



**Internship Report  
On  
Operational Procedures and Guest Satisfaction of Food and Beverage  
Service Department at The Renaissance Dhaka Gulshan Hotel**

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

**Submitted to**

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**Date of Submission: 12-06-22**

## **LETTER OF TRANSMITTAL**

30th August 2022

**Md. Golam Mostofa**

Department of Tourism & Hospitality Management

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**Subject: Submission of internship report.**

Dear Sir,

I am hereby submitting my internship report on “Operational Procedures and Guest Satisfaction of Food and Beverage Service department at the Renaissance Dhaka Gulshan Hotel” which is a part of our BTHM program curriculum. It is an honor and a great pleasure for me to work under your active supervision.

The report is prepared on the basis of six months hands-on internship program in the Renaissance Dhaka Gulshan Hotel which is a property of Marriott International Hotel and Resorts.

It is an extensive opportunity for me to work in the Renaissance Dhaka Gulshan Hotel as a trainee in Food and Beverage service department. This project provides me the opportunity to relate my academic knowledge with real-life experience. I tried my level best to follow your guidelines in every aspect. I am thanking you cordially for your guidance during the preparation of this report.

I will be highly obliged and grateful if you are kind enough to receive this report and provide your valuable judgment. It would be my greatest pleasure if you find this report useful and informative to have an apparent perspective on the issue.

Sincerely yours,

Masum Billah

ID: 181-43-325

## CERTIFICATE OF APPROVAL

This is to notify that the report on “Operational Procedures and Guest Satisfaction of Food and Beverage Service department at the Renaissance Dhaka Gulshan Hotel”. as a partial fulfillment of the requirement of “Bachelor of Tourism and Hospitality Management” degree from “Daffodil International University by Masum Billah, ID.181-43-325 has been completed under our supervision and guidance. The thesis has been carried out below my coaching and is a record of the bona fide work carried out efficiently.

Signature



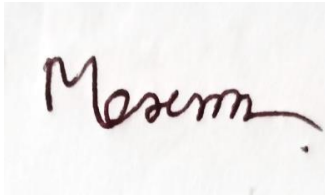
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.....

**Md. Golam Mostofa**  
Assistant Professor  
Department of Tourism & Hospitality Management  
Daffodil International University

## DECLARATION

I declare that this written submission is the representation of my ideas in my own words and where I have compiled and included others' ideas or words, I adequately cited and referenced the original sources. I also declare that I have adhered to all principles of academic honesty and integrity and have not misrepresented or fabricated or falsified any idea or data or fact or source in my submission. I understand that any violation of the above will be cause for disciplinary action by the University and can also evoke penal action from the sources which have thus not been properly cited or from whom proper permission has not been taken when needed.

A handwritten signature in dark ink, appearing to read 'Masum', on a light-colored background.

30.8.22

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Masum Billah  
(Id No: 181-43-325)  
Date: 30<sup>th</sup> August 2022

## **Acknowledgment**

I have truly drawn up on my own experiences as a student of Tourism & Hotel Management. This dissertation would not have been possible without the dedication and contribution of a number of individual.

First and Foremost, I would like to express my gratitude to Md. Golam Mostofa, Assistant Professor Department of Tourism and Hotel Management, Daffodil International University for her constant care, moral support, valuable pointers and helpful advice. His guidance helped me in every step of the way and encouraged me to propel myself higher.

Then I want to express my gratefulness to Renaissance Dhaka Gulshan Hotel for their continuous and cordial support during my job. I would like to convey the thanks to some of my friends and special thanks to my parents and to all of my classmates for their nice cooperation.

Lastly I think Daffodil Int'l University for providing me with such opportunities to work and gain experience of the professional field and writing formal dissertation like this.

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## **EXECUTIVE SUMMARY**

The Hotel industry is a vital one all around the world and A restaurant plays very important role in a hotel. A restaurant is a place where consumers may eat and drink. A restaurant's normal operation can be successful. They must provide chances to their staff in order to maintain standard operations. They must have appropriate accounts, restaurant finance, and cash on hand to ensure a seamless operation. Restaurant equipment is critical to providing a high level of service.

This report was created to understand the function of the Renaissance Dhaka Gulshan Hotel's F&B service operations. The Renaissance Dhaka Gulshan Hotel is regarded as one of the most elegant hotels in Bangladesh. It is a Marriott International Hotel and Resorts premium lifestyle brand. It features 211 modern and colorful guest rooms and suites, all of which are created with a nod to local culture and art. It contains three multi-functional conference rooms and one ballroom that may be partitioned into five parts. It also features a total of 05 restaurants.

The F&B Service person's role, including how we manage client requests and complaints, as well as how we serve them. This paper also includes an overview of the Renaissance Dhaka Gulshan hotel. Throughout the internship, I learnt about the mentality of the visitor, how to treat them, and how to communicate with them. To compile the report, primary and secondary information was evaluated. Taking orders from guests, serving them precisely, preparing coffee, and hosting and some of the significant lessons I learned throughout my internship term. Also, understand how they run their F&B service operation.

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Service department at the Renaissance Dhaka Gulshan Hotel**

**Chapter 1**  
**Introduction of the Topic**

## **1.1 Background of the Study**

The internship report gives a brief observation of the Renaissance Dhaka Gulshan Hotel during the six-month internship. But both of are equally important. The report is divided into several sections based on the supervisor's report Instructions. The goal of study is to build abilities via knowing about different areas of organization. In Bangladesh, there are only a few five-star hotels. They could lead the organization easily.

The Renaissance Dhaka Gulshan Hotel is one of Bangladesh's five-star hotels. It is mostly a business hotel rather than a pleasure hotel. The majority of Renaissance Dhaka Gulshan Hotel's customers are business professionals that stay here to attend crucial business meetings. So, in order to please the guests, the hotel's key assets are its rooms and restaurants. The research would include information on the company's history, as well as a focus on consumers, listening to client needs, and other service-related activities. Every time renaissance Dhaka Gulshan Hotel tries to improve their quality and bring new ideas to them.

This study allows us to get mastery of bookish information through a realistic and grasp the differences between the two techniques

## **1.2 Scope of the study**

To complete this internship, I will be working as an intern at the Renaissance Dhaka Gulshan hotel, part of the Marriott International hotel and resort chain, from September 1st to February 28th, 2022. My organizational reporting supervisor is Mr. Zubayer Ahmed, Assistant manager of Food and Beverage Service in Renaissance Dhaka Gulshan Hotel.

I joined the Renaissance Dhaka Gulshan Hotel's Food and Beverage Service Department to help the staff with different jobs.

- My primary job duties are as follows:
- Taking the order of visitor and hosting in general.
- Assist the team in fulfilling their work.
- Participate as a productive and effective squad member.

## **1.3 Objective of the study**

Objectives of the internship report can mainly be divided into two major parts as presented below: The primary goal is to know and highlight the Operational Procedures and Guest Satisfaction of Food and Beverage Service department.

