

INTERNSHIP REPORT ON

**"A STUDY ON THE
ACTIVITIES OF SALES &
MARKETING DEPARTMENT
OF LE MERIDIEN DHAKA"**

Date: 5th December, 2022

SUBMITTED TO

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7th December, 2022

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Subject: Submission of the internship report

Dear Sir,

With all due respect, finishing the BTHM program at Daffodil International University and also being able to submit my report on "A Study on the Activities of Sales & Marketing Department of Le Meridien Dhaka" is a huge accomplishment for me. This report is based on my six-month internship with the sales and marketing department of the "Le Meridien Dhaka." This report was written to fulfill the internship program requirements at the organization to which I was assigned. I've put my heart and soul into this report, as well as my workstation, where I have learned so much and had so much fun with the organization, and where all of the learning resources will help me perform similar types of research in the future.

I did my best to follow your instructions in every way. I sincerely appreciate your assistance in the preparation of this report.

It would be extremely grateful and appreciated if you could receive this report and provide your valuable judgment. It would be my greatest pleasure if you found this report useful and informative in gaining a clear perspective on this issue.

Best regards,

Tasbiul Hossain

ID: 183-43-105

Department of Tourism and Hospitality Management

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CERTIFICATE OF THE SUPERVISOR

This is to inform you that the report "A Study on the Activities of Sales & Marketing Department of Le Meridien Dhaka" by Tasbiul Hossain, ID.183-43-105 has been completed under my supervision and assistance as a partial fulfillment of the requirement of "Bachelor of Tourism and Hospitality Management" degree from "Daffodil International University."



Signature

Mr Mishkatul Kabir

Lecturer

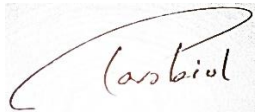
Department of Tourism and Hospitality Management

Daffodil International University

Preface

It is my deep desire to express my gratitude to everyone who has contributed directly or indirectly to the preparation of this article for their friendly support and inspiration.

I would like to convey my sincere and heartfelt thanks to my Teacher and Supervisor, Md. Mishkatul Kabir, Lecturer in the Department of Tourism and Hotel Management, Daffodil International University for his constant care, moral support, valuable pointers and helpful advice during her studies. I thank all the staff at Le Meridien Dhaka. Special thanks go to Ms Afsana Haque (Assistant Manager Call Center & Executive Secretary of General Manager) and all employees in the Sales & Marketing department of Le Meridien Dhaka. Without your support, I cannot finish my internship and prepare for reporting in a short time. I am happy to admit that all the weaknesses in this report are mine.

A handwritten signature in black ink, appearing to read 'Tasbiul', is enclosed in a light gray rectangular box.

Tasbiul Hossain

183-43-105

Department of Tourism & Hospitality Management

Daffodil International University

EXECUTIVE SUMMARY

This report was created to understand the function of the Sales & Marketing department at Le Meridien Dhaka. Furthermore, the focus of this report is on the responsibilities of the Sales & Marketing department, how we approach guests, and how the department contributes to selling hotel rooms and other services to maximize hotel revenue. Throughout the internship, I learned about the psychology of the guest and how to treat and communicate with them. This Report includes physical sales visits, catering and event organization plan and procedures, both primary and secondary information was analyzed to prepare the report. Some of the obvious learning from my industrial training period is meeting the daily telesales call target, keeping the guest database on system, coordinate with the sales team for organizing an event, property show around to the guests, doing administrative works, visit clients for sales purpose, coordinate with other departments during any especial hotel events. At last, there are some suggestions for Le Meridien Dhaka which indicates the way to overcome some guest problems and to develop hotel standards.

Table of Content

Serial No	Topic Name	Page
Chapter -1	Introduction	01
1.1	Background of the Study	02
1.2	Source of the Study	02
1.3	Range of the Study	02
1.4	Objectives of the Study	02
1.5	Research Methodology	03
1.6	Research Limitations	04
Chapter- 2	An overview of Le Meridien Dhaka	05
2.1	Introduction of the Hotel	06
2.2	Introduction of Owning property BHL	06
2.3	Mission & Vision Statement.	07
2.4	Organizational Chart	08
2.5	Service & Facilities that Provided by Le Meridien Dhaka	09
2.6	Marriott Bonvoy & IHG Rewards Club Membership.	13
2.7	SWOT Analysis	13
Chapter-3	An Overview of Sales and Marketing Department	15
3.1	Operational Network Organogram Sales & Marketing Department.	16
3.2	Sales Department Functional Activities	17
3.3	Functional activities of Marketing & Public Relations	18

