Teleconference cutting edge to enable smooth, remote conversation Projector and screen hire Corporate Event Planning and Coordination Business meeting catering

- **Additional Business Services**

Currency exchange services for international travelers Travel assistance including flight bookings and confirmations Concierge services for business-related requests. Access to international business publications and resources the facilities are designed to provide a comfortable and productive environment for guests to conduct their business activities efficiently.

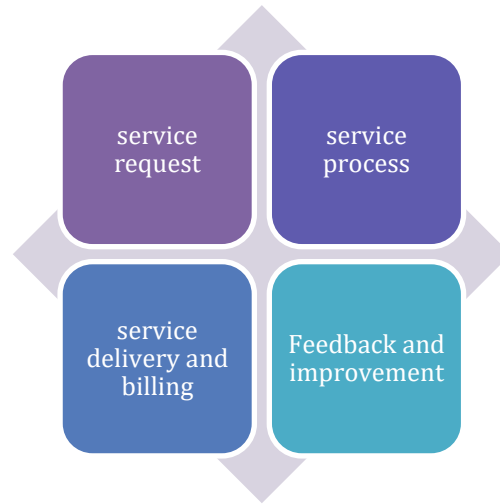
In a nutshell, Rental of conference and meeting rooms (executive meeting room) which can accommodate 10 to 12 people which charge per hour tk 3500, projector tk 2000 if included Private cubicles for email and Internet browsing, IDD and local call facilities, Parcel wrapping Photocopying, Binding, Printing, Business magazines, Secretarial services, Typing and word processing, Laminating, Rental of multimedia equipment & Wi-Fi accessibility

Location-Ground Floor

Opening Hours- 7:00 am – 23:00 pm

3.3 OPERATIONAL WORKFLOW

The operational workflow of the Business Centre at Pan Pacific Sonargaon Dhaka follows a structured process designed to ensure efficient service delivery and customer satisfaction. The workflow encompasses various stages from service request to delivery and feedback collection:



Service request and reception- Guests can request business centre services through multiple channels including in-person visits, phone calls, or through the reception assist. Each service & transaction is logged into the hotel's service management system with details of the specific requirements like room number. The Business Centre staff acknowledges requests promptly and provides estimated completion times for requested services.

- **Service processing-** Requests are prioritized based on urgency and guest status (regular guest, local guest, international guest, referred guest). Standard operating procedures are followed for each type of service to ensure consistency and quality. For complex requests, the Business Centre coordinates with other departments such as IT, Concierge, or Food & Beverage as needed.
- **Service delivery and billing-** Completed services are delivered to guests with professional manner like confidential papers are closed within a big enveloped and delivered in hand. Quality checks are conducted before delivery to ensure accuracy and completeness, Billing is processed through the hotel's integrated system known as symphony software embedded with micros machine which can transfer the billing amount directly into the room charge, with charges posted to the guest's room account or processed with cash, Detailed receipts are provided with itemized service descriptions and charges.
- **Feedback and improvement-** feedbacks are collected based on online reviews, website ratings, monthly performance analysis and lastly duration of services provided in peak hour or unusual situation.

3.4 Resource and Budget Management

Effective resource and budget management is crucial for the successful operation of the Business Centre at Pan Pacific Sonargaon Dhaka. The management approach encompasses several key areas:

- **Human Resource Management**

The centre is managed and staffed by qualified professionals, trained in business administration and customer services. Business volume, events and occupancy levels to be in line with Staff scheduling. Cross-training employees in multiple service areas services all day parts or during staffing gaps. Such training programs maintain employees well informed in terms of new technologies, services and customer service strategies.

- **Equipment and Technology Management**

By keeping up with regular maintenance schedules for all machinery, you'll help ensure the object will function in peak condition and last a long time. We budget for and plan technology upgrades annually in order to address the evolving needs of our business. Paper, Toner and Office Supplies: Inventory management systems track consumable goods like paper, toner and office supplies. How it is backup systems and contingency plans for the equipment which can cause technical failures or problems in any case.