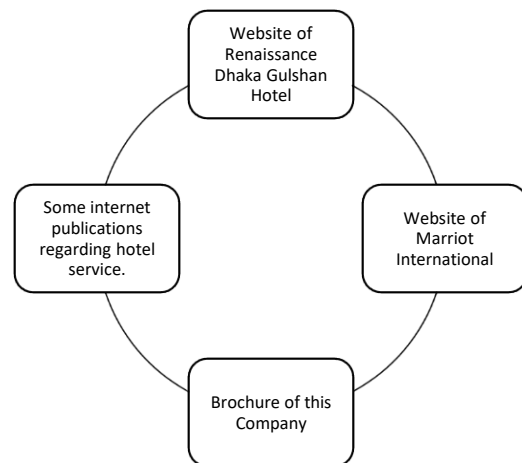
## **1.4 Specific objective**

The purpose of this report is to clarify the knowledge gained during the internship program. specific objective can be stated as follow:

1. To find out the guest's needs and expectation in Food and Beverage Service. (What he/she wants from a hotel?)
2. To learn about the various service methods and techniques of the Food and Bevarage Service outlet.
3. To understand a guest's problem and its potential solutions.
4. To Identify the guest satisfaction gaps that will assist Renaissance Dhaka Gulshan Hotel in making further progress.
5. To Identify how the Renaissance Dhaka Gulshan Hotel to cultivates customer relationships.

### 1.5 Methodology

There are several survey-related aspects in this descriptive report. Additionally, the observation method was used in qualitative research. In order to prepare this study, primary and secondary data were used. Interviews with primary sources provided the information needed for this chapter. Several in-person chats with elderly people. I was able to directly observe the entire system while working here, which helped me to increase my understanding of the company. Secondary Source-



### 1.6 Limitations of the Study

The researcher feels that it is a descriptive analysis, it cannot be fully perfect. Although, in this case, the researcher made every attempt to maintain the report as error-free and incomplete as possible, and admits the following limitations.

Gathering all of the necessary data to complete the report proved difficult due to the brand's high standards and confidentiality in providing information. Employees are unwilling to supply exact information attributable to safety concerns and other business responsibilities. Some data sets are not arranged properly. As a result, I have to rely on secondary information, such as company brochures, the most of the time.

**Operational Procedures and Guest Satisfaction of Food and Beverage  
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**CHAPTER 2**  
**Overview of the organization**

## **2.1 Introduction**

Hospitality is an essential component of our daily life. It is very important in our life. Today, this very typical phenomenon preserves its original worth and cannot be described in any specific way. It is very clearly not tangible or concrete. It is a more spiritual phenomenon in every way. Hospitality is defined as treating people in the most appropriate manner for the occasion. The foundations of hospitality include fundamental values such as respect, understanding, and the capacity to serve others. Hospitality implies treating others the way you want them to be treated.

The hospitality industry contributes significantly to Bangladesh's economic growth. According to the Government of Bangladesh, Bangladesh aims to become a middle-income country by 2021. Behind this big move, the hospitality industry, along with all other ventures, has made significant contributions. Bangladesh has about 810 international 5-star hotel chains. In addition, some local hotels also offer services in the 5-star category.

## **2.2 Hotel profile**

In Denver, Colorado, Renaissance was established in 1981 as a high-end inn division under the name Ramada Renaissance. The brand was relaunched as Renaissance Hotels by New World Development in 1989. Renaissance became a component of Marriott International in 1997.

A member of the Renaissance hotel chain is the Renaissance Dhaka Gulshan Hotel. Marriott International is the parent firm of this brand. It has been named the Best Luxury Hotel in Dhaka by the Asia Pacific International Hotel Awards.

### **2.2.1 History of the Marriott International Hotel**

The company has succeeded in creating brand equity in the market. In 1995, Marriott First around the world began offering an online booking system for guests. In addition, Marriott has a unique vision and mission to help reach more customers with premium

quality service. Each brand of this company promotes its own culture. In addition, their staff are well trained to provide excellent service by maintaining professionalism according to hospitality industry standards. This is the which is considered one of the main reasons for Marriott International's global success.



## Marriott Brands Chain Worldwide

### 2.2.2 Marriott's Vision Statement

Marriott's vision statement is: **“To become the premiere provider and facilitator of leisure & vacation experiences in the world.**

The company's ambition to dominate the hotel industry is evident in Marriott's vision statement. Even though the competition is not specifically mentioned in the vision statement, it is implied that it is the best facilitator of the "leisure and vacation experience". This is one of the factors linking the Marriott brand to entertainment and travel. Marriott's global approach enables them to offer distinctive experiences to our visitors and residents wherever they are. As a result, it suggests that the network as a whole maintains the service level.

### 2.2.3 Marriott's Mission Statement

Marriott's mission statement is: **“To enhance the lives of our customers by creating and enabling unsurpassed vacation and leisure experiences.”.**

The hotel industry behemoth pledges to "improve the lives of consumers" in its mission statement. This project not only helps Marriott gain more recognition, but it also increases the bar for the sector. Additionally, Marriott promises to elevate the bar for resident leisure and fun. Marriott may accomplish this by "developing and allowing a distinctive vacation and leisure experience." Individualizing each visitor's, tourist's, and resident's experience. No other hotel comes close to matching Marriott as the ideal place to stay for a lavish, eventful, or productive trip.



### **2.2.4 Core value of Marriott**

The business is pleased with its workers and what they do. Every Marriott International employee is expected to uphold the organization's core values and ethical standards. Five core principles serve as their compass:

1. Prioritize people
2. Strive for greatness
3. Accept Changing
4. Operate with honesty
5. Serve the world

### **2.2.5 Renaissance Dhaka Gulshan Hotel**

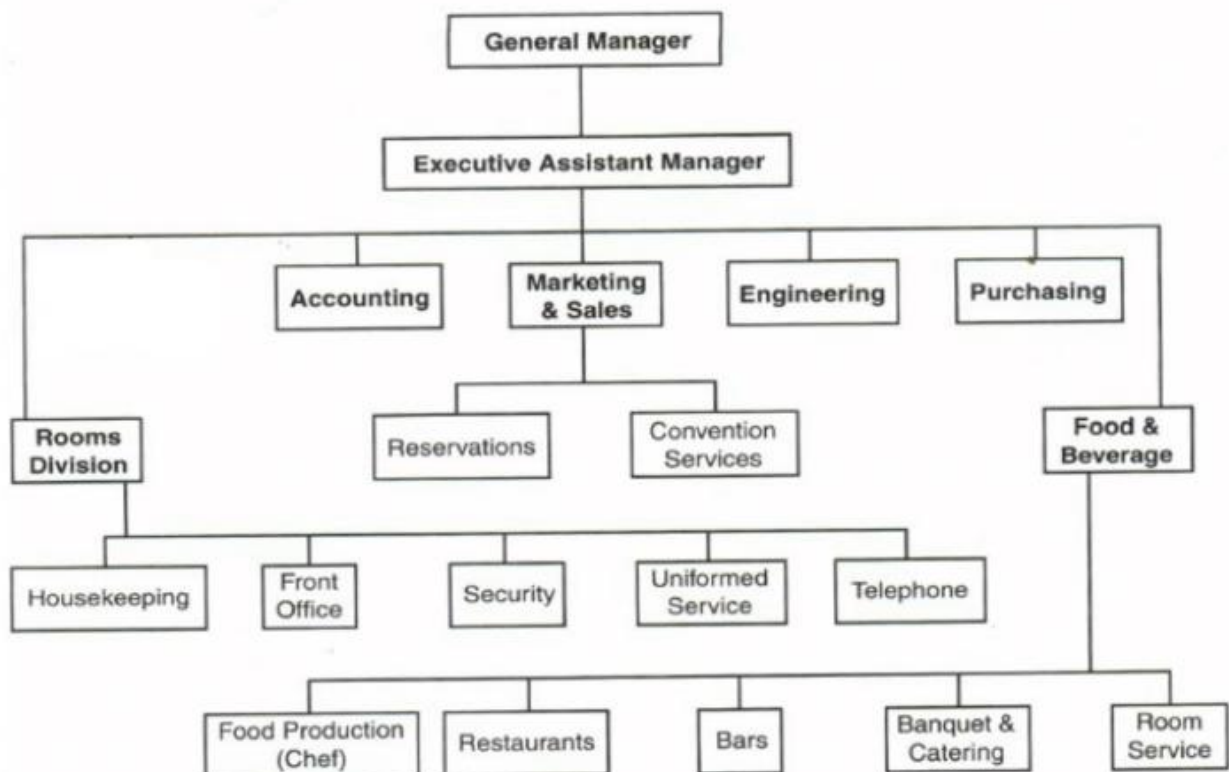
The Renaissance Dhaka Gulshan Hotel is located in Gulshan 1, about 11 kilometers (15 minutes) from the international airport. The hotel places a strong emphasis on uniting the neighborhood. It is a global lifestyle brand that offers one-of-a-kind services, and every stay includes special activities that let business travelers discover the best of the neighborhood. The Premier Group of Companies, which encompasses the banking, insurance, leasing, manufacturing, cement, oil and lubricants, education, distribution house, aviation, medical center, steel, grocery, travel and tourism, is home to the Renaissance Dhaka Gulshan Hotel. The Renaissance Dhaka Gulshan Hotel was built by the Premier Group of Companies, a company that was formed by Dr. h. B. M. Iqbal and works in the travel and tourist sector. At the Hilton Dhaka, he is working on another project. Both are world-class, five-star hotels.

Every attempt is made by Renaissance Dhaka to make each visitor's stay a wonderful adventure. The 211 exquisite and tasteful rooms and suites at Renaissance Dhaka Gulshan were created with an emphasis on local culture and finished in an opulent atmosphere to entice both foreign and local tourists. Local culture is present in this hotel in every nook and cranny. For instance, in the lobby, there is a statue of a tiger with a red lotus chair in the main seating area and the head of a Royal Bengal tiger in the reception area. The foyer landing area also displays textile yarns made by Zig Zack. The well-appointed luxury rooms have Jamdani work headboards, lotus rugs that are significant to Bangladeshi culture, and strands of cloth that have been stitched and strung from bamboo sticks. The rooms are represented by the color blue, while the suites are represented by the color green. A stunning crystal ball with a relief image of a Royal Bengal Tiger is available in each suite. The hotel's color schemes include red, blue, green, orange, yellow, and cyan. All rooms have a comprehensive selection of amenities and services, including plush bedding, broadband internet, a 43" LED TV, several charging outlets, in-room catering, and a desk with an ergonomic chair.

- Categories of room in Renaissance Dhaka Gulshan Hotel

Room Types	Rooms
Deluxe	24
Superior Twin	40
Superior king	80
Premium king	17
Club King	16
Club Twin	8
Junior Suite	21
Premium Suite	4
Presidential Suite	1

### 2.2.6 Organization Chart of the Hotel



## **2.3 Description of the Department**

The way an organization runs has a big impact on how successful it is in the hospitality sector. administrative system. Major changes are growing as the procedure progresses without any problems. There are four essential components that must be present in your approach for one to be a successful hotel. plan. These include tools, supplies, goods, and technology. Currently, there are four operational management roles at the Renaissance Dhaka Gulshan Hotel. controlled and adjusted.

### **2.3.1 Housekeeping**

The primary responsibility of housekeeping at this hotel is the preparation and decorating of rooms and public areas. Not only that, but they are in charge of everything from staff uniforms to restaurant linens and flowers. The look of the room will be identical if adequate room facilities and cleanliness are provided. Room attendants clean the rooms before and after bookings. Floor supervisors conduct quality control inspections on the room attendants on each floor. All bedding and towels must be washed. Our hotels send their heavy laundry, such as pillow cases, bed sheets, and napkins, to an off-site laundry service (Bandbox), but they also have on-site laundry rooms where they launder uniforms and guest attire. Linen attendants organize the sheets and towels in the linen room after they have been cleaned and dried. This allows guests to better examine and judge the service fits their needs and expectations.

### **2.3.2 Front office Department**

The nerve core of the hotel has been referred to as the front desk. Throughout their stay, guests rely on this department for information and assistance because it is the one that initially attracts their attention. Its job is to raise the quality of tourist services by consistently creating new offerings that live up to visitor expectations. The following tasks are carried out by the front office:

#### **To sell and up-sell rooms:**

The front desk will transfer all expected guests and available rooms after the reservations office closes at 6:00 p.m. The front desk will make every attempt to sell out all remaining rooms to call-in or walk-in guests in order to ensure that every room is occupied. Additionally, yield management should be done when there is considerable demand for rooms. This involves upselling amenities like a larger room, a higher floor, or a better view for a higher price.

#### **To keep the guest account balanced:**

The office should make use of the property management systems (PMS) and point-of-sale terminals to create a guest account for each customer and publish all costs from the departments (POS). In other words, visitor fees from the various businesses are promptly subtracted from the guest's account, with the option for payment to be accepted at check-out or sent to the municipal ledger. Customers usually ask questions at the front desk, therefore the staff members who handle mail, faxes, messages, and provide hotel information must be familiar with the property. At the front desk, three shifts of employees provide service day and night. Every shift has a different set of duties.

**Reservation:**

The initial point of contact for a guest making a room reservation is the reservations department. It is crucial to market the hotel by highlighting its benefits because some customers could be looking for the greatest deal. Its primary duty is to sell every hotel room for the highest possible price in order to prevent visitor dissatisfaction over being overpaid. There are several ways to make a reservation, including the phone, corporate 1-800 lines, travel agencies, the internet, and walk-ins. The hotel's inventory is connected to the central bookings system, which also permits reservations to be made by specific hotel reservation staff. The department must take into account two different forms of reservations.

**Confirmed reservation:**

Our reservation was made early enough to get a confirmation slip stating the confirmed date, the types of rooms reserved, the number of guests, and the time. In order for the guests to present the slip to the hotel to validate the reservation, it must be returned to them through mail or fax. The hotel may have the authority to cancel the guest's reservation and rebook the space if they were running late.

**Guaranteed reservation:**

To guarantee that the guest's room is paid for, the hotel will want their credit card information. If a guest selects a guaranteed reservation, the hotel promises to accommodate them, even if they come after check-in time. However, the hotel will immediately bill the visitor for one night's lodging if he does not arrive.