3.4	Coordination with the Department of Sales & marketing within other departments.	19
Chapter-4 Activities, Challenges & Lessons Learned 21		
4.1	Specific duties and responsibilities during the internship.	22
4.2	Technique for making a sales call.	22
4.3	Digital Marketing Techniques.	23
4.4	Utilization of Offline Marketing Tools.	23
4.5	Maintain the daily Sales & other business Tracker.	23
4.6	Obstacles encountered during the internship period.	24
4.7	Learning from the internship period.	24
Chapter-5 Implementation & Evaluation 25		
5.1	Findings	26
5.2	Recommendations.	26
5.3	Final Thoughts	27

Chapter 1

Introduction

1.1 Background of the Study:

As part of the studies, every BTHM student must complete a placement in an established hotel. After successfully completing my 124 courses as a student of the Bachelor in Tourism and Hospitality Management program at Daffodil International University, I was transferred to Le Meridien Dhaka for my internship program as a trainee of Sales and Marketing Department. After completing my internship, I got job offer as a full-time employee and worked there three months as a Telesales Agent.

1.2 Source of the Study

The Bachelor of Tourism and Hospitality Management (BTHM) degree program lasts four years. It is a requirement for me to complete the course as a student of this undergraduate curriculum at Daffodil International University. Students who have completed all of the BTHM courses are ready to begin an internship program in order to obtain the university's final certificate. Following the completion of my academic courses, I began my placement program at Le Meridien Dhaka. During my attachment period, I learned how to organize work and how important teamwork is. I created this report after successfully completing my industrial training period.

1.3 Range of the Study

This report details the activities of the sales and marketing departments Sales and Marketing department. Each hotel has different operational goals, but they all work together to provide the best-personalized service to their guests. Sales and marketing are also known as the hotel's heart, so working in this department allows you to interact with other departments and learn about their work procedures. In conclusion, this report assesses the efficiency of the Sales and Marketing departments at Le Meridien Dhaka.

1.4 Objectives of the Study

1.4.1 Broad Objectives

The primary goal of the research is to gain a more in-depth understanding of direct sales strategies and loyalty programs in order to gain repeat customers at Le Meridien Dhaka. The importance of sales and marketing in the hotel industry is also emphasized in this overall report. The Sales and Marketing department can play an important role in ensuring complete customer satisfaction while also generating significant revenue for the hotel.

1.4.2 Specific Objectives

- Obtaining pertinent information about the operational activities of the Le Meridien Dhaka sales and marketing department.
- Identify the link between other department and the sales and marketing departments.

1.5 Research Methodology

The report is descriptive in nature, focusing on Le Meridien Dhaka's sales and marketing activities. All information is obtained through study, work, personal observation, face-to-face interviews, and practical learning. Two types of data were used in this report. They are as follows:

1.5.1 Primary Sources

- Primary data is derived from the practical work I did as a sales intern during my six-month internship.
- In-person interviews with the Head of Sales & Marketing, Public Relations Manager, Guest Relations Manager, Sales Executive, Catering Sales Manager, and another associate of this establishment.

1.5.2 Secondary Sources

- Documents and information from my supervisor and other senior employees
- Le Meridien Dhaka's official website
- Company brochure, prospectus, and fact sheet
- Print media and other mass media content about this establishment.
- Social media, online booking sites, and guest review websites. Other established five-star hotels in Bangladesh have their own websites.

1.6 Research Limitations

Writing a report on the subject is not an easy task. The following are some of the issues and limitations that were discovered while writing this report:

- When competing with other brand hotels, they do not provide information to everyone, and interns have fewer opportunities to learn about confidential information.
- Restricted access to sales and marketing report publications.
- Revenue information is kept strictly confidential.
- There isn't much opportunity to interview guests.
- Another limitation is the non-availability of the reference documents.

Chapter-2

An overview of Le Meridien Dhaka

2.1 Introduction of the Hotel

Le Méridien Dhaka features intelligently appointed hotel room accommodations and thoughtful amenities. Le Méridien Dhaka guests are in for a fantastic travel experience. This hotel welcomes you with a prime location in Bangladesh's capital city, tastefully designed rooms, and a wealth of smart amenities, making it ideal for both business and leisure travel. Relax in these spacious hotel rooms and suites, which feature thoughtful touches such as complimentary Wi-Fi, plush bedding, a flat-screen TV, a mini-bar, and a luxurious bathroom.