- **Financial Management**

A Business Centre running on the subsidized budget that might pay for its building, with maintenance and innovations. Targets are annual revenue targets with checking monthly Vs Targets. Service Cores periodically review service pricing strategies for competitiveness but not at neglect of financial sustainability

- **Space and Facility Management**

The physical design of the Business Centre is geared towards maximum efficiency and convenience for guest use. Regular Assessments Unplugged services audit guest expectations and ensure it complies with the changing business environments. Furniture, fixtures maintenance schedules adhered to the most obvious environmental considerations are buying and running energy-efficient types of equipment, as well as the practices related to performing massages in a way that is sustainable. Resource displacement review to align with business volume and guest needs. Helping to ensure the financial sustainability and quality of services that the Business Centre can provide.

3.5 Customer Service and Interaction

Professionalism, Responsiveness and Personalized Attention to detail—the mantra of Pan Pacific Sonargaon Dhaka Business Centre customer service staff. The preservation of guest satisfaction with German opposition to bad. Following the service protocols, timely response and recovery proper actions. In handling diverse and complicated guest issues, staff are now trained in cultural sensitivity, communication and the problem diagnosis and resolution. One in which personalized service, most evident through the personalization of their stay in the hotel. for repeat guests. They also see where improvements are needed from surveys and other guest feedback mechanisms. Corporate and Best clients get account management, custom services as well as packages. Client relationship management best practices, along with feedback mechanisms foster continuous improvement, strengthen client relationships, and contribute to high satisfaction and repeat business.

3.6 Technology & Tools

The Business Centre at Pan Pacific Sonargaon Dhaka incorporates contemporary technology and dedicated devices to optimize service delivery and operational facilities. The technology infrastructure includes:

- **Hardware Infrastructure**

Dual-monitor setups on behavioral workstations Large multi-function printer that can produce high-demand print volumes on an assortment of paper sizes and forms, Professional-grade scanning equipment for precision high-resolution document digitalization, Video conferencing tools with HD-level cameras and audio systems. Digital signage (information display / directions board)

- **Software Solutions**

Office productivity suites for creating and editing documents, Design software for professional presentations/documents. Some high-level examples include Secure file sharing platforms for storing important business documents Customer relationship management systems to help track guest preferences and history Integrated billing software connected with the hotel's property management system

- **Network Infrastructure**

Double high-speed fiber optic internet connection (with backup systems in place) Secure wi-fi network with enterprise-level encryption and protection Virtual private network v.p.n access for added security (for business travelers) Cloud storage solutions for temporary document storage/sharing Network monitoring tools to be run under supervision of the i.t manager.

- **Security Systems**

Data Protected Portal, GP Practice- Access Control, Automatic Login Time-out and Data Clearance: Compliance Changes specifications required for an order to meet We use secure systems in handling all paper requests from start-to-finish. IT infrastructure is regularly upgraded to bring in new technology advancements and meet the changing business requirement. The Business Centre business is a world-class

one stop shop business that transforms quickly with technology changes and grows practically without limits to meet the more than demanding needs of today's discerning travelers.

3.7 Financial Performance

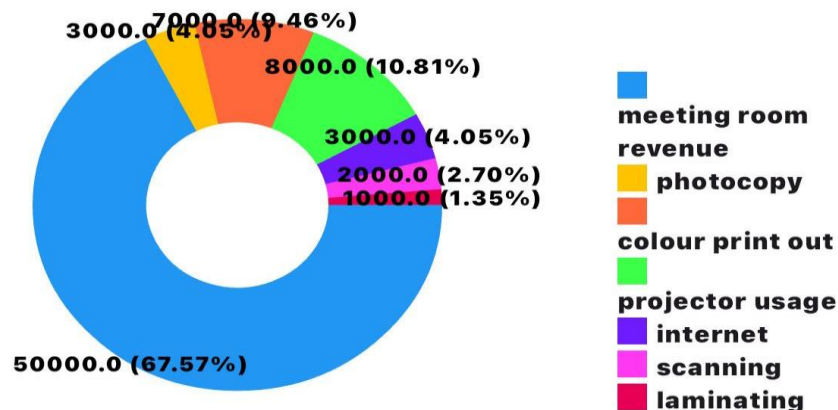
The financial performance of the Business Centre Pan Pacific Sonargaon Dhaka forms a vital part of the hotel's strategy towards maximizing revenue. Whilst sop does not allow for the provision of specific financial data, or reports on its financial performance from the Business Centre point source. For this reason, we will provide some insight into operational profitability based on:

➔ Revenue Streams

1. Income Streams Direct service fees on business services: printing, scanning and administrative support.
2. Rental of meeting rooms and private offices by business travelers or corporate clients.
3. Hotel accommodation bundled with business services for corporate travelers
4. Value-added services: Express Processing Fees & Premium Business Support
5. Corporate membership packages giving discounts and priority service.