**Concierge:**

The front desk workers and cashiers work in a different department from the concierge. The marketable worth and reputation of a property are improved by concierge services. They offer customized services that may meet each visitor's specific requirements. They should be well-versed about not just the hotel and its services, but also the city and even global information. Additionally, they are multilingual. They will provide a broad range of services to the visitors, including restaurant reservations, suggestions for nearby activities, tickets to shows, VIP messages, and special requests.

**2.3.3 Accounts Department**

The accounting department at the Renaissance hotel is one of the most important because management needs information to establish if each department is working well and to assist predetermine budgets that are typically agreed upon by management. Typically, it is associated with documenting, summarizing, and reporting the organization's transactions.

Account Payable

- a) Settlement of bills.
- b) Preparation of cheques drafts.
- c) Payment of Salaries.

- d) Record of cash for purchases.
- e) Maintained sends flow register.

### **Outlet Cashiers**

- 1) The cashier will take the payment for all the F&B outlets also, so he required to receiving the cheques (2 Copies).
- 2) Returning one copy with the balance.
- 3) If the guests sign his bills then both the copies will remain with the Cashier.
- 4) Entry into restaurant summery.
- 5) Receiving payment from guests for the accumulation.
- 6) Prompt settlements for bills.
- 7) Preparing room sales summery.
- 8) Posting guest cheques from various outlets into their bills.

### **General Cashier**

They receives voucher from purchases along with daily receivable report goods and bills of payment. At the month and a total bills of payment. At the month and a total summery is made and the total is postal in general ledger one entry is done for the whole month.

### **2.3.5 Sales and Marketing:**

The marketing team significantly influences the business's profitability. The marketing team is very important for building the brand and alerting customers about the hotel's amenities and deals. They support the sales team by bringing fresh thoughts or business packages to meet customer needs and by handling the visual creative to convey the notions. They develop interesting new promotions for both dining and hotel while adhering to the Renaissance brand guidelines. For instance, BOGO offers for visitors are offered both on the weekends and throughout the workweek in association with many banks. 09 Bank recently worked together as BOGO deal partners. They maintain open lines of communication with social media partners and are very good communicators. The organization may benefit from the usage of radio, television, newspapers, and even social media influencers. Every day, they update the deals and offers that are currently offered via digital marketing. For instance, a year-long hotel deal, Christmas, public holidays, religious celebrations, or any other special occasion. Through several internet travel firms, they advertise their services (OTA). like Expedia, Agoda, Booking.com, Travel Advisor, and others. Reservations can be made on these websites by

visitors. Information on these websites is continuously analyzed and updated by the marketing team.

### **2.3.6 Security department**

Security personnel regularly patrol the hotel grounds, observing suspicious activity and taking appropriate action, as well as looking into incidents and working with regional law enforcement agencies. Equipment that can improve visitor security includes two-way radios, closed-circuit video cameras, smoke detectors, fire alarms, and electronic key cards. To protect their safety, both employees and visitors should abide by certain rules known as safety measures. For instance, security personnel should constantly have access to the office, guest room, and storage area. All employees will receive identity cards with photographs as part of the identification strategy. Visitors may interact with name-tag employees, who serve as both a welcoming representation of the establishment and a handy resource for security-related questions.

### **2.3.7 SWOT analysis of Renaissance Dhaka Gulshan Hotel**

SWOT analysis is a strategic planning tool for analyzing a company's overall strengths, weaknesses, opportunities, and threats. The SWOT Analysis is presented below-

#### **Strengths**

- It has one of the strongest and most renowned parent companies in the world.
- It has fantastic facilities for business travelers with ample space for meetings, conferences and banquets.
- All food is exclusively homemade by the chef and his team
- L-shaped banquet hall that can be divided into 05 segments. Unique structures and programs such as navigator.
- Located in the main diplomatic area.
- Infinity pool with temperature control.
- Sear is the only jazz bar in town.
- Enjoy exclusive spa treatments, a salon and a well-equipped gym.
- 24 hours of room service with a wide range of equipment.
- Business center with broadband internet services.

#### **Weakness**

- A limited amount of spending budget is devoted to advertising
- Lack of coordination within partner hotels
- The costs of food are relatively high
- Less parking space

- Lower banquet ceiling height and lower capacity than other competing hotels
- Fewer elevators and no stairs which cause problems when there is a number of guests .
- Roadside and insufficient work at the entrance.
- Focus more on the foreign business traveler than on local guests

### **Opportunities**

- New ownership and branding that will attract customers.
- Packages should be given more importance in order to maximize revenue.
- Use both the foreign guest and the local guest to maximize revenue.
- The local market can focus on increased consumption of food and drink, as well as spa, swimming pool and GYM services.
- To reach more potential customers and business travelers, social networks and media marketing can be used more.
- It is possible to enter into agreements with the most famous commercial companies for the supplied travel and accommodation service.

### **Threats**

- Extraordinary fulfillment among the worldwide hotel chains.
- Travel management trends are changing day by day.
- Competitor five star hotels may provide exciting offers.

### **2.3.8 Conclusion**

Following certain guidelines is necessary to expand the hotel industry. The ability to deliver exceptional services depends on how well the colleagues are managed and taught. Furthermore, the business can expand by selling the products. The market for this industry is expanding every day.

Renaissance One of the newest five-star hotels in the city is the Dhaka Gulshan Hotel. Customers are currently receiving their greatest services from them. People are expressing interest in using this hotel's services. The hotel is located in Gulshan, the commercial hub of Dhaka. Infinity rooftop pool with the best skyline view in the city, exquisite meeting rooms, and visually pleasing F&B outlets may all fulfill guests' expectations. They maintain the corporate culture here and have a competent management team. Every choice is taken after taking into account everyone's opinions. They use state-of-the-art technology to run all of their services.

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**Chapter 3**

**Overview of The Food and Beverage Service  
Department**



### **3.1 Introduction of the department:**

In the food service industry, service refers to the method and approach used to serve meals to customers. Although some technical terms are still used today, it was previously a convoluted and perplexing protocol that is no longer used in its entirety. When food is served to a visitor at a table via plate service, the meal is placed directly on the plate. When visitors use a spoon to place food on the table themselves, it is known as French service.

### **3.2 Background of the Department**

I've worked in Bahar restaurant which is mainly buffet restaurant. They provide A la carte also. In the Renaissance Dhaka Gulshan hotel Bahar is the only buffet restaurant. What is buffet? Buffet is like self-service. Self-service is what it's called, and it's frequently utilized at gatherings and at some restaurants. From appetizers through desserts, the food is tastefully arranged on a long table in the proper order. While hot meals are placed on the stove to stay warm, soups are served in glasses. Some things are placed right on the buffet table, including dishes and plates. The guests serve themselves by going to the buffet table and selecting their own plates, crockery, silverware, napkins, and other items.

### **3.3 Outlet Description of the Department**

In the Renaissance there are four outlet -

#### **GBC**

(Gulshan Baking Company - Lobby Level)

The Gulshan Baking Company offers freshly brewed coffee, a selection of teas, salads as well as our exclusive selection of Gelatos, a delicatessen that serves easy-to-grab foods like delicious desserts and freshly baked breads.