Year of Establishment	2015
Type of Hotel	Distinctive Premium Business Hotel
Owning Group	Best Holdings Limited
Address	79/A Commercial Area Airport Rd, Dhaka - 1229, Bangladesh
Telephone	+880 9638-900089
Email	lemeridiendhaka1229@gmail.com
Transport	2 km from Hazrat Shahjalal International Airport.
Accommodation	304 guest rooms
Location	This state-of-the-art hotel is located 11 km from Jatiya Sangsad Bhavan (Bangladesh Parliament Complex) and only 2 km from Hazrat Shahjalal International Airport.

2.2 Introduction of Owning property BHL

Best Holdings Limited (BHL) is a pioneer in Bangladesh's construction sector, and industry contributes significantly to national infrastructure development.

BHL has built its house of expertise in technology to meet complex structures such as Extra Dozed PC Box Girder Bridge, Pre-Stress Concrete Girder Bridges, RCC Bridges, Culverts, Irrigation Projects, Roads and Highways constructions development and building of high rise complexes construction, Five-star Hotel Construction, Luxurious property development, and other industrial establishments.

2.2.1 Major significant project

Major earthworks, land developments, road and highway developments, Chattogram Port Authority container yard construction, operation and maintenance of various bridges in Bangladesh in collaboration with Grand Saga Sdn Bhd, Malaysia

BHL Group is also working on some noteworthy projects, including the following:

- A-228-room Marriott Bhaluka - a Marriott International, USA upper-upscale hotel
- The Muslin, a Luxury Collection Resort, Bhaluka - a Marriott International, USA luxury brand hotel
- Haileybury Bhaluka is a joint venture between Haileybury UK, one of the world's leading independent schools in the UK, and Haileybury Bhaluka.
- Private luxury housing.

2.3 Mission & Vision Statement

2.3.1 Mission

Providing customers with a quick personalized response from our local on site team sharing our acquired travel insights to plan your special, unique and bespoke holiday accommodation for memorable stay on our resorts.

