



**INTERNSHIP REPORT  
ON  
SALES AND MERKETING STRATEGIES  
OF  
Dhaka Resort**

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

Submitted to  
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Date of Submission: 17 December 2022

# LETTER OF TRANSMITTAL

Date: 17 December 2022

Mohammad Nurul Afchar  
Department of Daffodil International  
University Daffodil Smart city  
Ashulia , Dhaka.

Subject: Submission of the internship Report Sales and marketing Strategic

Dear Sir,

I am here by Submitted my internship report on Sales and Marketing strategic of the Dhaka resort. I have conducted my internship program in-Dhaka Resort under your close Supervision.

It's a great opportunity for me to work in the Dhaka Resort as a trainee under Sales and marketing department for Six month under the Supervision Dhaka Resort MD Sir Sajibul al rajib. This report contains the general information about Sales and Marketing strategic at "Dhaka Resort"

I believe that knowledge to present my internship period will be help in my future professional life. I will be Grateful to you if you accept the report. Will be available for defense on this report any time.

Your Support in this regard will be highly appreciated. I always express gratitude to you.

Sincerely,



Tipu Sultan  
ID: 153-43-211  
Department of Tourism and Hospitality Management  
Daffodil International University

## Certificate of Approval

This is to notify that the report on ‘Internship Report on’ A study on the Sales and marketing Department of Dhaka Resort. ‘is as a partial fulfillment of the requirement of ‘Bachelor of Tourism and Hospitality Management’ Degree from Daffodil International University by Tipu Sultan, Id 153-43-211 has been complete under our supervision and guidance. The thesis has been carried out below my coaching and is a record of the work carried out efficiently.



.....  
Mohammad Nurul Afchar  
Lecturer  
Department of Tourism and Hospitality Management  
Faculty of Business and Entrepreneurship  
Daffodil International University

## ACKNOWLEDGEMENT

First of all, I thank the almighty Allah, the guiding light of my life for giving me the strength and courage to complete this report successfully. I am extremely thankful to our respectable Department Head of Tourism and Hospitality Management Prof. Mahbub Parvez sir whom give the opportunity of doing internship report on sales and marketing department – An analysis on Dhaka Resort.

I am extremely appreciative of my Honorable internship Supervisor, Mohammad Nurul Afchar Sir Department of Tourism and Hospitality Management, Daffodil International University. For her important time and counsel .I am profoundly thankful to him for his consistent direction and backing.

I like to give special thanks to the Dhaka resort MD sir. Above all I would like to express my thanks and gratitude to the employee of Dhaka Resort for their cooperation.

Without their support, I cannot finish my internship and prepare to report.

I do like to acknowledge that all the weaknesses of this report are mine.



Tipu Sultan

ID: 153-43-211

Department Tourism and Hospitality Management  
Daffodil International University

# ABSTRACT

The Sales and marketing department plays an important function in the Resort. In the Hospitality industry, sales and marketing department has been regarded as the nerve center of the establishment. Sales and marketing provides Digital marketing website resort all packages, Rates Discount, location and all services. Guest first Contact sales and marketing department and provides efficient information regarding different services such as room availability, rates discounts, food plans and other facilities to the guest. Therefore, in the hospitality sales & marketing operation has great value and honor.

It was great experience working at Dhaka Resort Six months. During the period learned a lot of practical things which are mention in the report. Besides also explained all the major issues of online reservation, guest communication and other department different reports and like wish, present a SWOT analysis on Dhaka Resort.

This Report divided into 5 chapters:

In First Chapter, the introductory description about the report is given.

In Second Chapter, the overview of Dhaka Resort

In Third Chapter, the sales and marketing strategies of Dhaka Resort

In Fourth Chapter, the current market position of Dhaka resort.

In Fifth Chapter, SWOT Analysis, problems and Recommendation are provided.

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**Chapter - 1**  
**Introduction**



## **1. Introduction :**

Any type of business organization absolutely must have a marketing strategy. The concept of marketing is constantly evolving. Every firm employs some techniques to keep up with this change in the buyer, their needs, wants, and demands. The plan they employ to keep up with the shifting market is known as a marketing strategy. Marketing plays a major role in a company's development. Therefore, it is crucial to have a solid marketing strategy for any individual business people. Identify all the marketing strategies that used by Dhaka Resort.