Business Center Revenue - Monthly Service Breakdown

Svc Cat	Svc Item	Unit	Rate (BDT)	Qty	Rev (BDT)
COMPUTER USE	Half Hour	Half Hour	150.00	15.00	2.25k
COMPUTER USE	Per Hour	Per Hour	300.00	20.00	6.00k
FAX	Zone 1 (USA, CANADA & South Pacific)	Per Minute	400.00	3.00	1.20k
FAX	Zone 2 (EUROPE, ASIA, MIDDLE EAST)	Per Minute	375.00	5.00	1.88k
FAX	Zone 3 (SAARC COUNTRIES)	Per Minute	60.00	15.00	900.00
FAX	FAX NWD	Per Minute	150.00	10.00	1.50k
FAX	FAX LOCAL	Per Minute	100.00	20.00	2.00k
INTERNET	15 Minutes	1 TIME	200.00	8.00	1.60k
INTERNET	30 Minutes	1 TIME	600.00	6.00	3.60k
INTERNET	Full Day (8 Hours)	1 TIME	2.00k	1.00	2.00k
INTERNET	Monthly (30 Days)	1 TIME	70.00k	0.00	0.00
LAMINATING	A-4 Size Paper	Per Page	150.00	20.00	3.00k
MEETING ROOM SERVICE	Executive Meeting Room	Per Hour	3.50k	6.00	21.00k
MEETING ROOM SERVICE	Projector	Per Hour	2.00k	4.00	8.00k
PHOTOCOPY	A-4 Size Paper	Per Page	15.00	150.00	2.25k
PHOTOCOPY	A-3 Size Paper	Per Page	30.00	25.00	750.00

