

Internship report

on

**“Operational Procedures of Food and Beverage Service Department at “Renaissance
Dhaka Gulshan Hotel”**

Submitted to

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Date of Submission

Letter of Transmittal

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Sub: **Submission of Internship Report**

Dear Sir,

It is an honor and a pleasure to work under your supervision, with all due respect I would like to inform that my internship is over. Here I am introducing myself as Kamrul Hasan Fahas, a student in your esteemed University ID 171-43-270 and it is my delight to present you with my entry-level position and offer further information about the report on the topic of “**the Operational procedures of Food and Beverage Service Department at Renaissance Dhaka Gulshan Hotel**” . I am eager to take advantage of the chance to spend the next six months as a trainee in the food and beverage department of the Renaissance Dhaka Gulshan Hotel. I am submitting this report to complete my graduation as per requirement of Daffodil International University. In all honesty, I have done all in my ability to conclude the report with the essential information and the proposal that was provided in a manner that is as important, concise, and comprehensive as is humanly possible.

Your Sincerely



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CERTIFICATE OF THE SUPERVISOR

This is to inform you that the report on “the **Operational procedures of Food and Beverage Service Department at Renaissance Dhaka Gulshan Hotel**” has been completed under our supervision and guidance as a partial fulfillment of the requirement for a "Bachelor of Tourism and Hospitality Management" degree from "Daffodil International University" by Kamrul Hasan Fahad, ID.171-43-271. The purpose of this communication is to inform you that the report on "Internship Report The thesis was finished under my direction, and it now serves as a record of original work that was completed effectively.



.....
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DECLARATION

The report I sent in for my internship was prepared while I was still a student at “**Daffodil International University**” and working toward getting a degree there. This truth has been proven beyond a reasonable doubt.

The report must not include any material previously published or authored by a third party, provided that the work is adequately acknowledged and offers comprehensive and accurate referencing. The report shall not include any once accepted or submitted content to confer a degree or certificate by any other educational institution, including a university. This consists of any form of higher education. I have already conveyed my appreciation to those who have assisted me.



fahad.

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Acknowledgement

First, I'd like to thank Almighty for the blessings and my warm Thanks to my Supervisor Md. Golam Mostofa for allowing me to work at Renaissance Dhaka Gulshan Hotel and write my internship report. Md. Golam Mostofa, Assistant Professor at DIU, helped me draft the entire paper.

I would also like to thank Renaissance Dhaka Gulshan Hotel who kept faith on me and gave the opportunity. In addition, I would like to express my gratitude to everyone who assisted me with different aspects of the report I was writing for my internship. In conclusion, I want to show my appreciation to my colleagues and friends who have never stopped being there for me and providing me with support and encouragement during this journey. It is possible that completing my task would be more challenging for me if I did not have their assistance.



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Executive Summary

The “**Renaissance Dhaka Gulshan Hotel**” is magnificent. It's a Marriott lifestyle brand. Renaissance Dhaka Gulshan Hotel is in Gulshan 1. 211 modern rooms and suites are offered, created to reflect local culture and art. Three multipurpose and one single-purpose conference room are available. Five parts separate the ballroom. Five restaurants are nearby. Renaissance Dhaka's customers are loyal. Every company must expand to grow. They promote unusual marketing concepts on social media. alternative communication Social media, sales calls, and PR are first. promotion everywhere All business procedures use modern technologies. Because of their corporate loyalty, they've created a market presence. They discuss corporate rooms, meetings, opening and closing ceremonies, weddings, and birthday celebrations with customers. Friendly communication wins over customers.

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Chapter one

Introduction

1.1 Background of the study:

A subfield within the hospitality sector is referred to as the hotel industry (Kim, 2018). It provides consumers with hotel services and has some experience doing so. The hotels do not compete with one another in any way. They are divided into various subgroups according to criteria such as size, purpose, level of service, and cost. Additionally, the service level is broken up into three distinct portions. There is a limited-service option, a mid-range option, and a full-service option. Nevertheless, most customers are more used to the star rating system. It begins with a rating of one, the lowest, and ends with a rating of five, which is the greatest. In today's environment, individuals all around the globe are showing an increased interest in going on vacations and other types of trips. It becomes an essential component of everyday life. In the last five years, not only has there been an increase in the amount spent on travel for pleasure but there has also been an increase in the amount spent on business travel. The market size of the hotel business has further benefited from the surge in the number of tourists, which has shown consistent year-over-year growth.

Bangladesh's economy has grown significantly thanks to the contributions made by its tourism and hospitality industries. By 2021, Bangladesh is anticipated to have reached a level of economic development that places it in the middle-income category (Rahman Ph.D (USA) & Islam, 2021). The government of Bangladesh produced these forecasts. The hotel industry has made a big contribution to this essential movement and to all the other efforts that have been undertaken. About eight to ten hotels of a five-star category operated by international chains can be found in Bangladesh. In addition, a few hotels in the vicinity provide services at the same level as those offered by hotels rated five stars. On the other hand, Bangladesh is home to over 600 hotels and motels, some of which have received ratings of three, two, and even one star. In addition, there are a vast number of bed & breakfasts and boutique hotels that cater to the

requirements of tourists in every area of the country. Every day, a sizeable portion of the workforce is used in the operation of this sector of the economy.