## **Bahar**

(Multi-cuisine restaurant - Level 3)

The Renaissance Dhaka Gulshan has plenty to please every appetite. With a variety of eating alternatives, treat yourself to a memorable dining experience. The best location to eat is at BAHAR, where you may choose from our world cuisine served à la carte or as part of a breakfast, lunch, or dinner buffet.



## **SEAR**

(Financial restaurant - Level 18)

SEAR is a fine dining establishment that offers a unique variety of dishes from around the globe. Discover the amazing perspective of the city from SEAR, which is on the 18th floor, and let yourself be enchanted by the stylish and contemporary atmosphere.



## **R bar**

(On the roof - level 18)

Enjoy a refreshing cocktail while gazing at the beautiful skyline or take a soulful swim in the roomy infinity pool. The poolside bar is available from early evening until late at night and serves iced tea prepared from scratch, non-alcoholic cocktails, and other cool beverages. All day long, both traditional and global foods are offered.



## **3.4 Coordination with Other departments**

In addition to serving food and beverages to customers, food service operations (FandB) serve a variety of purposes in the hospitality industry. The functions are as follows:

### **3.4.1. Coordination with Purchasing and finance departments**

Serving food and beverages to customers is the primary business goal of F&B, therefore locating a trustworthy source is crucial. The purchasing process firstly entails ingredients, food, drink, or alcohol, etc. Determine the right order size to prevent overbuying, identify and keep a list of dependable suppliers to guarantee constant quality, and find orderable variants. There is an additional payment involved. Food and beverage department have to give recognition for the product then finance will receive that they will give that to purchasing department.

### **3.4.2. Coordination with Food and Production departments**

Consumer preferences have a huge impact on menu planning. A well-planned menu increases sales and keeps customers coming back.

In fact, menu planning refers to what is comfortable for the consumer and what foods or drinks should be offered on the menu. Just as customers enjoy food and drinks when creating a menu, we need to understand, perceive and capture their changing tastes. When it comes to creating menu obviously Food and beverage department have to communicate with Chef if they can't make it then they can't provide it.

### **3.4.3. Coordination with Stewarding departments**

The Food and Beverage activities are supported by the Stewarding Department. The food and beverage business will suffer considerably if it does not run properly and efficiently. Its main objective is to increase assistance and service to various F&B shops and kitchens while maintaining the highest standards of sanitation and hygiene.

It is responsible for the following functions:

#### **➤ Maintaining a Cleaned Organized Environment in the Kitchen**

The management will maintain good hygiene and pest control to maintain the cleanliness and organization of the environment in the kitchen to encourage the efficient flow of the kitchen so everyone knows where everything is. A tiny error might interrupt the operation of the kitchen. Customers' safety is also guaranteed by a clean kitchen because that is where food is produced.

#### **➤ Maintaining Perfect Cleanliness of All Service Areas in Food & Beverage Outlets**

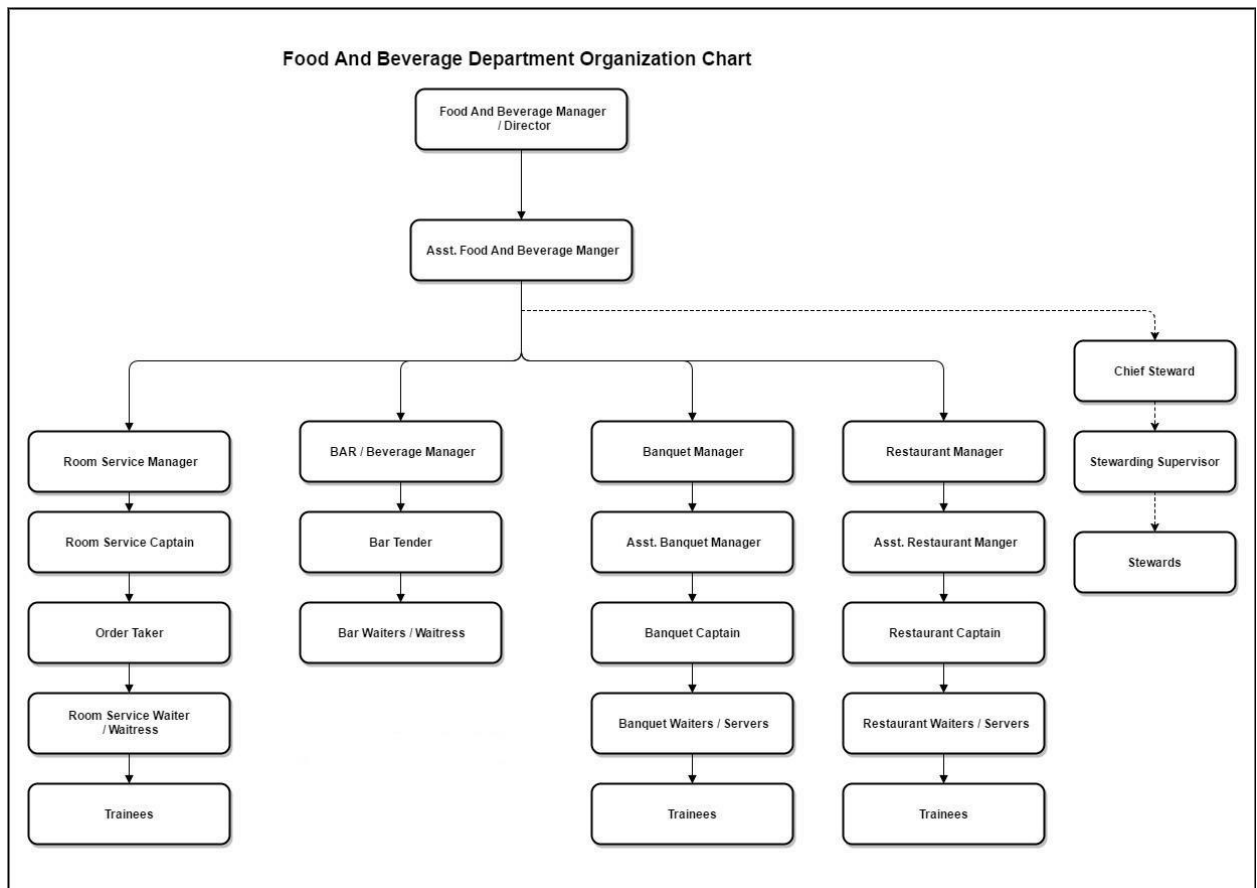
Housekeeping should not be in charge of these places.

- Clean glassware, crockery and cutlery
- All food outlets are clean.
- Prepare equipment efficiently and with a plan

### 3.4.4 Coordination with front office department

The Food and beverage service relies on the front office to provide data on guest histories, details concerning each guest's visit. Some of the information gathered is based on zip code, frequency of visits, corporate affiliation, special needs. Messages for the Food and beverage service department must be relayed completely, accurately, and quickly.