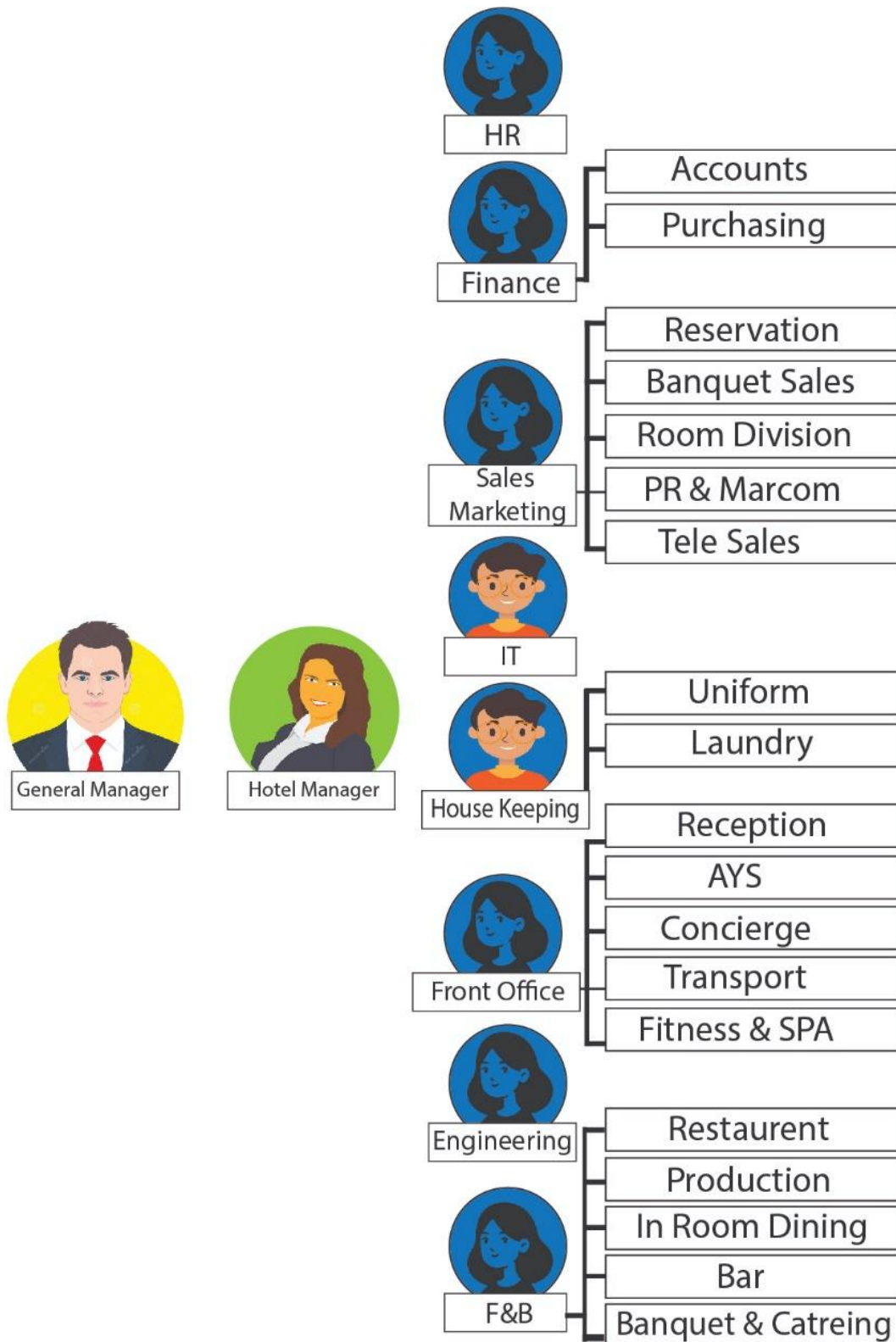
2.3.2 Vision

Vision is to be a popular and easily accessible main online entry portal for anyone wanting to book holiday accommodation in our hotel.

Aim to have an extensive portfolio of the most beautiful accommodation.

Recognize that value can be created with every interaction, which is reflected in the superior standard of service.

2.4 Organizational chart



2.5 Services and Facilities that Provided by Le Meridien Dhaka

2.5.1 Hotel accommodation

Each of their 304 guest rooms and suites has been meticulously furnished with their visitors' comfort in mind. They offer a variety of room classifications in order to meet the unique needs of each of their esteemed guests. Each of their 304 guest rooms and suites has been meticulously decorated with our guests' comfort in mind. They provide a variety of room categories in order to meet the specific needs of our valued guests.

Facilities

- Modern elegance in our exquisitely designed Dhaka hotel rooms and suites.
- Complimentary high-speed Wi-Fi access
- 24-hour room service dine in facility with the buffet and A la carte restaurants.
- Striking design accents and smart technology like flat-screen TVs in all of the accommodations
- Panoramic views of Dhaka from the hotel rooms, boasting floor-to-ceiling windows

Types of Room:

- Guest room, 1 King
- Club lounge access, Guest room, 1 King
- Guest room, 2 Double
- Club lounge access, Larger Guest room, 1 King
- Club lounge access, Guest room, 2 Double
- Club lounge access, 1 Bedroom Junior Suite, 1 King
- Club lounge access, 1 Bedroom Executive Suite, 1 King
- Club lounge access, 1 Bedroom Suite, 1 King

2.5.2 Dining Facilities

Favola - Italian

Experience a taste of Italy while visiting Dhaka. Favola, our on-site Italian restaurant, boasts the look and feel of a classic Italian trattoria. We serve pastas, wood-fired pizzas, traditional antipasti and more. This restaurant is serving the foods from 6:30 in the evening till 11:00pm.

Olea- The Turkish Restaurant

Olea is the oasis of Le Méridien Dhaka, decorated with Cabanas, the interior has the utmost sophistication to give you the essence of a gratifying Turkish luxury. We serve authentic Turkish delicacies to give you an alluring dining experience

Latest Recipe - International

The one and only buffet restaurant at Le Meridien Dhaka. Latest Recipe offers a varied menu inspired by an array of global cuisines. Visit our restaurant for an expansive, creatively designed buffet, à la carte options and lively, interactive cooking stations.

Latitude 23 - Coffee House (Lobby Restaurant)

Begin your morning in Dhaka at Latitude 23, our coffee house. Conveniently located in our hotel lobby, we serve delicious illy coffee, tea, beverages, pastries and more. We also boast a 24-hour snack menu. As this is the lobby restaurant, so that it is opening and serving the food 24*7.

15 Above - Pub

There is nothing like catching up with friends in the rustic ambiance of a classic English pub. At 15 Above you get to enjoy live music, billiards and some fanciest choice of Drinks. During the Islamic holidays bar and pub is not serving any alcoholic drinks by following the government rules.