### **1.1 Background of the Report:**

I am a student of BTHM program in Daffodil International University. After 44 courses I was placed in the Dhaka Resort for my internship program as a trainee. The working of different task in Dhaka resort in the department of sales and marketing. I have gathered knowledge on Sales, Convention Service, Advertising, Public Relations. I have learnt about the requirements and procedure for arranging events for the customers. A Resort is a place used for vacation, Relaxation or as a daytime getaway. Location based Classification of Resort. By far, this is the most popular way to classify a Resort. A resort is an establishment which provides accommodation on a big area basis. Nowadays Resort are very much Area Many accommodation rather it is more about the comfort and recreation provided to customers and its feel like home away home people. All resort are providing good service like standard rules. Like a foreign people facilities get new updates our industry. That's why foreign people can also feel comfortable to visit Bangladesh, now we have several luxury resorts in our country. Many of five star hotel and resort in Bangladesh, since now we have several luxury resort some of them Dhaka resort, Grand Sultan tea resort and golf, royal Tulip sea Beach Resort, etc.

One of Bangladesh's top resorts is Dhaka Resort. It can be found in Kaliyakoir, Gazipur. It was only recently founded in 2014

### **1.2 Origin of the Report**

The honors bachelor of tourism and hospitality management curriculum lasts for four years. It is a condition of my enrollment in these bachelor programs at Daffodil International University that I finish the course of study. Internship is fulfilling the requirement also the students gets exposed to the job. The sales and marketing division of a resort in Dhaka is the main focus of this research. This Report includes all information, additional services provided by the Company, and an organizational summary. Completing my all theoretical courses of BTHM are eligible to initiate in to an internship program. Completing my all theoretical courses, completed my internship programs from Dhaka resort. After the successfully completion of my resort attachment I have prepared this report.

### **1.3 Scope of the Study**

The scope of reporting by the information provided Dhaka resort has been limited because there are many confidential matters. Primarily on the basis of applied observation, scope of this report was limited to related departments.

### **1.4 Objective of the Study**

#### **Broad Objective**

The main objective of this report is based on sales and marketing strategy especially how they are generating ideas their revenue at their resort. The objective of this report is to know the activities of online sales and marketing department and to know the sales deal or carrying in any new business.

#### **Specific objective of this study are follows**

- A. To provide an overview of Dhaka resort.
- B. To focus and discuss the sales and marketing strategies of Dhaka resort
- C. To Provide Current market position of Dhaka resort and analyze competitors
- D. To assess some problems, SWOT Analysis, and provided Recommendation

### **1.5 Methodology**

For the preparation of my internship report on Sales and Marketing strategies an Analysis on Dhaka Resort. I followed some strategies for collecting data:

#### **Primary Data:**

- Practical Work experience
- Face to Face discussion with the client and associates of Dhaka resort
- Direct meet and observations

#### **Secondary Data:**

- Websites of Dhaka resort ltd
- Other report
- Articles

### **1.6 Limitation of the Study**

- ❖ Limitation Of internship only for Six months
- ❖ Website are not highly provide information
- ❖ Lack of Sources
- ❖ Restriction information
- ❖ Confidential lack of cooperation in giving information



## **CHAPTER: 2**

### **Overview of Dhaka Resort**

## **2.1 About Dhaka resort ltd**

The brand of name Dhaka resort ltd. Md Shajibul al Rajib managing Director is the founder of Dhaka resort he is the co – chairman. One of Bangladesh's top resorts, Dhaka Resort, is situated near Gajipur, some 55 kilometers north of Dhaka. Everyone is astonished by Bhawal Ghor's natural beauty as well as the splendor of the rain forest and jomider bari. Anyone entering the resort would be in awe of the natural beauty and carefully planned landscaping, as well as the modern lodging options and other resort amenities. The resort has a hotel, lovely picnic areas, a contemporary swimming pool, boating and fishing facilities, tent camping, a bar-b-que area, numerous distinct cottages, and a spacious restaurant. The resort includes a historically significant pond with lovely and appealing natural beauty. Resort including a myriad of shalbon, a historic pond, contemporary villas, etc. a picnic area and male-only restrooms and female guest with modern fittings and play areas for children and eco-park that's why our guest with lots of attractions. Dhaka resort operates a 24 hour front desk to ease check in and check out at all hours. Free Wi-Fi is available in all areas.