1.2 Scope of the study

The purpose of this paper is to make an effort to complete my internship on the food and beverage service offered at the Renaissance Dhaka Gulshan Hotel. My organizational report supervisor is Mr. Mirazul Nayim Khan Assistant Bar Manager at Renaissance Dhaka Gulshan Hotel . In addition, their whole business process is geared around ensuring the highest possible degree of happiness for their customers. Because this is my first time participating in an industrial attachment, I have been attempting to compare and contrast the information I gained in the classroom with that used in the workplace. I have seen it in action. I also joined at Renaissance Dhaka Gulshan Hotel as helping hand of their employees in different jobs.

My core job responsibilities are:

- Taking orders from guest and hosting in generakk.
- Assist the team and make sure to fulfill their work
- Participate as an effective and productive team member

1.3 Objective of the report:

The broad objective of this report is to analyze the food and beverage service of Bangladeshi Five Star restaurant focusing on Renaissance Dhaka Gulshan Hotel.

Specific objectives are

- To find out guests actual demand, (what he/she wants from a hotel)
- To gather proper knowledge on different service methods and techniques of the food and beverage service.

- To identify guest problem and being available to solve.
- To learn how “**Renaissance Dhaka Gulshan Hotel**” build relation with guest.

1.4 Methodology of the report

We have used both primary and secondary sources of information during our investigation. This research is mostly descriptive but also includes some questionnaires. In addition, qualitative research methods such as observation have been used in the past in studies that were conducted in the past. For the aim of putting up this report, we drew on a variety of primary and secondary sources for gathering information.

1.5 Data collection

Primary source: To collect primary data, interviews have been carried out, which has been done so that information may be acquired for this chapter. Some of the in-person interviews at the hotel are performed with the hotel's staff members, and they provide their responses. In addition, to get more information for the purpose of this chapter, I have spoken with my immediate supervisor, the assistant director of Food and Beverage. This discussion is the most important source of knowledge that I used for this chapter. Working here has allowed me to see the organization's complete structure, which has aided me in developing a deeper comprehension of the business.

Secondary data: Secondary data was collected from different book, journals, articles and hotel's website.

Chapter two

Overview of Hotel

Introduction

One of the portfolios of chain hotels owned and operated by the Renaissance brand is the Renaissance Dhaka Gulshan Hotel. This trademark is owned and managed by Marriott International, the parent company of the Marriott brand. The Asia Pacific International Hotel Awards named it the "Best Luxury Hotel in Dhaka" in recent years, making it one of the many recent honors to be conferred upon the establishment.

2.1 Marriot International History: The year 1927 marks the year when Marriott came into the world. The original site, a basic root beer stand, was founded in Washington, District of Columbia, by John Willard Marriott and his wife, Alice Sheets Marriott. They were married at the time. They were only a modest company when it first began, but over the years, they've developed into one of the most successful businesses in the hotel industry. In 1993, Marriot split itself up into two completely independent companies. One of them was the Marriott hotel chain, an international corporation. The United States is home to Marriott International, a hospitality firm with locations worldwide that does business in various countries. The company oversees the operations of a large portfolio of hotels and other lodging places involved in the hospitality sector and franchises these businesses. They do business in 132 nations and locations worldwide and have over 7,500 properties under 30 distinct brands. The hotels may be classified into one of these four categories:

The commercial worth of the company's brand has been solidly established at this point. 1995 was the year that marked the beginning of Marriott's release of an online reservation system for its clients all over the globe. This system has been available ever since. In addition, Marriott has its vision and mission, which have allowed the corporation to provide a wider number of customers with services of the greatest possible quality. The several brands that belong to this firm each promote unique cultures in their communities. In addition, the staff members have been given enough training to deliver excellent service while maintaining a professional attitude and acting in a manner that is consistent with the fundamentals of hospitality. It is believed to be

one of the key causes that have contributed to Marriott International's tremendous success on a global scale.

2.2 Marriott's Vision Statement

“To be the world’s favorite travel company”. In today's world, the founders of Marriott International placed a significant focus on having a clear vision that is not only difficult to put into reality but also maintains constant throughout the organization. This was done to ensure that the company would be successful. To make significant headway in the service business, this step was taken.

2.3 Marriott's Mission Statement

To enrich the lives of our clients by conceiving of, designing, and making possible exceptional travel and leisure experiences.

2.4 Marriott's loyalty program

The membership for Marriott International Inc. is referred to as Marriott Bonvoy, and it is a kind of customer loyalty program. Because of this membership, customers can take advantage of a free in-room internet connection if they book their stay directly via Marriott. The visitor must complete the free online registration to become a member, after which they will have their own membership account. Members of Marriott Bonvoy who have registered their accounts are eligible for several advantages. The more often the users use the service, the more points will be credited to their accounts simultaneously. By redeeming these points, guests of any Marriott hotel are eligible for savings on dining, room service, and other amenities. The membership may be broken down into a few distinct subgroups.