Pool Bar and Lounge - International

Dive into the infinity pool to experience peace, love and happiness. The splash of the water will wash away your troubles and will re-energize your mood. Also, to enhance the happy hour take a ride to the bar with a view of the city and serenity.

2.5.3 Experiences

Explore Spa

Offering a global perspective on the spa experience, Explore Spa invites guests to surrender to intriguing techniques and healing treatments from around the world.

Fitness Centre

Facilities Available

Locker rooms
Sauna rooms
Steam Rooms

Equipment Available

Cardio and Strength Training Equipment
Cardiovascular Equipment
Exercise Bike(s)
Free Weights
Strength Equipment
Treadmill(s)
Weight Machines

Swimming

Infinity Swimming Pool

The rooftop swimming pool ensures guests enjoy a moment of unadulterated repose, whether it's to cool off with a soothing dip or simply bask under an open sky.

2.5.4 Events Facilities of Le Meridien

<u>Meeting Room</u>	<u>Dimensions (LxWxH)</u>	<u>Area (sq.ft)</u>	<u>Theater</u>	<u>Schoolroom</u>	<u>Conference</u>	<u>U-Shape</u>	<u>Reception</u>	<u>Banquet</u>
Grand Ballroom	157.2x59.1x21.3	9280.7	1100	320	320	320	900	500
Grand Ballroom + Pre-Function	203.4x101.7x21	20688.4	1100	320	320	320	900	500
Sky Ballroom	143.7x52.5x18	7543.4	950	350	400	300	700	400
Sky Ballroom + Pre-Function	226.4x75.8x18	17156.7	800	350	400	300	700	400
North Sky	52.5x52.5x18	2755.6	200	80	100	-	150	120
South Sky	101.7x52.5x18	5338.9	600	250	100	-	300	250
Infinity	229.7x65.6x-	15069.6	2000	600	-	-	1400	1000
Jaflong	54.1x36.1x9.2	1953.7	150	40	40	-	150	100
Rangamati	26.2x36.1x9.2	947.2	120	30	30	-	90	60
Kuakata	82x23x9.2	1883.7	150	80	30	-	150	120
Somapura	37.7x28.9x9.2	1089.3	100	40	20	-	80	50
Bhulua	28.9x24.9x9.2	719.9	60	20	15	-	50	40
Sundarban	25.9x25.9x9.2	671.8	-	-	18	-	-	-
Infinity Private Restaurant	49.9x33.1x8.5	1646.9	80	50	50	30	80	80
Infinity Private Meeting Room I	29.9x17.1x8.9	509.4	40	30	30	22	30	30
Infinity Private Meeting Room II	15.1x17.1x8.9	257.5	20	12	10	12	20	20

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2.6 Marriott Bonvoy & IHG Rewards Club Membership.

According to as each brand chain hotel companies' rules Renaissance Dhaka Gulshan Hotel and Holiday Inn Dhaka City Centre have some membership tires: -

- Silver Elite
- Gold Elite
- Platinum Elite
- Titanium Elite
- Ambassador Elite

2.7 SWOT ANAYLYSIS:

Strengths:

1. Brand Value
2. Reputation
3. Location Proximity
4. Specialized staff members
5. Technological Resources
6. Premium loyal segmented oriented customer.

Weakness:

1. Unreliability of staff
2. Over price
3. Traffics for mega projects

Opportunities:

1. Fewer competitors
2. Guest dependency
3. Foreign Travelers
4. Third terminal of Airport
5. Scope of expansion

Threats:

1. New brand hotel
2. Global economic crisis
3. Competition on the price point
4. International money inflation risk.

Chapter – 3

An Overview of Sales and Marketing Department

One of the most important departments in the hospitality industry is without a doubt sales and marketing. This department is inextricably linked to the hotel industry's productivity and profitability. This area of the hospitality industry increases revenue and helps the hotel meet monthly and yearly budgets. They create strategies, business proposals, and plans to ensure that the entire company thrives.

The sales and marketing department has agreements with business verticals such as room occupancy, event spaces, and so on. They also keep track of recreational facilities and restaurants. Individual teams are formed to manage various aspects of a hotel. The marketing team is usually hired by the corporate business office. They can also be hired by the relevant hotel. This team will either work in a corporate office or on the hotel grounds in the cases mentioned.