### 3.5 Organization Chart of the Department



#### 3.5.1 Role of Key Staff of the F&B Department

### **1) Food & Beverage Manager:**

He is directly report to the General Manager. Depending on the size of the facility, the F&B manager would be in charge of implementing agreed-upon regulations or creating new catering policies. In general, he is in charge of:

- Ensuring that profit margins are met for each food and beverage location for each fiscal period.
  - Creating and compiling fresh wine lists based on current trends and the internet.
  - Purchasing ingredients for meals and beverages.
  - Adding additional products after consulting with the chef.
  - Assisting the human resources department in hiring, training, promoting, and dismissing employees.
  - Regular meetings with section leaders to increase efficiency and coordination.
- Maintains and enforces departmental management policies.
- Ensuring timely reporting from and to relevant authorities.

### **2) Restaurant Manager/Supervisor of Service/Dining Room Manager:**

**Reports to:** F&B Manager/General Manager/Owner

#### **Job description:**

- room Service operation.
- Assists in the hiring, training, and scheduling of employees.
- Upholding service standards.
- Meetings.
- Service management.
- Deals with visitor complaints.
- Contributes to menu planning, cost control, and sales.
- Maintains and enforces departmental management policies.

#### **Supervises:**

Maitre d'hotel, captain, waiters, hostesses, and busboys are all under his supervision. He may also be in charge of the hat/coat check counter and the wine steward. Restaurant managers must work closely with the Executive Chef, Controller or Chief Cashier, Executive Kitchen Steward, Sales Manager, Maintenance Department, and Security Department.

#### **Skills:**

Extensive understanding of food, drink, and service practices. He manages workers, plans and forecasts, and interacts with visitors to resolve problems and concerns.

### **3) Headwaiter /Supervisor:**

**Reports to:** Restaurant Manager/General Manager/Owner (small restaurants)

**Job description:**

- monitors overall operations
- Maintains high levels of customer service
- Handles customer complaints
- Menu planning and management

**Supervises:** Captains, waiters, busboys and wine stewards

**Skills:**

- Thorough understanding of food and drinks
- Excellent memory
- Knowledge of more than one language
- Ties with guests

**4) Station Waiter/Section Supervisor:**

**Reports to:** Supervisor

**Job description:**

From one sideboard, overall control for an area of 4-8 tables  
Takes orders and prepares meals and drinks.  
Sideboards are being prepared.

**Supervises:** Waiters and busboys

**Skills:**

- Excellent understanding of food and beverages knowledge.
- Quick and Productive service

**5) Busboy:**

**Reports to:** Section supervisor

**Job Description:**

- Assisting the station waiter in his responsibilities is your responsibility.
- Bringing in kitchen dishes, invoices, and bar orders
- Refills sideboard as needed, serves water, and assists with silverware service.

**Skills:**

- Ability to comprehend and carry out directions.
- Ability to operate well as part of a team.

### **3.7 SWOT Analysis of the Food and Beverage Service**

#### **Strengths of Food and Beverage Service**

##### **A Wide Distribution System**

Hotels and restaurants that specialize in particular foods and drinks sometimes belong to national chains and hotel networks. Global operations are practiced by several businesses. They do, however, have a fantastic distribution network that guarantees that the products are accessible to customers wherever they may be.

##### **Costing**

The cost of their products is low because the food and beverage sectors manufacture at economies of scale. Low costs on products make them accessible to consumers.

##### **Supplier Relationships**

The relationship between the food and beverage sector and its suppliers is enduring. In actuality, it has been supplying the same goods on a regular basis for years. You won't have to cope with product shortages or delays if you have reliable suppliers.

##### **Workforce with High Skill Levels**

The jobs of a chef, cook, waiter, and other staff members could seem easy. To manufacture and provide great service, they must, however, be exceptionally skilled in the field.

##### **Diversity**

Although they operate as one team under one roof, its personnel often originate from different socioeconomic, cultural, racial, regional, and ideological backgrounds. Diversity boosts team spirit but is damaging to innovation and creativity.

##### **Social Media's Influence**

We live in a social media world if the food and beverage business uses social media platforms (Facebook, Instagram, WhatsApp, Twitter, etc.) efficiently. They will then be able to reach a much wider audience and attract lots of new clients.

#### **Weaknesses of the Food and Beverage Industry**

## **Less Research & Development**

Research and development budgets are not often set aside by the food and beverage business. Cooks and chefs consistently prepare the same dish using a particular cooking method. Customers grow weary of the same flavor, as we all know. Customers will switch to a different brand if you don't alter or modernize the tastes of your products.

## **Inventory cost**

There must to be a little pause between the delivery of raw materials, cooking, and consumption. You would only be able to do it if you had a trustworthy provider. You'll have to pay for the extra inventory if you can't find one. If your business is big, it will be high.

## **Profitability is reduced.**

As was already said, hotels and restaurants in the food and beverage sector often have a very low profit margin and a high initial investment requirement. ought to have more than one source of income as a result.

## **Diversity**

An educated, understanding, and patient workforce is beneficial to the business. In the absence of conflict, variety would cause workers' performance to suffer.

## **Opportunities for the Food and Beverage Industry**

### **Technology to Reduce Cost**

if the food and beverage sector makes use of internet ordering, smart ovens and broilers in the kitchen, and recording technologies. Without any delays or safety incidents relating to the kitchen, the entire operation would become more effective. Despite the rarity of these occurrences, they can be quite expensive for your business.

### **Higher Income**

The average working class's income has recently increased as a result of wage rules. When consumers have extra cash, they'll buy upscale food. With rising sales comes rising profit.

### **Interest Rates and Inflation**

The cost per item has decreased as a result of industrialization, mass production, and economies of scale. The lower interest rate is encouraging the growth of more firms. People are making more money as a result, and goods are becoming more inexpensive. The food and beverage sector gains from this circumstance.



## **Employee Knowledge**

It could seem like a waste of time and resources to train your personnel. However, it also saves your business a ton of cash through improved service, fewer accidents, and fewer turnovers. The future of your business is genuinely invested in when you train your staff to perform better.

## **Threats to the food and beverage service**

### **Competition**

The introduction into this profession has become more easier thanks to technology and internet buying. The effect is that the food and beverage sector is now extremely competitive. Customers now have a wide range of options when placing an order for a product. The same product is sold under numerous brands. less sellers

However, there are few sources of raw material supply because of the market's intense competition. Your business's capacity to function hinges on how well you get along with your suppliers. You can only finish the orders on time if they give you the raw materials when they say they will.

### **Changing customer taste**

Customers have several options to order the same goods because there are numerous rivals on the market. You have to have distinctive taste in such a setting. The market share can only be obtained after that. Customers today demand more than just food; they want a distinct flavor.

## **Conclusion**

Renaissance The Dhaka Gulshan Hotel is one of the city's newest five-star hotels. They are now providing the best services to their clients. People have expressed interest in using the amenities at this hotel. The hotel is situated in Gulshan, the city of Dhaka's business district. Expectations of visitors may be met by an infinity rooftop pool with the best city skyline view, excellent conference spaces, and aesthetically pleasing F&B outlets. They have a capable management team and uphold the business culture here. Every decision is made after considering everyone's viewpoints. They operate all of their services using cutting-edge technology.