### **Dhaka resort Facilities Like :**

- ❖ Hotel and Cottages, big Restaurant
- ❖ BBQ Party
- ❖ Big Swimming pool
- ❖ Picnic Zone
- ❖ Fishing Facilities And boating

### **Location and information:**

Dhaka Resort ltd Kaliakair- maona Road, Bandha bari

## **2.2 Mission, Vision, and Values of Dhaka Resort**

### **Mission**

To provide the best experience to guest with best in class world standard service through warmth, innovation, promptness and care from the best in hospitality, enriching the comfort in hospitality, enriching the comfort in each step of our journey.

### **Vision**

To remain the leading preference for our stay and make global footprints, while seeking comfort as well as a place to learn from, a place to work for and a place which provides unsurpassed value for money.

### **Values**

They behave honestly and uphold morally high standards in all that they do. Through teamwork, they work together to accomplish common objectives in a respectful and modest manner. They promise to produce favorable results, high standards, and returns. Respect means that an organization values its employees and the communities in which it operates, recognizes diversity, and rewards modesty. With creativity, they develop novel concepts that will endure over time.

## **2.3 Accommodation of Dhaka Resort**

Elegant cabins with contemporary amenities are available for those who want to experience the nature. The accommodations are roomy and comfortable, and the surroundings are lovely. There are four types of cottages, Royal cottages, Executive and family cottage, deluxe room.

**Royal cottage:**

Two air conditioner a/c room with attached bath and one living room. Covered with natural green, Big play ground, play area for children and Eco Park.



**Executive cottage:**

Two air conditioner a/c room with attached bath and one living room, natural green.



### **Family Cottage:**

Three a/c room With attached bath and one living corridor, total area is covered with natural green, one big play ground, Eco park and play area for children.