In order to maximize guest satisfaction, the sales and marketing department collaborates closely with the hotel's other major departments. They are also known as the hotel's heart; they develop and maintain business relationships with major corporations in order to obtain the best possible business support from them.

This department is also in charge of not only selling hotel rooms or events, but also of selling all saleable items that can increase hotel revenue. This job is more difficult than any other job in a hotel, but it is also more rewarding.

The sales and marketing department is in charge of selling potential customers hotel rooms and other services. The sales and marketing department's primary responsibility is to establish a position for their products in the minds of their customers.

3.1 Operational Network Organogram Sales and Marketing Department

Every organization has a chart of their own like those are: -

- General Manager.
- Director of Sales & Marketing
- Director of Sales
- Director of Marketing
- Assistant Director of Sales
- Marketing & Communications Manager
- Public relation Manager

- Sales Manager
- Assistant Sales Manager
- Sales Executive
- Sales Coordinator
- Marketing Coordinator

3.2 Sales Department Functional Activities

Market Analysis

It represents market learning, which includes estimating, market and business information, and statistics. It is a necessary component for the sale of goods and services. Failure to do so precisely may result in the production of more supplies than the market can absorb. This could result in financial losses for the organization. It may also force under-production, with similarly unfavorable results.

Sales Promotional Advertising

Advertising and promotion are the publication of information about products and services for sale, as well as a process to connect the manufacturer with consumers. This informs customers about the product and the location where they can obtain it. The most appealing definition of advertising is "advertising brings genuine knowledge regarding useful things to a

Sales

All actions taken by the Sales department are aimed at increasing revenue for the company. A constant search for profitable markets is planned for this goal. Numerous organizations are established across the country and, if possible, in foreign markets as well. Sales promotion is an immediate and direct incentive that adds value to goods and services in order to motivate sellers, wholesalers, or key customers to purchase hotel goods and services. Advertising and individual selling forces are represented by sales campaigns, promotion, and advertising actions.

Correspondence in Sales

Any incoming query must be responded to quickly and with the requested information. Feedback and responses should be thoughtful, straightforward, and useful, and every consumer should understand that his inquiries are being investigated. Quotations for the supply of goods and services should be delivered to a large number of consumers, and large marketplaces should be secured. If the supply date or other guarantees cannot be kept, customers should be notified immediately, and whenever possible, explanations for the delay should be provided.

Service

The tourism and hospitality industries are quickly recognizing that service is an essential component of sales. It is frequently necessary for manufacturers to ensure that their products are properly fitted. This is not only a consumer service, but also a safeguard against customer complaints and general dissatisfaction. As a result, the companies maintain a staff of skilled hospitality personnel who convey tests at client functions, provide professional help and guidance, and ensure that everything is working properly.

3.3 Functional activities of Marketing & Public Relations

The department of sales and marketing has a wide range of responsibilities and duties. Here are some helpful hints for recognizing it to a greater extent:

Brand Promotion

Brand advertising is an important part of the company's sales and marketing. This stage entails refining marketing strategies and ideas. It is ensured that media schedules are established and marketing camps are put in place. Team representatives work directly with advertising agencies.

E-Commerce

E-commerce is also an important function of the sales and marketing division. The team must do various types of material when dealing with e-commerce. They must create and implement proposals for online marketing and advertising. The website, as well as online bookings and sponsorships, are managed. They also work quickly with the digital marketing company.

Public Relations and Communications

Public Relations and Communications aid in working with people. The team works on content creation and social media upliftment in this aspect of the job. Editorial reporting is coordinated with the media. Relationships with influencers and key opinion leaders are also developed. Furthermore, disaster communications are addressed on this Continuum,

Personnel and Operations

The sales and marketing team operates in accordance with the sales and marketing director. He or she is in charge of the entire team and is held accountable for various tasks. To accept optimal results, the team must work together strongly. The following are some of the essential skills of team representatives:

Self-assured in dealing with clients. Expertise in presentation skills. Must be a fantastic negotiator. High level communication skills. Understanding of current technology used. Should be innovative in order to come up with advanced ideas.

3.4 Coordination with the Department of Sales & Marketing within other departments

Collaboration with the front office department

The marketing and sales department is reliant on the front office for data on guest histories and specifics about each guest's visit. Some of the data gathered is based on zip code, frequency of visits, corporate affiliation, special needs, and sleeping room reservations. Messages for the marketing and sales departments must be completely, accurately, and quickly relayed. The switchboard operator serves as a vital link between the prospective client and a salesperson in the marketing and sales department. The front office manager should inform all new front office employees about the marketing and sales department and what each person's job entails.