**Operational Procedures and Guest Satisfaction of Food and Beverage  
Service department at the Renaissance Dhaka Gulshan Hotel**

**Chapter 4**

**Activities Undertaken, Lessons learned  
Constraints/Challenges**

#### **4.1 Introduction**

The Food and Beverage Service is a commercial aspect of the food industry that offers meals in one place in exchange for money and other payment methods. This includes both casual and fine dining around the world. These businesses, including bars and taverns, are essential to the tourism industry. The main function of this industry is to provide food and drink to meet the different needs of people. The main focus is client happiness. Customers can try to meet the following physiological needs: B. Desire for special foods.

Basically I've worked here in GBC, Bahar and IRD (In room dining) which are coffee shop, Multi cuisine restaurant and Room service. Three outlets are completely different That's why their activities and responsibilities also have some differences.

#### **4.2 Activities undertaken and Observed Organization Task and Responsibility**

There are some Responsibilities –

1. At first always I have to maintain the punctuality.
2. Maintain the duty roaster policy.
3. Always take care about personal grooming.
4. Always attend the different types of training.
5. Always follow the supervisor instruction.
6. Always take care the misen place item.
9. Give different type of set up in different shift.
10. Try to follow the service culture.
13. organizing every station tea station when start the duty like organize the tea/coffee station in morning shift to do serve the guest smoothly.
14. After finishing the shift we close our set up.
15. Before starting duty we make sure about all preparation.
16. Attend the briefing regarding Different promotion.
17. Support seniors to do their work smoothly

### **Check promotion**

Daily Check the hotel's page what's promotion are going on. It was very important for us to give proper information when guest ask about promotion.

Check up the service equipment's, setups, machineries like coffee machines and other things are well organized. Whenever and wherever I worked we need to work organizely cause well organized place give us peace and give us to work smoothly.

### **weekly inventory.**

This is another important thing to do. Cause Finance have to get the costing for getting this cost they need all amount of product quantity.

### **Mise in place**

Daily mis-en-place all the necessary things for service. When we start an operation without mise en place we face lot of problem like we need to serve something to the but we don't have preparation what we serve, then It could be late.

### **Taking orders, serve food and drinks and re-setup.**

When guest come to restaurant then we have to show them where to sit. Firstly we have to give the menu the give them some moment to choose the food. Then take the order firstly we have to give the water and bread and butter to pass the time before making other courses. Serve the food properly course by course. After finish that Then make the bill.

## **4.4 Lessons Learned**

There are a lot of things I have learned –

- This internship was very helpful for me I've improved my communication skill.
- In this time, I've also learn how to work with team. How to support them in the busy moment.
- I've no idea about corporate life this training time give me opportunity to Familiarized with the corporate
- How to work in organize way. Through this internship I've learned How to work organizely.

some practical things are –

#### 4.4.1 Making different kind of coffee.

Coffee is a beverage made from the roasted and ground seeds of African-derived tropical evergreen coffee bushes. One of the top three beverages consumed worldwide is coffee. Through this Internship I've learn to make different kind of Coffee. In Renaissance Dhaka Gulshan Hotel we serve so many type of coffee Like Cappuccino, Latte, Mocha, Hot chocolate. Some recipe are giving there in below-

##### **Espresso**

Espresso is an Italian way of making coffee in highly concentrated shots. A single espresso shot is 1 ounce, and a double shot is 2 ounces. Espresso can be sipped in small cups, or used as the base for popular espresso drinks.

##### **Americano**

An Americano is an espresso drink made with hot water and espresso. The drink can be made with either one or two shots of espresso, and varying ratios of water (usually 2:1).

##### **Cappuccino**

A cappuccino is an espresso drink with steamed milk, milk foam and espresso. It has equal parts espresso, steamed milk and foam ( $\frac{1}{3}$  each).



##### **Latte**

A latte is a coffee drink with espresso, steamed milk and a layer of foam on top. It has  $\frac{1}{3}$  espresso and  $\frac{2}{3}$  steamed milk, with a thin layer of foam on top.



#### 4.4.2 Room Service

Room service, or in-room dining, is a hotel service that allows guests to have food and beverages delivered to their hotel room for consumption. Room service is organized as a sub-division within the food and beverage division of luxury hotels and resorts.

In the room service when guest call us we have to greet them, then take the order, send the kitchen order token to kitchen, make the bill. After finish to make the food I go to the room. I have to knock the door first. After few minutes if the door they don't open or response then I

will knock it three time. then after open it I will serve the food sequence if guest give permission if they don't then I will keep tray on the table. Then I have to get the sign from guest.

#### **4.4.3 Billing System**

In the Renaissance They use micros for billing. The steps to make the bill-

1. Every permanent staff have a card to make the bill. When get the order from guest we have to punch that in micros.
2. In the search table if it has table number then give the table number otherwise room number.
3. select the quantity of guest.
4. to select the food like in beverage section there are two types hot beverage and cold beverage. In the hot beverage there are coffee item and in the cold beverage there are some juices and soft drinks.
5. sign the bill from guest or take the cash or card if they don't have room charge.
6. Then settle the bill. If they pay by cash or card one print will goes to finance. If they have room charge one print will go to finance and one go to front office and another one we will keep that.

#### **4.4.4 Different kind of Service Techniques:**

Four types of service techniques are:

- Serving of food with one hand
- Handling serving dishes and utensils
- Procedure for carrying plates
- Clearing of plates

#### **➤ Serving of Food with One Hand**

This serving method, which uses a so-called extended grasp, is only used when presenting platters. The right hand is stretched and gripping the utensils. Put the fork between your index

and thumb and the spoon between your middle and index fingers. The fork and spoon should have parallel curves. To hold the item being served in the middle of the cube's sides, carefully move the spoon under the item being served. Holding the glass on the table with a small tilt with your left hand will prevent the scum from mixing when serving heavy red wine that has been decanted or served in a wine basket. The host is given a bottle of wine for the first time. The host is then given a modest bit after the bottle has been opened. After the host gives the okay, the host's drinks are served last and then the guests.

➤ **Handling Serving Dishes and Utensils:**

The roles that the right and left hands play during service are different. While the right hand is working, the left hand is carrying. Glasses, cups, flatware, and the like are usually held on trays rather than in hands. This tray should always be covered with a paper or cloth napkin for security and to stop clattering. Always carry dishes in both hands while bringing them to the side table or guest table. So that you can hold the dish at both ends, the hand towel should be spread lengthwise over the cloth. If carrying multiple plates or serving utensils at once, set them down on the towel so they won't slip. Always set serving bowls and saucers on a tiny plate covered with a paper doily.

➤ **Procedure for Carrying Plates**

Always carry a stack of plates in both hands. To prevent touching the plates with bare hands, cover them with your hand towel. Keep the plates far enough away from your body. Hold a dish with your thumb and forefinger (index finger) together at all times. Your thumb should be positioned flat on the plate's rim and pointed away from the plate itself. Two dishes Hold the first plate between your thumb and index finger. From the Ground Up Positioned just behind the bottom rim is the index finger. The other fingers should support the second plate from underneath as you slide it against the index finger.

Four plates The following steps should be followed when carrying four plates:

- Take hold of the first plate with your thumb and forefinger.
- Place the second plate between the forefinger (on top) and the major and ring fingers (under).
- Place the third plate over the thumb and little finger bases.
- The fourth plate is held in the right hand and will be the first to be put on the table.