2.5 Renaissance History

The business asserts that the Renaissance had an impact on the way people in the region lived their lives. A global lifestyle hotel brand, to inspire and test its guests' limits, wants those staying at its properties to have the option to participate in unplanned, organic interactions. The guests staying at Renaissance hotels are always given an open invitation to learn something new and listen to interesting stories to be told again and again. The firm is always creating new images

connected to the corporate philosophy and making visitors feel special while traveling, regardless of whether they are going for business or pleasure. This is done so that the firm may display the newness that has been implemented, and the reason for it is as follows: It requires that guests at hotels in a certain country be allowed to participate in the cultural activities of that nation at some point during their stay at one of the hotels in that nation. Each hotel has a one-of-a-kind interior design that also exemplifies the core values that the company was founded on.

The hotels have been constructed with the local environment in mind and have design hallmarks that give unexpected moments of discovery throughout the establishments. This provides each hotel with its unique personality while also retaining a link to the brand via common principles based on finding microlocal experiences. These principles are built on the idea that guests should be encouraged to do new things in their immediate surroundings.

The Renaissance Hotels offer a wide variety of accommodations; however, they are all bound together by the same brand's strategy, commitment to the guests' needs and desires, provision of one-of-a-kind services, and fundamental marketing practices. These practices include emphasizing the guests' enthusiasm and providing them with an exceptional dining and drinking experience. In addition, the hotels offer an assortment of one-of-a-kind activities for their guests. Such as

- The neighborhood's "soul" Introduces visitors to the neighborhood's culture, ideals, and people
- Evenings at Renaissance celebrate the community with activities like the nightly bar routine.
- R.E.N. Meetings engage groups with regionally inspired meals, unique meeting spaces with engaging sensory features, special events, and a committed crew.

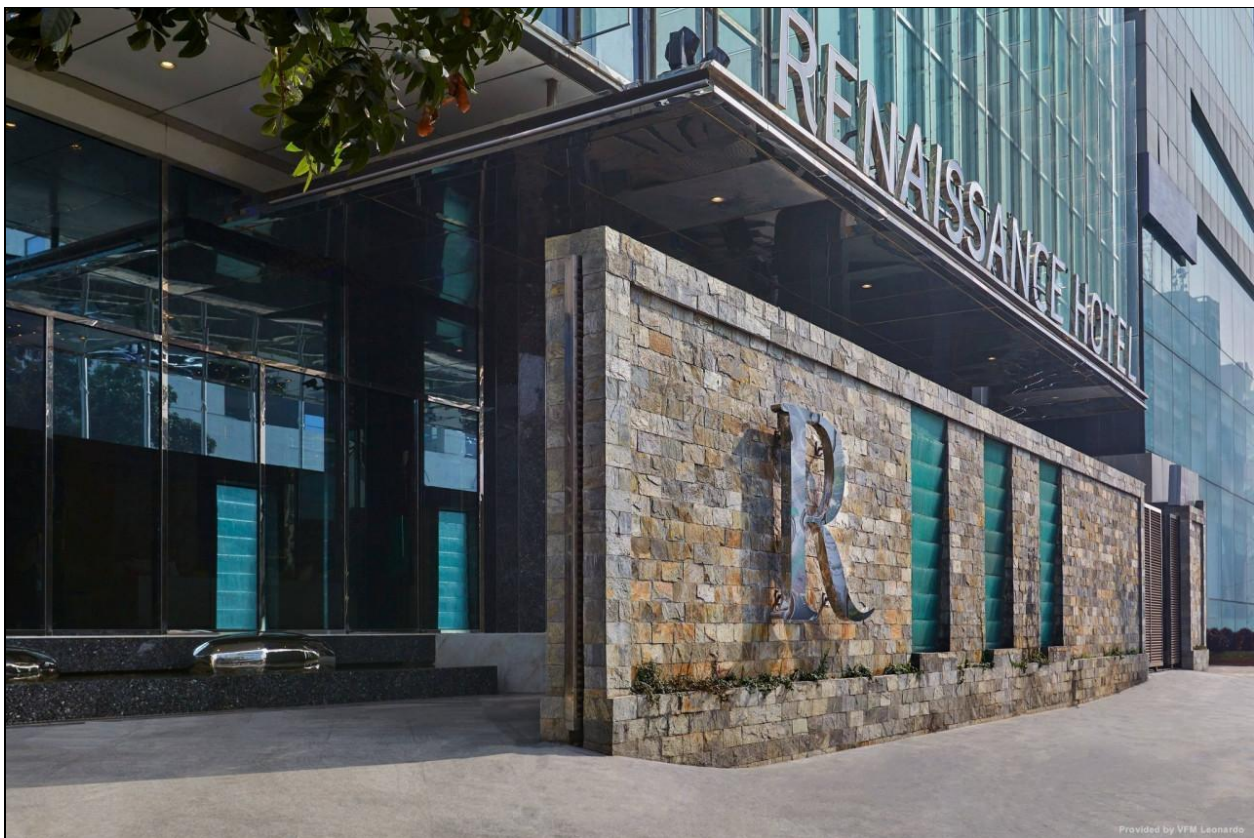
2.6 Renaissance Dhaka Gulshan Hotel

The Renaissance Dhaka Gulshan Hotel is roughly 11 kilometers away from the city's international entrance and may be accessed via taxi (about 15 minutes) The hotel enjoys it when

they have customers from the surrounding area. It is a lifestyle firm that aids business visitors in finding hidden treasures in the area by providing one-of-a-kind services and activities that are beyond the norm.