Coordination with the Department of Food and Beverage

The sales and marketing teams collaborate closely with the food and beverage team. Both the organization's employees and the kitchen team are represented in the provisions and refreshment division. Coordination between the sales and marketing teams and the food and beverage team is critical for guest satisfaction. Hotel guests, for example, are more connected with the salesperson at the beginning of the hotel. At that time, they may inquire about any special requests from that

salesperson. In that case, it is the salesman's responsibility to inform the F&B team so that they can act appropriately to maximize guest satisfaction.

Furthermore, the food and beverage team is the most important in providing hotel services to guests. As a result, those guests find a comfortable zone and begin returning to that hotel on a regular basis. In short, a salesman's job becomes easier.

Chapter-4

Activities, Challenges, and Lessons Learned

A Sales Executive is a certified professional who establishes yearly sales goals for the company and works to achieve them with the help of the Sales Manager and Sales Associates. The job entails developing a strategy for generating new forecasts and sales leads and converting them into rewarded users or consumers. As a hospitality sales executive, you will participate in sales activities and events, as well as assist the team in meeting monthly and yearly budgets and forecasted room revenues in accommodation and other revenue-generating areas.

4.1 Specific duties and responsibilities during the internship

- The sales manager develops a sales strategy and executes tactics to meet budget.
- Sell all aspects of the hotel and cross-sell other brands from similar parent companies.
- Establish new business and maintain existing business accounts by developing and executing action plans.
- Convert the sales report.
- Handle business inquiries in collaboration with senior positions.
- Solicit and close business in accordance with predetermined parameters.
- Conduct site inspections and familiarizations.
- Maintain a consistent sales call pattern.
- Monitor comparative sets and notify the manager of tactical changes.
- Attend all scheduled meetings.
- Entertain prospects and existing key accounts with the goal of sustaining business and increasing sales.
- Report on sales activities and successes as needed.
- Monitor competitor activity and develop a market profile.
- Work in accordance with business requirements.

4.2 Technique for making a sales call

- Determine your target market area.
- Investigate the company profile and its history.
- Obtain the contact number or email address of the person in question.
- Call to make an appointment.
- Visit the organization with a brochure from the hotel and other presentations.
- Obtain business information and market share.
- Their wants and needs, as well as the budget they have set aside for their visitors.
- Invite them to check out the hotel/property.
- After returning to the hotel, I sent a thank you email.

4.3 Digital Marketing Techniques

Hotel digital marketing (also known as hotel online marketing or hospitality marketing) is the process of establishing and maintaining a hotel's online presence. In addition to Google and other search engines, this includes social media platforms such as Facebook, Twitter, and Instagram. As a result, hotels must accept that hotel digital advertising generates more bookings, increased visibility, and, of course, a consistent brand name in the marketplace. The following are some of the most important digital marketing strategies.

Enlist the hotel on Google Brand website SEO: The strength of websites Advertising, advertising, and more advertising! Live broadcast Tell story through videos Email marketing Influencer marketing Blog perform the fashion

4.4 Utilization of Offline Marketing Tools

- Contact with customers directly.
- Tour operators and wholesalers
- Guest Room Printed Material/Signage
- Electronic reading boards
- SEO (Search engine optimization) marketing on your hotel's website and through social media.
- Content promotion.
- Build and maintain an online reputation by performing

4.5 Maintain the daily sales and other business Tracker.

- Update the daily sales visit that was successfully completed.
- Every day, update the business queries.
- Maintain the hotel display around the tracker.
- Maintain an up-to-date event calendar.
- Regularly update the account management grid and notify the sales and marketing director.
- Keep a record of lost businesses.
- Maintain a global brand training tracker for all team members.

4.7 Obstacles encountered during the internship period

- Stepping into the corporate world from academic study is always difficult for students, and I experienced the same thing when I began my industrial placement. Some of these are as follows:
- There were fewer chances for cross-training with other departments.
- Because of the performance of the interns, hotel permanent staff feel insecure about their jobs; as a result, they rarely cooperate with the trainees and guide them properly.
- Interns may feel pressured to be independent and self-sufficient because they are afraid to ask questions of their supervisors.
- The supervisor does not have the time or the skills to provide feedback in a way that allows me to understand my strengths.
- The supervisor does not have the time or the skills to provide feedback in a way that allows me to understand my strengths and areas for improvement.
- a scarcity of suitable internship opportunities, qualified supervisors, and additional resources (for example not enough tools, traineeship is unpaid, etc.)
- Sometimes interns work on weekends as a backup to huge work pressure, which causes them to become demotivated for their internship placement.
- As an intern, I frequently encountered unrecognized work, such as standing in front of the hotel main gate and opening the door for guests, assisting them to their desired location. There were no proper work allocations for the interns.