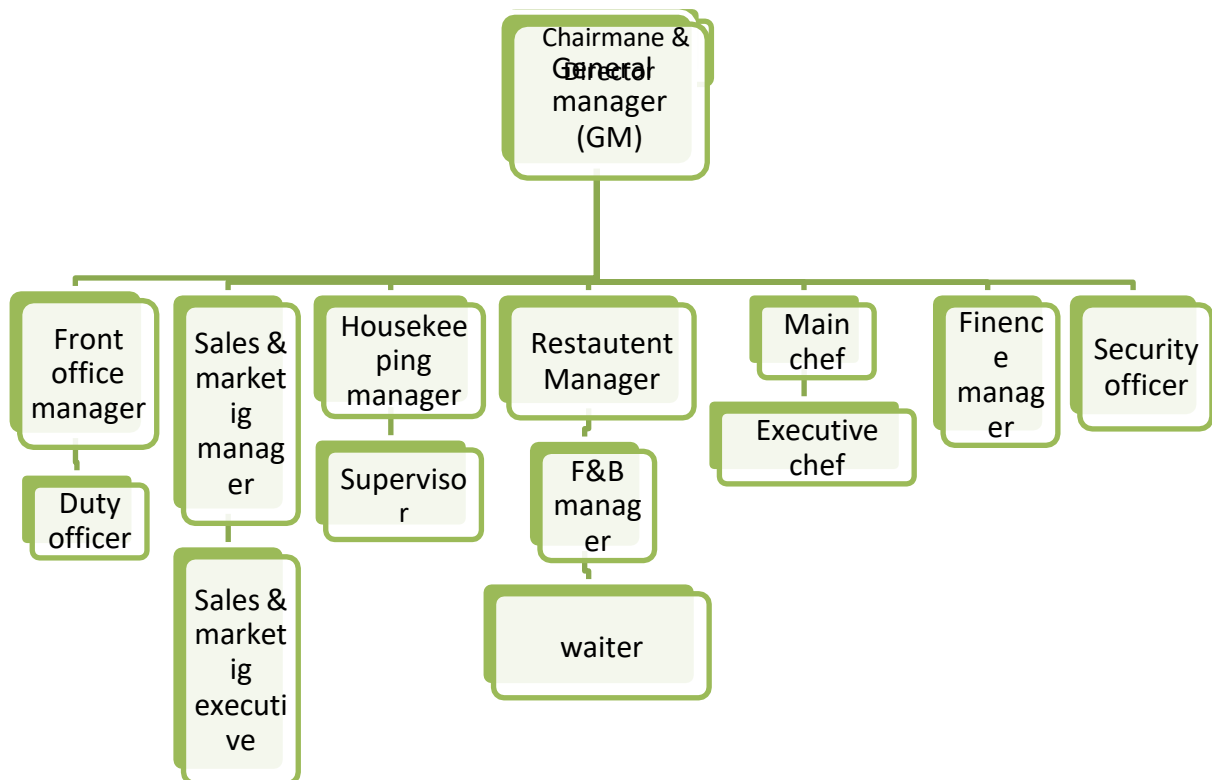
**Deluxe room:**

Three a/c room With attached bath and one living corridor, total area is covered with natural green. Room Facilities and Amenities:

Breakfast, Welcome Drinks on Arrival, Mineral Water, Newspaper.



## 2.4 Department and Structure Of Dhaka Resort

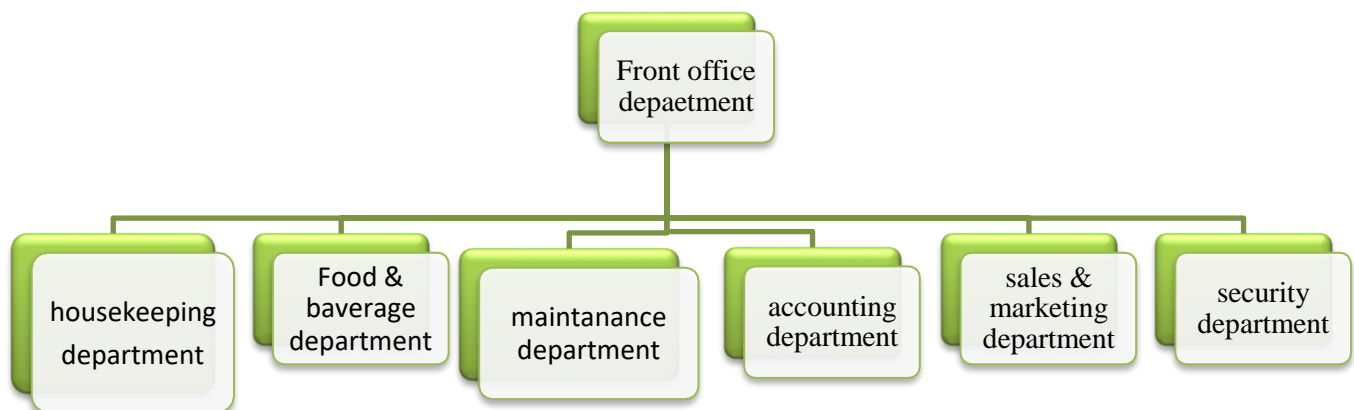


## 2.5 An overview of sales and marketing Department:

Selling hotel rooms and other services to effective clients is the responsibility of the sales and marketing department. Making a place for their goods in the minds of customers is the main responsibility of the sales and marketing department. One of the most competitive teams among the market's players is the Dhaka Resort sales team. Sales and marketing department maintain a good relationship with their corporate client as new client.

## 2.6 other department:

To efficiently manage its business, Dhaka Resort has seven divisions in all. The goal of all these departments of Dhaka Resort is to give guests the best accommodations and services available. Without the right personnel and resources in the relevant departments, a hotel wouldn't function properly.



## **2.7 Service Facilities and Amenities of Dhaka resort**

As a Dhaka Resort provides a lot of services and Facilities, and meet the guest expectation.