It was to participate in the travel and tourism industry that Premier Hotel Management Co. Ltd. was founded. The Premier Group of Companies is comprised of a variety of distinct companies, some of which are a bank, an insurance company, a leasing company, a manufacturing company, a cement company, a petroleum and lubricants company, a distribution house, an aviation company, a medical center, a steel company, a supermarket, and a travel and tourism company. The Premier Group of Companies includes the Renaissance Dhaka Gulshan Hotel as one of its properties. These businesses are listed below. The esteemed chairman of Premier Group of Companies and the business visionary behind the Renaissance Dhaka Gulshan hotel also holds the position of chief executive officer for the firm. Dr. H. B. M. Iqbal. He is working on one more project connected to the Hilton Dhaka, and the preparations have already begun. Both of these hotels have been awarded five stars, indicating that they are among the best that can be found anywhere in the world.



Every stay at the Renaissance Dhaka is treated as a once-in-a-lifetime experience for every one of the hotel's guests, and the hotel makes every effort to ensure that this remains the case. The Renaissance Dhaka Gulshan has 211 contemporary and opulent guest rooms and suites. These rooms and suites were designed to focus on the local culture, and they were finished in an attractive atmosphere to attract international visitors and local travelers. In addition to separate living spaces, kitchenettes, and butler service, suites provide luxurious accommodations.

This hotel has designed the whole facility to incorporate aspects of the culture of the neighborhood in which it is located. For example, the head of a Royal Bengal Tiger can be seen hanging over the reception desk in the lobby, and a statue of the animal, complete with a red lotus chair, can be seen in the principal sitting area of the lobby. Both of these pieces are located in the same room. In addition, the lobby landing area has textile thread pieces hung by Zig Zack. These may be seen hanging from the ceiling. Macramé is a kind of textile threadwork completed and strung on a bamboo stick, and it can be seen incorporated throughout the well-appointed, deluxe suites. The culture of Bangladesh places a significant emphasis on the use of lotus rugs, which can be found in each room. These rooms all have headboards constructed of Jamdani work, with the color blue used for standard rooms and the color green used for suites. In addition, a stunning crystal ball that has the likeness of a Royal Bengal Tiger carved onto it is included with each suite at no additional cost. The hotel's color palettes include various hues, including red, blue, green, orange, yellow, and cyan. In every one of the rooms, you will find a comprehensive range of amenities and services, such as opulent bedding, high-speed internet access, a 43-inch LED television, a multi-charging outlet, in-room dining service, and a working station that is furnished with an ergonomic chair. All of these amenities and services are included at no additional cost.

Room Categories

Room Types	Rooms	Area (SQ.M.)
Deluxe	24	28
Superior Twin	40	32.56
Superior king	80	35
Premium king	17	41
Club King	16	35
Club Twin	8	32
Junior Suite	21	50
Premium Suite	4	60
Presidential Suite	1	96

2.7 Events at Banquet & Conference meetings

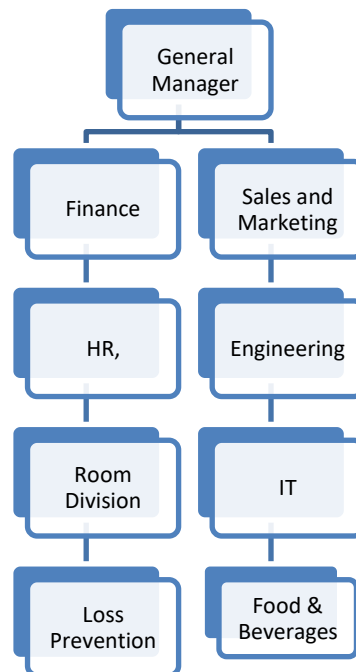
- The total area for gatherings is 6,563 square feet.
- Includes conference rooms with a variety of uses and windows that let in natural light
- Have three small conference rooms and one ballroom that can each be split into five portions for five different areas.
- Regardless of the group's size or the event's reason, specialized event staff will always be present to manage all of the needs and provide service that exceeds the visitors' expectations.
- The need has led to creation of interactive table arrangements, which keep the attendees actively engaged, motivated, and inspired throughout the event.