4.8 Learnings from the internship period

- Useful information and tactics for the sales and marketing department to offer and sell hotel rooms and other value-added services in order to increase hotel revenue.
- Establishing and maintaining corporate relationships with customers. I learned how to make a good first impression on customers by first talking to them about hotel items.
- Inextricably linked to the responsiveness market's business culture and guest-handling practices.
- Developing and maintaining business relationships with clients.
- Salespeople must be able to make quick decisions in order to capitalize on
- Interacting with outside visitors, guests, and tourists during this internship period.
- The main goal was to boost visitor satisfaction.
- Another essential skill for team members in the sales and marketing departments is team building. Individuals and businesses alike must be aware of market information.
- Maintaining calm under pressure in any situation

Chapter-5

Implementation and Evaluation

5.1 Findings

Le Meridien Dhaka is a truly exceptional and leading 5-star hotel in the Dhaka megacity, offering their clients and consumers the best fashionable environment, services, and support. It ensures that all necessary hospitality goods and services are available to maximize guest satisfaction.

- First, communicate with a trainee by assigning the learner to a department.
- Organize get-together sessions at least once a quarter, on any special occasion.
- Maintain a consistent schedule of working hours.
- Require more opportunities for a team member to complete their own task.
- Train on the most recent preparations or changes to become acquainted with the actual working environment.
- Hire more people to help with administration and general tasks.
- They may hold a discussion to listen to the customer's input as well as that of friends and associates.
- The intern is constantly important to customer service. Procedures, particularly solid administration, are the long-term foundation for providing fashionable customer support.

5.2 Recommendations

- They should provide equal opportunity to all trainees and prioritize their interest in the work or department.
- Interactions among team members increase productivity and guest satisfaction.
- The student of hotel management and related background should pay more attention to recognizing and rewarding the best employees, which will increase motivation among all employees to perform better.
- Make more arrangements for food from other countries, such as American, Arabian, which is about to known as theme based cuisine.
- Allow for permanent employment after successfully completing an internship; provide cross-training opportunities for all employees, particularly trainees during the initial learning stage.

5.3 Final Thoughts

Bangladesh is currently at a crossroads in terms of economic emancipation. The stage is set for rapid growth and development in all sectors of the economy, particularly tourism and hospitality. The tourism and hospitality industries are also undergoing significant transformations. 'Professionalism' is the key word for success today and in the future. Only companies that are completely committed to this industry will thrive. Marriott International are committed to taking the lead in the development of the travel, tourism, and hospitality industries in the twenty-first century. Today, in the field of tourism and hospitality development, Marriott International are well known and will help to develop this industry in a better way.

Le Meridien Dhaka is a well-established five-star hotel conveniently located near Dhaka International Airport. Also, we can consider it as one airport hotel. Le Meridien Dhaka, as one of Bangladesh's top five-star hotels, provides its customers with promising services. The entire design of the Le Meridien Dhaka was chosen with the intention of evoking strong emotions in its visitors. The sensory welcome uses warm lighting, lovely plant arrangements, recognizable music, and a calming aroma to welcome visitors. I'm pleased to have completed my internship with the Le Meridien Dhaka sales and marketing division. My personal experience suggests that the organization's working environment is quite motivating. This division is working extremely hard, and they come up with new, original, and cutting-edge business ideas every day. If they keep up their efforts, they will be able to expand their distribution network, reach previously untapped markets, and secure a steady stream of future revenue. Le Meridien Dhaka is doing an excellent job, but competition is increasing all the time. Le Meridien Dhaka must take action to meet the high demand. It must work hard to introduce new signature services in order to retain current clients and win over prospective new markets. Meeting client needs through continuous improvement of work processes, services, and facilities is the only practical way for businesses to achieve their objectives.

Last but not least, as a member of the team, I contributed in various ways to improving the service quality. After finishing this report, it is clear to me how the large hotel chains work to motivate their teams and run toward the same goals. If the opportunity arises in my future career path, I would like to pursue this research further.

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