### Guest Services:

24 Hours Security

Emergency Lighting

Concierge Service

Air Conditional Facilities

Laundry Service

Luggage Storage

Free internet Access

## **Recreation and Entertainment:**

We have Eco Park and children Zone. Lots of beautiful trees & artificial animal & birds, where children can play and take photo







## **Chapter: 03**

### **Sales and Marketing Strategies**

### 3.1 Marketing Strategy

A marketing strategy is essentially a plan for getting in front of people and getting them to buy the goods or services that the company offers Dhaka Resort. It's a business strategy that incorporates all marketing activities into a thorough plan. The cornerstone of a marketing plan is a marketing strategy. The Dhaka Resort Marketing Strategy ought to last longer than any other marketing strategy. Utilizing effective marketing techniques enables the resort company to outperform its rivals.

#### The Marketing Strategy of a Dhaka Resort contains-

1. Value Proposition
2. website update to offers
3. Information of the target customer





### 3.2 Type of Dhaka Resort Marketing Strategies

Here are mainly 2 types of Marketing Strategies.

- I. Business to Business Marketing (B2B)
- II. Business to Consumer Marketing (B2C)

Let's now talk about some other tactics that Dhaka Resort has employed.

1. **Direct Marketing-** Directly interact with clients and potential clients by sending them mail, emails, messages, flyers, and other marketing materials.
2. **Relationship Marketing-** Any business that wants to succeed must first establish a solid relationship with its consumers, and Dhaka Resort places more emphasis on cultivating these relationships than simply selling products. A loyal customer will spend more money with the brand.
3. **Seasonal Marketing-** Using seasonal marketing to draw in customers is a terrific idea. A seasonal event is a fantastic opportunity to meet new clients. Generally speaking, these seasonal events occurred during public holidays or other important occasions.
4. **PR Marketing-** Public Relationship Marketing is one of the most significant forms of advertising. Effective PR tactics contribute to the organization's success.
5. **Content Marketing-** Create and distribute articles to inform readers about the goods and services offered by Dhaka Resort.
6. **Cross-Media Marketing-** To cross-promote goods and services, give customers information over a variety of channels, including email, postal mail, websites, and print and online advertisements.
7. **Database Marketing-** generating customised communications using a database of current or potential clients in order to market a good or service.
8. **Social Media-** Businesses with the foresight to invest in customer engagement have a unique opportunity thanks to social media platforms like Facebook and Twitter.

### 3.4 Marketing Mix

Dhaka Resort Ltd. will provide catering services, thus while designing strategies, we'd use the 7-P strategy rather than the traditional 4-P approach. We would also focus on the additional 3 types of people, processes, and tangible evidence as the Resort develops its services.



Dhaka resort extremely connected to marketing mix. Utilizing one or more of these four components can greatly aid in developing an effective marketing strategy the concept of the marketing mix is likewise based on the marketing 4Ps.

1. **Product-** A product is something physical we can handle or touch.

2. **Price-** Price is essentially the sum of money that consumers spend to purchase goods or services.

There are three major pricing strategies they are-

A. Market Penetration Pricing

B. Market Skimming Pricing

C. Neutral Pricing

3. **Place-** Place or distribution must also be taken into account in a marketing plan. Potential buyers should be able to access the position. Some of the Distribution strategies are-

A. Intensive Distribution

B. Exclusive Distribution

C. Selective Distribution

D. Franchising

4. **Promotion-** Increase revenue and brand recognition. Different strategies have been employed for promotion, some of them are-

A. Sales Organization

B. Public Relation

C. Advertising

D. Sales Promotion

### **3.5 Sales and Marketing Strategies by Dhaka Resort**

One of the terms used most frequently in the marketing community is "marketing mix." The marketing strategy a business genius must employ to sell its goods or services to customers is defined by the marketing mix. The four p's of marketing—the product, place, promotion, and price—combine to form the marketing mix. By grouping the components of the marketing mix into these four categories, management may more effectively manage the marketing plan and create a strong marketing strategy. Every component in the mixture is significant. The goal of a company's marketing strategy is to promote a solid marketing mix employing the four Ps of product, price, place, and promotion in the best possible way. Hence, to evaluate the marketing strategy of the Dhaka resort limited an overview of the marketing mix is required.