2.8 Other Facilities

- The R-Spa facility provides R-signature spa treatments such as body scrubs, facials, manicures and pedicures, body wraps, foot massages, and massages for couples. Other services include manicures and pedicures, body wraps, and body scrubs.
- Manicures and pedicures are also available as additional treatments. In addition to these treatments, they also offer wraps and body cleanses as optional extras.
- The bar also provides service to its customers.
- A workout that is entertaining and productive at the Renaissance Fitness Center, equipped with all of the most modern facilities available today.
- Club room guests and guests staying in suites at the hotel will have access to the club lounge located on the 17th level of the building. Because of this, they will be able to have an even more memorable experience while taking in the breathtaking panorama of the city. The infinity pool on the hotel's rooftop offers the best panorama of the city below, and guests can have the pool heated or chilled to suit their tastes.

2.9 Management Practices

Eight distinct departments are housed inside the Renaissance Hotel in Dhaka's Gulshan neighborhood. Every staff member is obligated to conduct themselves in accordance with the policies and procedures previously outlined for the hotel. As mentioned in the suggestions supplied by Marriott International, the corporate culture of an organization has to be centered on the people who work there for the business to have sustained success over time. When workers at a company have enough training and are happy in their positions, they can better provide high-quality services to clients, which in turn leads to increased satisfaction among those customers.



In this setting, democratic decision-making principles are adhered to, and one of those rules stipulates that before any decision can be taken, there must first be a meeting with the heads of all departments. They are all distinct organizations that provide additional reporting to the general manager. Following the collection of everyone's opinions and taking each one into account, they come to a decision. In addition to the guiding principles used to make decisions, the company's employees adhere to several other management practices as well. For example

Monthly "Town Hall Meetings" are held for employees. All employees, from lowest to top, contribute their opinions and experiences. The associate's birthday is also celebrated.

2.10 Marketing Practices



The efforts that are put into sales and marketing are the most significant aspects of the growth of a hotel's firm. This department consistently attempts to attract new clients, including potential visitors and those who have already patronized one of its competitors. The Sales and Marketing department of this hotel, just like other hotels' sales and marketing departments, is always working toward expanding the business in general and increasing the number of customers that stay at the facility. This division comprises three distinct divisions collaborating to produce the final product. Every single one of them is connected to the others in some way. In that order, these departments are referred to as Reservations, Sales, and Marketing.

2.11 Sales

The main sales staff's primary focus is on selling rooms to corporate customers and travel brokers. This takes up the majority of their time and effort.

In addition to that, they prioritize catering sales as a primary business focus. It may be broken down into two distinct parts. One is 'in-house meetings & events. "Outside catering service" is an additional example of one of these expressions.

Their responsibility is to identify untapped customer bases as well as untapped corporate opportunities, both of which have the potential to contribute to an increase in revenue.

Our staff has fully grasped the business tactics hotels use as a result of completing a market analysis, creating objectives, and building action plans to attain those objectives.

They maintain strong relationships with important internal and external stakeholders to provide novel sales offers and acquire a more significant number of potential clients. Corporate agreements have been reached with the significant accounts being targeted.

Not only do they propose the rate, but they also have a comprehensive grasp of the Revenue management team. This is done to ensure that the financial needs of the hotels are satisfied during the conversations.

2.12 Marketing

In the same way that the sales team is responsible for a substantial portion of the company's overall profitability, the marketing team also does.

The marketing staff is responsible for an essential role in promoting the brand and disseminating information on the available services and specials at the hotel.

They supply the sales team with unique ideas or business packages to satisfy the client's needs and complete the creative visual work to convey the concepts. In this way, they are offering assistance to the sales team.

By sticking to the brand guidelines for the Renaissance, they can generate engaging new promotions for both the company's food and beverage and hotel elements. For example, buy one get one free (BOGO) bargains are provided to visitors in collaboration with several financial institutions on weekdays and weekends.

They are constantly modifying the digital marketing campaigns and deals now offered to customers. Examples include accommodation packages for the whole year, Christmas, national days, religious holidays, and any other special event.

2.13 Reservation

Every major hotel chain in the world provides its guests with an online reservation system. To put it another way, Marriott will handle the reservation for you utilizing their in-house reservation system, known as MARSHA. The term's true meaning is "Marriott's Automatic Reservation System for Hotel Accommodations," which describes exactly what the system does. In addition to being an efficient reservation network, it may also be used to manage demand. All

reservation colleagues within the Marriott family of brands are granted the option to make reservations at any hotel in the Marriott portfolio so long as they are using MARSHA.

It is not only used as an inventory management system but also as a solution for managing income by the revenue leaders at each property or controlling office. This connection to the Marriott.com website is direct and does not go via any intermediary. Individual guests can make, modify, or cancel reservations directly via the hotel's website, and they will get an email confirmation of their bookings. The convenience of the hotels owned by Marriott has made them famous. The Renaissance Dhaka and the Gulshan Dhaka hotels utilize the same booking system to take reservations from guests. Customers may make reservations for their stay at the hotel not only on the establishment's website but also through a wide range of online travel brokers.

In addition, the team that handles reservations will follow up with the guest both after the booking has been made and before the guest's arrival in order to confirm the reservation in full. If the guest has any requirements, the reservation team will also update those on the software (for example, opera), and then they will pass the message along to the front office. In addition to this, they will carry out a market survey and analysis concerning the prices and offers made by other competitors, and they will lend a hand in the process of establishing a revenue budget that is in line with the forecast.