Figure: Procedures for Carrying Four Plates

### **Clearing of Plates:**

The primary method is to carry two plates from above. Pick up the first plate and arrange the flatware on it. Your thumb is on the handle of the first fork. This will lead to Safeguard the remaining flatware. Next, tuck the knife under the fork at a right angle. Now pick. Put the fork on top of the fork and the flatware on the first plate. Below are a knife and a thumb. The flatware is placed on the first plate, followed by the remaining plates. In a fine service, no more than four dishes are washed at once. By turning away from the guest, small lunch remnants on the dishes can be transferred to the bottom plate. The plates must be wiped off the table if there are a lot of leftovers. In the waiter's pantry, only two plates can be served at a time.

### **4.5 Constraints/Challenges-**

- Interns may feel pressured to be independent and self-sufficient because they are afraid to ask questions of their supervisors.
- lack of availability of suitable internship opportunities, trained supervisors, and additional resources (for example not enough tools, traineeship is unpaid, etc.)
- Unwillingness to teach everything.
- no proper work assignments for interns
- They want everything to be done by trainee without billing. Send us very few guest



**Operational Procedures and Guest Satisfaction of Food and Beverage  
Service department at the Renaissance Dhaka Gulshan Hotel**

**Chapter 5**

**Findings and recommendation, Conclusion**

## 5.1 Findings

After analyze everything, I have come up with the following findings

- Do not provide BOGO offers for cash payment.
- On social media promotion, the impact of marketing methods may be more clearly demonstrated. On the other hand, extremely few people respond to advertisements on websites, radio, TV, and newspapers.
- The guests are more satisfied due to the customer care responses and services rather than the brand image offered.
- very less buffet Item.
- For local visitors, there are just a few accommodation packages available.
- Equipment's are not modernizing enough. Like in this hotel coffee make in two restaurant Bahar and GBC. In Bahar Renaissance hotel doesn't have any modern coffee

## 5.2 Suggestions and Recommendation

- Purchasing new standard number of equipment
- On the special occasion, some contests can be arranged especially for the millennial and give gift vouchers.
- New updates and offers should be frequently promoted through newspaper, TV, Radio on weekly basis.
- BUY ONE GET ONE' offer on cash payment should be given.
- Have to increase buffet item and a la carte menu item.
- They have to improve Coffee quality for that improve they have to hire professional Barista.

- Staff transportation facility have to improve.
- They have to give salary timely.

### **5.3 Conclusion**

One of the best things about the hotel business is that everyone who works there is incredibly friendly and always prepared to help with a smile, no matter what. Part of Marriott International's hotel brand, which prioritizes long-term profit, is Renaissance Dhaka Gulshan Hotel. They provide their guests 1st services in an effort to enhance their lives in order to accomplish that goal. They make an effort to improve the situation. Guests feel at ease and enjoy wonderful experiences that they adore. when the guest first comes. To reach customers, marketing must be effective. Incorrect execution increases the likelihood of losing more potential customers. The goal of the sales and marketing staff is to increase public awareness of the hotel. They already have a large number of potential consumers despite being one of the newest hotels. There are still certain service-related issues and a lack of marketing communication that need to be watched over and planned again.

## 5.4 Bibliography

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<https://fmtmagazine.in/what-are-food-and-beverage-services/#:~:text=Food%20and%20beverage%20service%20is%20the%20commercial%20aspect,dining%20or%20fine%20dining%20establishments%20across%20the%20world.>

October 04, 2021

**The Manager**  
Human Resources  
Renaissance Dhaka  
Gulshan Hotel  
78 Gulshan Ave, Dhaka 1212.

**Subject: Request for Internship Placement of Masum Billah, ID #181-43-325, BTHM Program, Daffodil International University**

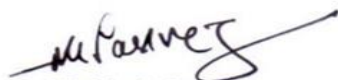
**Dear Sir,**

It is our pleasure to let you know that the Department of Tourism and Hospitality Management is offering a Bachelor of Tourism and Hospitality Management (BTHM) program, under the Faculty of Business and Entrepreneurship, Daffodil International University. We are committed to providing quality education to create competent and efficient executives to meet the escalating needs of our economy. At our university, the medium of instruction in all the programs is English.

As a mandatory requirement, a student at Faculty of Business and Entrepreneurship is required to work for an organization as an intern to gather practical experience to augment his horizon of knowledge. While working as an intern, a student must comply with all the rules and regulations of the organization. On completion of his internship, the student has to submit a report on the topic he is assigned. On principle, we strictly keep this report in confidence and use only for academic purposes. The duration of internship is **6 months**, depending upon the convenience of your organization.

It will be highly appreciated if you could please provide Masum Billah, ID #181-43-325, BTHM Program, DIU the opportunities and necessary logistic support to successfully complete his internship.

Sincerely,



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

March 22, 2022

The Manager  
Human Resources  
Renaissance Dhaka  
Gulshan Hotel  
78 Gulshan Ave, Dhaka 1212

**Subject: Request for internship performance evaluation.**

Dear Sir,

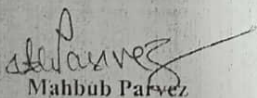
Greetings from the Department of Tourism and Hospitality Management, Daffodil International University!

At first, we would like to take the privilege to show our heartiest gratitude for your support to materialize our student's betterment and practical learning. Hopefully, we both are committed and moving forward to ensure a better future of hospitality industry in Bangladesh. So, in order to fulfill our students' intention on achieving greater efficiency, we want to have your feedback (20-marks) regarding our students' performance based on the following variables.

Variables	Punctuality(5)	Creativity(5)	Self-motivation and dedication(5)	Teamwork(5)
Marks	05	3.5	3.5	05

Therefore, we would like to request you to provide the marking to support us to make our students skilled human resources for the industry.

Thank you for your kind time and attention.



**Mahbub Parvez**

Associate Professor & Head  
Department of Tourism and Hospitality Management  
Faculty of Business & Entrepreneurship  
Daffodil International University



### Internship Performance Evaluation

Name of Intern: Masum Billah


ID : ID # 181-43-325

Variables	Punctuality(5)	Creativity(5)	Self-motivation and dedication(5)	Teamwork(5)
Marks	05	3.5	3.5	05

Name of Supervisor : Mohammad Zubair

Designation : Assistant Manager.

Name of Organization: Renaissance Hotel Gulshan.

 / 10-04-2022

Signature and date with Official stamp

R

RENAISSANCE/DACBR/CERTIFICATE/0336

Date: April 4, 2022

### TO WHOM IT MAY CONCERN

This is to certify that **Mr. Masum Billah**, Trainee ID: T0064 has worked as a **Trainee** in **Food & Beverage Service** Department for Renaissance Dhaka Gulshan from 01<sup>st</sup> September, 2021 to 28<sup>th</sup> February, 2022. During his service tenure he was quite resourceful for his position.

We found him diligent, honest and trustworthy employee. He has shown his keen initiative and professional approach in his work environment.

We wish him all success in his future endeavors.

Sincerely,



**Abdullah Al Noman**  
Specialist – Human Resources

**RENAISSANCE DHAKA  
GULSHAN HOTEL**

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