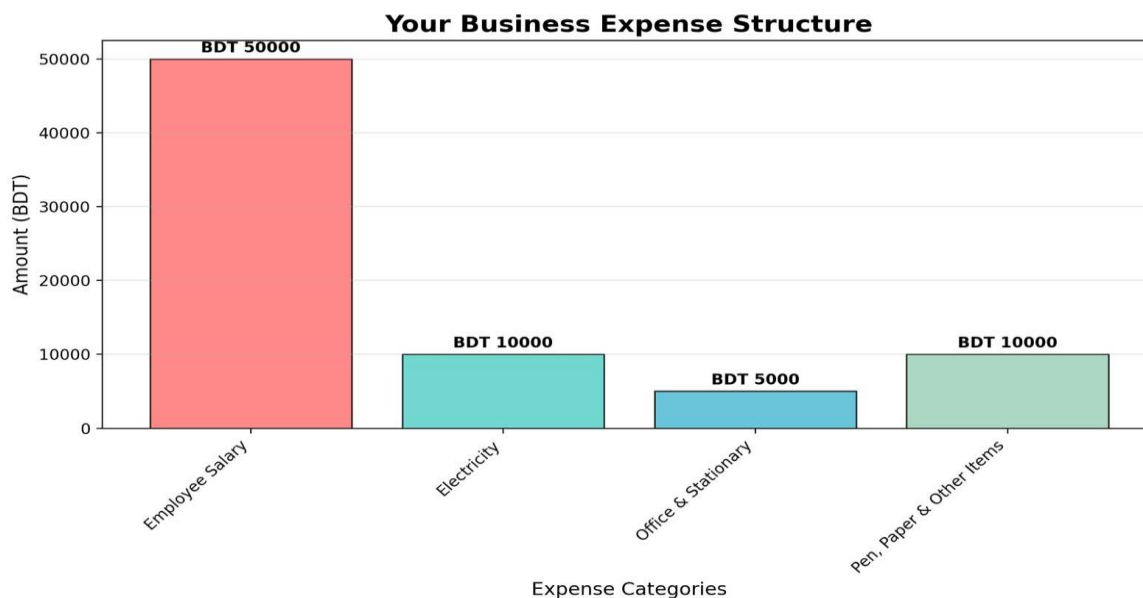
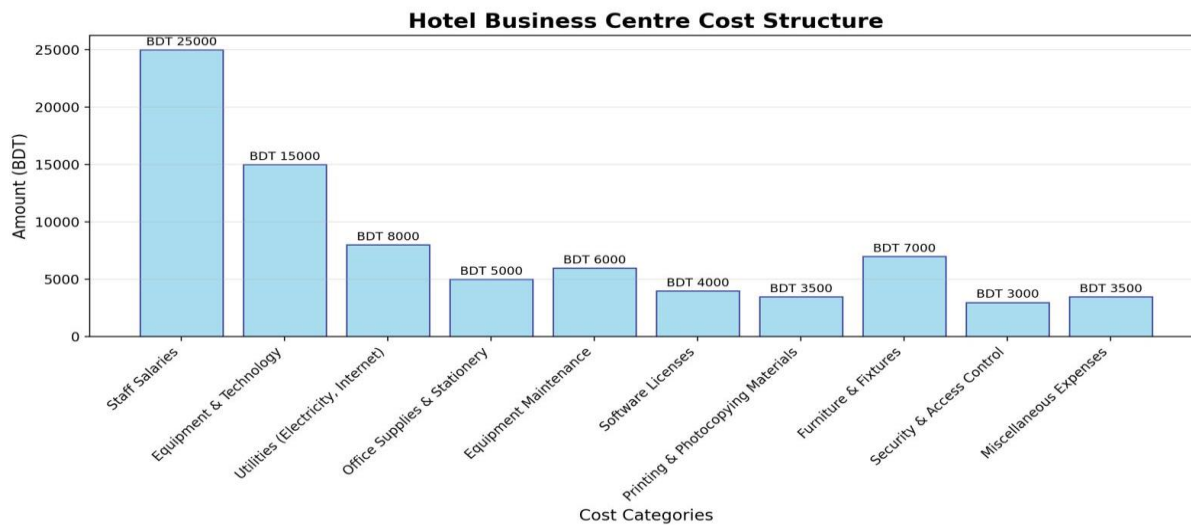


→ Cost Structure

1. Futures contracts, equipment leases, software licenses and facility maintenance costs of operations
2. Variable costs, direct material (consumables), utilities, and part-time staffing during busy season.
3. The expense of staff, i.e., salaries, training and performance incentives
4. Depreciation of Costs to Upgrade Equipment and Purchase New Technology at Inherent End of Life for the equipment
5. Business services & corporate packages Marketing/promotional expenses

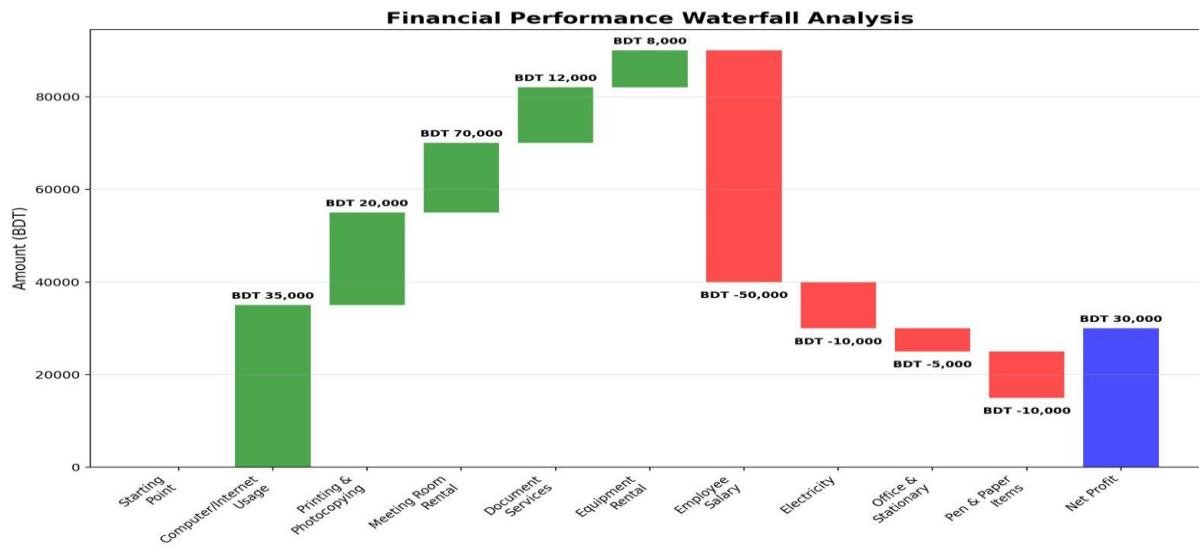
Business Center Cost Structure - Monthly Breakdown