2.14 Operation Management of Renaissance Hotel

When it comes to the hospitality sector, the operation management system of a business is one of the most essential components in determining the amount of success that the business will achieve. If the treatment is carried out successfully and without any complications, there is a better possibility for future growth. In order to develop into a successful hotel, there are four essential components that need to be integrated into the overall strategic planning. Facilities, materials, quality, and technology are the four components that make up this. Now, in the operation management of the Renaissance Dhaka Gulshan Hotel, four functions are being coordinated and managed.

Supply & Food production cost:

Producing food is by far the most crucial of these several activities. Everything, from purchasing to preparing meals, is tied in some manner here, from the very beginning to the very end. Maintaining hygiene is essential to managing the supply chain, which is why this sector is tied to it. After then, the department known as "buying and receiving" is the one that is mainly responsible for communicating with the many different vendors and suppliers. They choose certain suppliers from the pool of accessible ones in the market who are prepared to offer the raw materials at the most reasonable cost feasible while keeping a quality superior to that of the other vendors. For example, AKIJ, Fresh, Bengal Meat, and more brands are comparable to these. In addition, there is a direct relationship between this department and the department responsible for culinary affairs. The executive chef, together with his team members, estimates the food's expenses when arranging the menu card in a condensed way. This is done using the information they have about the costs of the raw materials.

Housekeeping

Food production is by far the most important of these activities. Supply chain management requires the preservation of all hygiene, which is why this industry depends on it (Ellram & Cooper, 2014). Everything, from the very beginning to the very end, is connected in some way, from making a purchase to cooking a meal. After then, the department referred to as "purchasing and receiving" is primarily responsible for interacting with the various vendors and suppliers. They choose, from the pool of available suppliers on the market, those willing to provide the raw materials at the lowest possible price while maintaining a quality superior to that of the other vendors. For instance, AKIJ, Fresh, and Bengal Meat, as well as other related brands. Additionally, this department directly contacts the department responsible for culinary affairs. When condensing the menu card, the executive chef and his team assess the food's costs. This is accomplished by utilizing information on the costs of basic commodities.

Front Office

Another duty that performs well is known as the "front office operation." The front office is connected with a few other departments. Therefore the functioning of this function should go off without a hitch and any problems. It is crucial to give visitors, guests, and customers friendly and accommodating service while working in the hospitality industry. The members of this hotel's staff who are tasked with working at the front desk are responsible for various tasks, including but not limited to greeting guests, assigning rooms, maintaining guests' accounts, providing guests with the most recent information, and handling complaints that customers file. In addition, they provide aid with secretarial services and may handle airline and other ticket confirmations for customers.

They are ready to address any more inquiries that may come from any corner and are prepared to do so. The last kind of compensation for the host comes from the guests, who are expected to be treated to the best possible hospitality throughout their stay. The first impression that freshly arriving guests take away from their stay is the result of what they experience in the welcome area. The front office incorporates a separate space that serves as the welcome area. As a result, they are obligated to maintain a cheerful demeanor at all times and get ready to meet and welcome the clients. Their one impactful speech has the potential to bring about a complete paradigm shift in the customers' thinking.

Information System Control

The Renaissance Dhaka Gulshan Hotel is no different than any other hotel in that it has a department that is mainly in charge of all of the work done in connection with the information system. The whole system comprises parts, including people, processes, machinery, and technical works. Marriott has unrestricted power and control over the administrative network. They assist in a couple of various ways. The individuals working in this job are referred to as "guest support" and "office support" by their coworkers. Both are managed in a manner that is separate from the other.

Office support

End users often run across roadblocks while attempting to fulfill the duties assigned to them. For instance, identifying problems with notebook computers, desktop PCs, and a variety of different kinds of electronic equipment, etc. They investigate any and all issues that have been occurring with the network and make necessary software updates for each division. Everyone here strictly abides by the established regulations, which contribute to establishing an excellent administrative network. As a part of the company's internal security strategy, they have restricted access to several websites on the internet. This was done for reasons having to do with protecting people's safety. Software such as Marsha, PMS, and Opera are utilized in reservation and front-office work. Birch Street software support is used in the purchasing department. Sun System software is operated in the finance department. Transcendent software is utilized in the maintenance departments. These are just some examples of the software utilized in the various departments. On top of that, they have the NVR system installed for the CCTV in the building.

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Chapter 3

Industry Analysis

3.1 Industry and Competitive Analysis

To achieve long-term success in an industry that is preoccupied with the process of delivering a service to consumers, Hotel should prioritize the satisfaction of their customers (Tredgold, 2014). When it comes to the hospitality and hotel sectors, it is essential to provide first-rate service of exceptional quality to win clients' patronage and earn their continued business. One of the most luxurious five-star hotels in the city is the Renaissance Dhaka Gulshan Hotel, which has earned its reputation throughout the years. They are recognized as genuine Marriott hotels in the area around them, making them one of the options available. On the other hand, if you don't want to stay at the Renaissance Hotel, there are a few other hotels in the Dhaka region that you may choose from. When one travels in today's world, they have a great lot of flexibility in choosing where to stay during their trip. Before settling on a single solution, customers thoroughly review their options.



3.2 SWOT Analysis

Strength:

- **Good reputation:** Because Renaissance is regularly regarded in high respect within the industry, it may be considered one of the businesses with one of the best reputations. Customers are aware that this hotel, given a rating of five stars, offers all that a visitor may want or need.
- **Leads the market:** Renaissance is acknowledged as one of the most famous names in hotel management. It has achieved its objective of attaining the top place among its competitors. Moreover, despite the market's fierce rivalry, it has secured the top position. The Marriott hotel franchise is the largest in the world.
- **Presence:** Marriott is a familiar name throughout the globe. There is not the least question that you will be able to find a J. W. Marriott in any given area, regardless of the country you are in or its political and economic situation. Marriott has a presence in over 127 different countries worldwide.

- **Acquisitions are highly profitable:** Marriott has acquired well-known brands, including Bulgari Hotel, Resorts Worldwide, and Gaylord. This has increased its portfolio and income.

Weakness

- **Strict code of conduct:** Too much strictness might hurt a thriving firm like Renaissance. Under constant scrutiny, employees may not function correctly.
- **Negative publicity:** People mistakenly believe that any positive or negative publicity may benefit a company's bottom line. Negative publicity is the last thing you should do if your firm is in the hotel management industry since everything depends on public perception. Even though they could assist others, the Renaissance is accused of doing a heinous deed by choosing to rescue only its guests during Hurricane Irma.
- **Law Problem:** If a business gets in trouble with the law, the company's reputation will undoubtedly suffer as a result. Because it blocked a customer's access to their Wi-Fi network, Marriott was sued. Because of this, it affected their company.
- **Poor ways of data protection:** Renaissance's data protection procedures are questioned. Many times, the firm failed to protect its consumers' personal information.

Opportunities

- **Entering into emerging economies:** Marriott has to incorporate customers from developing economies on its client list to grow its reputation and revenue.
- **Offer diversified services:** Because the younger generation is so focused on obtaining the greatest level of service, providing them with the most basic comforts would only

achieve a little. They need customized services from Marriott, which the hotel must provide.

- **Expansion to related sectors:** More than just sticking to the company's core is needed to ensure it stays successful. Businesses need to branch out and start new companies related to their main line of work.

Threat

- **High Competition:** In today's market, competition is always intense in all industries, but it is lower in fields experiencing significant expansion, such as hotel management. If Renaissance wants to attract more attention, it must do business in a way unique from that of its competitors.
- **Global recession:** The pandemic and the confrontation between Russia and Ukraine have pushed economies all over the world, particularly those that are large, to face the beginning of a recession. This is especially true of economies that are located in developing nations. The global economy is still in a futile struggle to preserve even the most minor degree of economic development. This conflict is likely to fail. As a direct consequence of the renaissance company's difficult financial situation, the number of consumers and the company's profitability have suffered.

Chapter 4

Activities Undertaken, Constraints/Challenges, and Lessons Learned

Food and Beverage Venue

Four restaurants are situated inside the Renaissance Hotel: GBC (Gulshan Baking Company), Bahar, which offers a range of cuisines, SEAR BAR, and R-BAR.

Gulshan Baking Company (GBC): The Gulshan Baking Company offers clients freshly brewed coffee, an array of teas, salads, and homemade gelatos. A coffee shop and deli provide a range of grab-and-go food options, including delectable desserts, freshly baked bread, mocktails, and other products.



Multi-Cuisine Restaurant “Bahar”

The very stylish restaurant BAHAR, which offers a range of cuisines, features captivating chandeliers and amusing design elements. This new Dhaka restaurant features three different dining areas for more private parties.



SEAR BAR – Level 18



SEAR is a specialty restaurant specializing in fusion cuisine and offers a unique selection of foods from all over the globe.

R Bar- Level 19

R-Bar boasts a rooftop city view. One of the best places for a serious business meeting or a relaxed evening with friends.



Food quality

There is no doubt that the vast majority of customers put the utmost significance on the quality of the food and drinks that they invest their money in. When it comes to assessing how essential the quality of the food is, the visitors' health is on par with their perceptions of the restaurant as a whole regarding the importance of the food. The visitors' well-being must in no way be put in jeopardy under any circumstances. Even if not every business may boast of having the best food in the city, restaurants and other eateries still have a duty to guarantee that the food they serve is prepared and stored in a manner that is free from contamination.

Memorable Service

It's likely that the level of service that clients get from the minute they walk into the restaurant to the very second they leave is even more essential than the quality of the cuisine they purchase. Even while establishments like restaurants are entirely dependent on revenue from sales, the transaction itself must never take priority over the needs of the consumer.

Reservation and guest seating in the restaurant

Hotel Renaissance is aware that attracting clients through the front door is the first step in generating revenue. In light of this, the Renaissance authority strives to make the seating and

reservation processes as streamlined and equitable as is humanly possible to boost customer satisfaction. The seating arrangements at Renaissance demonstrate courtesy and care for the customer, which contributes to establishing a favorable first impression.