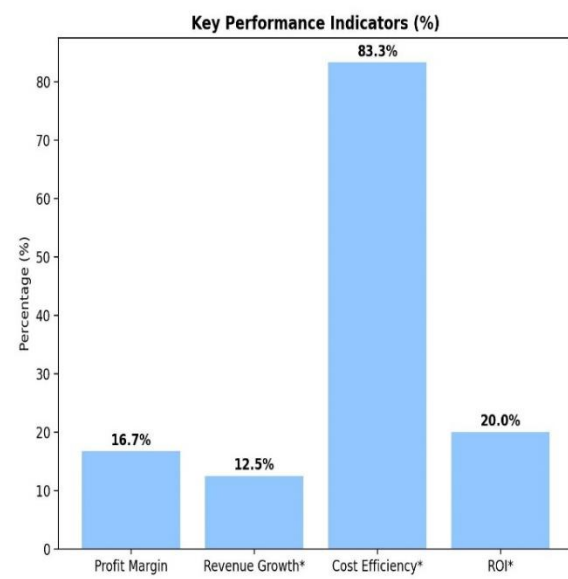
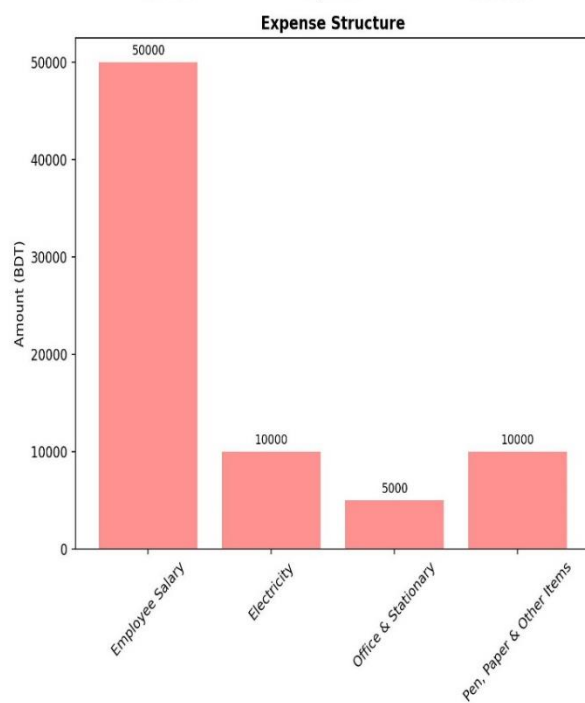
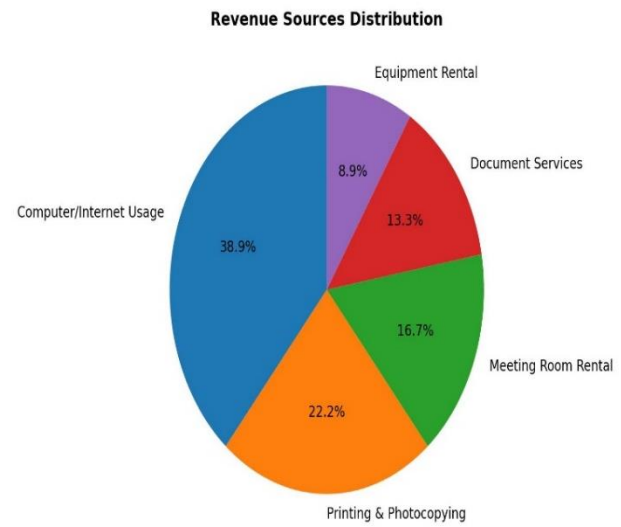
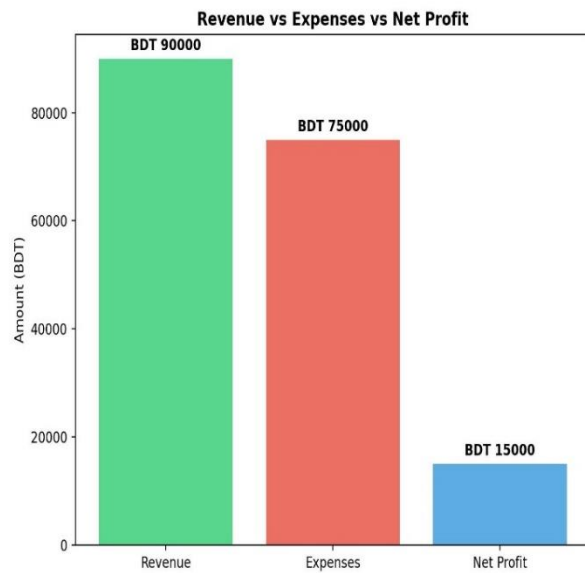
Cost Category	Monthly Cost (BDT)	Percentage of Total Costs
Staff Salaries & Benefits	25,00k	34.72%
Equipment & Maintenance	8,00k	11.11%
Utilities (Electricity, Internet)	6,00k	8.33%
Office Rent & Facilities	15,00k	20.83%
Consumables (Paper, Ink, etc.)	4,00k	5.56%
Software Licenses	2,00k	2.78%
Marketing & Advertising	3,00k	4.17%
Administrative Expenses	2,50k	3.47%
Equipment Depreciation	5,00k	6.94%
Other Operating Expenses	1,50k	2.08%
Total	72,00k	100%



➔ Financial Performance Indicators

1. Effective Utilization Metrics: Revenue per available desk
2. Average service utilization in various business service categories.
3. Average transaction value — Shedding light on your upselling/cross-selling initiatives
4. Different service offerings and their Contribution Margin an analysis of the profitability through accounting contributions.
5. Cash on cash return on technology upgrade and service additions

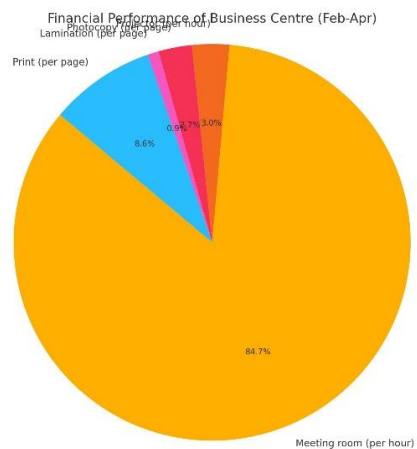




➔ Financial Management Strategies

1. Dynamic pricing models adapting with demand and seasonality
2. Revenue — cost control measures in which the revenue is directly related to resource use and wastage management
3. Revenue generation through bundling and tie-ups with corporates
4. Prioritize investments in services based on user adoption and margin profile
5. Strategic Business Objectives: Prioritizing as well as Budget allocation

The Business Centre contributes to the hotel's overall financial performance not only through direct revenue generation but also by enhancing the hotel's appeal to business travelers and corporate clients, thereby supporting room occupancy and event bookings. This dual contribution makes the Business Centre a strategically important operation within the hotel's business model



This pie chart shows 80% of revenue contributes through meeting room and rest of 20% contributes through other services.

CHAPTER 4

MAJOR FINDINGS, RECOMMENDATIONS & CONCLUSION

4.1 MAJOR FINDINGS

1. **Office Equipment Stock Management**-Whenever any office equipment like (paper, pen, tissue box, note pad, printer toner, fill paper, laminating paper) gets ran over and result in shortage, the business centre functions get into a halt until the stock has been refilled again.