Menu Planning

The menu planning does not need to be at all challenging in any way! Spending even a little amount of time planning and preparing meals in advance has the potential to result in significant benefits, including the following:

- **TABLE D'OTE MENU:** It is a set menu that has been decided upon in advance and only offers a limited number of courses to choose from. It's feasible that each course will only provide a handful of unique alternatives to choose from.
- **A LA CARTE MENU:** When it comes to organizing the menu in this manner, each category has a varied assortment of meals, and the costs for each item are specified on an individual basis. The order the consumer places will be the primary factor in calculating the overall price of their bill.
- **PLAT DU JOUR:** It is a reference to the food that is being offered as the daily special. A select few meals chefs have become known for creating, and the main course is often one of these dishes. However, depending on the geographic location of the restaurant, the menu could also include other courses, such as seafood, desserts, and other items of that kind.
- **CYCLIC MENU:** It is a series of meals served at a table d'hote for a set period, such as a week, which is repeated for a certain amount of time, such as six months. A new menu will be developed after an interim period of three quarters of a year.

Chapter Five

My internship experience

5.1 Internship position:

I worked as a trainee at the Renaissance Dhaka Gulshan Hotel in the Food and Beverage service department. As a trainee, I have been given various responsibilities at the hotel.

5.2 Job responsibilities

I just became a member of the Food and Beverage Service department at the Renaissance Dhaka Gulshan Hotel to provide a helping hand to the team in the many projects they are working on. The following is a list of the key duties that fall within my purview at work:

- Given that I work in the food and beverage service industry, my major commitment is to provide outstanding service to clients. I take this responsibility very seriously.
- I provide a helping hand in the preparation of the restaurant's setup in addition to the work that occurs behind the scenes.
- I can make coffee in addition to other types of beverages, which I accomplished and then provided to the guest.
- As someone who works in room service, I know the processes required to keep room service functioning well.

5.3 Internship outcome

While I worked as an intern for the firm, I tried my ability to make an excellent contribution to the organization. I was successful in this endeavor. I tried my best right from the beginning of the internship to carry out the duties given to me in an organized way by focusing on the responsibilities associated with the job. I was successful in doing so.

In the beginning, I helped aid the team; if I needed to learn how to carry out a certain operation, a team member showed me how to do it. As time passed, I grew better at what I was doing. After that, I started aiding Sam with various activities, such as providing service to guests, preparing and serving coffee, and managing the business's operations.

My previous work experience has equipped me with a fundamental comprehension of the corporate culture that permeates an organization. Before beginning my internship, I needed to have a lot of trust in my abilities to communicate clearly and effectively with other people. On the other hand, I had the opportunity to develop my conversational talents by talking with many visitors, which was a fantastic opportunity for me. I was able to do this because of the party. In addition to that, I have acquired the skills necessary to interact with guests who are present during times of crisis. At first, I was terrified since this was a new environment in which I would interact with new people, and I had never been in this predicament before. I have never had the opportunity to get experience working in a corporation or any other kind of organization. Because of this, it was challenging for me to adjust instantly to the new environment.

Chapter Six

Finding, recommendation and conclusion:

Finding: The Renaissance hotel suffers from a shortage of food and beverage service workers. As a result, the restaurant only offers a select number of food items a la carte. Hotel visitors generally choose to use the restaurant's service rather than other options, such as the business center's amenities, the spa, the pool, or the gym. When fewer people attend, the A service is such as this. They need a sufficient amount of operating equipment. Limited lodging packages are made accessible to customers from the surrounding area. When weighed against the cost, the number and quality of the accommodation facilities could be better. A few visitors have mentioned that there needs to be more food at the buffet. There is a lake that the support crew for the reserve has established. Sometimes take over reservations. The employee is dissatisfied with the structure of the compensation package.

6.1 Conclusion: One of the many positive aspects of the hospitality industry is that its workers are highly polite and, regardless of the circumstances, always ready to assist customers while wearing a cheery smile. The Renaissance Dhaka Gulshan Hotel is part of the Marriott International hotel chain, so it looks out for the company's long-term profitability. To accomplish this objective, they are offering premium services to the guests in the hope that it will improve the quality of their lives. They make an effort to ensure that the guest is comfortable and has amazing experiences that are enjoyed to the fullest. The moment a guest enters the hotel area, they will receive premium service in every location they visit within the hotel. To attract customers, it is necessary to guarantee the high quality of the foods and beverages. If it is carried out differently, there is a greater likelihood of losing more potential customers. The team in charge of food and beverages works tirelessly on it to ensure that its overall quality is superior to that of its rivals. Because it is one of the most recently opened hotels, they already have a diverse range of potential guests.

6.2 Recommendation:

1. The hotel should bring some new food items that is not familiar with Bangladeshi consumers yet.
2. They can focus more on their food items to make those items familiar with their targeted consumers.
3. The can provide many offer on their food items to attract their customers.
4. They should enhance their resident service.
5. They can provide many offers regarding arranging a party in their restaurant to attract the customers.

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