2. **Technical Default** - frequently, the photocopier machine and the color printer face technical issues which cannot be resolved by any ordinary staff and requires skilled technician regarding such equipment.as a result the activities involved with these machineries are unable to perform and also creates negative feedback about the performance of business centre.

3. **Lack of Pre-Installed Software**- Unavailable of pre-installed Microsoft office software and other AI apps related with official works create a vacuum of proper technological advancement for better guest service.

4) **Limited Online Visibility of Business Centre details**: - While the hotel's website lists the services offered, there is a lack of detailed information and visual representation of the Business Centre itself.

5) **Revenue Contribution**: - about 80% revenue drives from selling meeting rooms and other services while rest of 20% comes from food and beverages order

6) **Outdated Infrastructure**- compared to this day and latest innovations and technology, the executive meeting rooms looks so dull due to conventional and generational old office seats, projectors, no proper ambiance and other video conferencing devices. Old conventional technologies require much time for setup and also leaves negative impression Infront of corporate clients as well as foreign clients.

7) **product and pricing**- the executive meeting room comes up with a good cost per hour for usage but the product and price mixing seems to be unmatched and yet there are few things which could be added into the package for making it look more professional

4.2 Recommendations: -

- 1) **Overcoming Technical Default-** whenever the business centre faces any equipment failure/crash, instead of waiting and getting fixed by other technicians which results in days to get fixed and bring it into working condition, the hotel management can hire skilled technician and get it fixed without keeping the business centre functions in a halt
- 2) **Personalized Service-** Upon request, specific services can be delivered directly to the guest's room through the concierge, with the charges added to the room charge. For example, if a guest emails a document for printing and requests it to be sent to their room, they will not need to visit the business center.
- 3) **Introduction of Personal Space** – I suggest creating a personal space for business centre clients who prefer maximum security and privacy where they can feel safe and comfortable to do their work without concerning about security.
- 4) **Latest Equipment Setup-** The office needs to be updated by modern equipment setup and furniture. The management can opt for digital and intuitive boards, latest video and audio conference capability devices for seamless and wireless presentation system.
- 5) **Software Upgradation-** Today's workplace requires software's like Microsoft teams, zoom meetings, google meet and other apps to conduct business meetings, presentation, report analysis. Keeping them pre-installed and ready to use is always a professional gesture.
- 6) **Package Offering-** The executive meeting room package only comes with a paper and a note pad. Drinking waters subjected to charges applied. If hotels own branded drinking water and a water glass could be supplied within this price package as a complimentary, product pricing package have been better.

4.3 Conclusion

My internship at Pan Pacific Sonargaon Dhaka's Business Centre was an invaluable experience. The internship that I did at the Business Centre of Pan Pacific Sonargaon Dhaka will always remain an invaluable experience. Gaining insight into the operations of the business centre and how it collaborates with other departments gave me some insight into the managing mechanisms of the organization. I acquired practical skills in the front office procedures, diverse guest operations, and other clerical and administrative functions which helped me internalize the standards of the hospitality sector. This practical training has gone a long way in further confirming the professional path I will take in this vibrant sector. I am thankful for the guidance I received in this internship and the solid foundational knowledge that I have obtained will ensure that I am able to grow professionally in the future. This was a key element in my professional development.

REFERENCES

1. Kotler, P., Bowen, J. T., & Makens, J. C. (2017).
Marketing for hospitality and tourism (7th ed.). Pearson Education.
2. Walker, J. R. (2021).
Introduction to hospitality (8th ed.). Pearson.
3. Pan Pacific Hotels Group. (n.d.).
Pan Pacific Sonargaon Dhaka: Business services. Retrieved June 20, 2025, from
<https://www.panpacific.com>
4. International Hotel & Restaurant Association. (2020).
Trends in business traveler needs and hotel responses. IHRA Publications.
5. Rutherford, D. G., & O'Fallon, M. J. (2011).
Hotel management and operations (5th ed.). Wiley.
6. HVS Global Hospitality Services. (2019).
Business centers in luxury hotels: Performance benchmarking and profitability.
7. Chon, K., & Maier, T. A. (2010).
Welcome to hospitality: An introduction (3rd ed.) Cengage Learning.
8. Sigala, M. (2018).
Social media in travel, tourism and
hospitality: Theory, practice and cases. Routledge.