#### **Product and Service**

The primary service provided by The Dhaka Resort Limited to its intended clientele will be lodging. Leisure and adventure will be the mode of lodging. The Dhaka-Resort Limited offers three different kinds of cottage rooms for guests to stay in. He or she has the option of staying in the most luxurious cottages or the comparably affordable single suites.

1. There will be two different sorts of lodging options: cottages and single deluxe rooms. The lodging would be constructed using environmentally friendly elements such thatched roofs, processed wood, bamboos, and clay. The huts would be constructed in various architectural designs to reflect the various ethnic groups in Bangladesh's distinctive modes of relaxing.
2. We must discuss the kinds of facilities that are offered in addition to the lodging in the part that follows. We have already said that The Dhaka Resort Limited offers its distinguished visitors five-star lodging options. First and foremost, all of the rooms will have air conditioning so that the visitors won't suffer in the summer. In the winter, they can also use room heaters. The bathrooms are spotless, and guests can request hot or cold water according to their needs.
3. There will be a closet in the space where you may store your stuff. For the benefit of the visitors, a refrigerator and a television with a satellite connection will also be provided. Every room will have a designated smoking area for smokers that will be designated as such for the duration of your stay
4. Each room will have an intercom or a phone number to call room service. For visitors staying at The Dhaka Resort Limited, the Authority will guarantee round-the-clock room service. Therefore, it is clear that this resort will provide its visitors with a wide range of extra services that may be on par with those found in the nation's well-known five-star residential hotels.

5. The resort's garbage will be recycled at a waste treatment facility. The Dhaka Resort Limited employees will segregate the food waste, paper, and bottles for recycling at the end of the day. The resort's eco-friendliness will be guaranteed by this feature.

6. Food scraps will be recycled to create fertilizer, which will then be utilized to grow the organic veggies the resort feeds to its visitors.

**Advertisement:** Dhaka resorts are giving their advertisement video of resort and package offers in their face book page and website. Every day, The resort authority and sales persons are sharing their advertisement video in many groups at face book because they are promoting resort in market industry to encourage people for visiting Dhaka resort with family and friends.

**Family Package Only**  
**BDT 7,899/-**  
**One Child Complimentary (Below 10)**

**Dhaka Resort**  
Hotel, Resort, Restaurant, Picnic & Sports Zone

**Package including: AC Deluxe Room, Lunch, Evening Snacks, Bar-B-Q Dinner, Breakfast, Swimming Pool, Parking.**  
**Hot Line: 01762554444, 01762554422.**

## Sales Promotion:

Sales promotion is very important part in market industry. Dhaka resort is Promoting their sales by:

1. Internet Marketing
2. Communication
3. Facebook Marketing
4. Telephone and Mobile marketing
5. Direct selling their package offer in government & Private Banks, Corporate Offices, Schools, Colleges and Universities.

Room Tariff					
Cottage /Room	Facilities	Ac/ Non Ac	Complementary Breakfast & Swimming Pool	Max Cap.	Rent (BDT)
Royal Cottage	2 Bed Room 1 Living Room	Ac	4 Person	12 Person	16,000++
Family Cottage	3 Bed Room	Ac	6 Person	12 Person	15,000++
Executive Cottage	2 Bed Room	Ac	4 Person	8 Person	10,000++
Deluxe Room	1 Bed Room	Ac	2 Person	4 Person	6,000++

**Services**

- AC Room, Attached Washroom With Hot & Cold Water
- Color TV
- Welcome Drinks
- Swimming Pool
- 24 Hour Room Service
- B.B.Q.
- Green Eco Park
- 100% Safety
- Free Car Parking
- Standby Generator

**Our Facilities**

Hotel & Cottage	Destination wedding	Mini Golf
Swimming Pool	Shooting Zone	Cricket
Restaurant	Badminton	Football
Conference Room	Volleyball	Eco Park
Bar-B-Q	Deer farm	Kids Play Ground
Picnic Zone	Fishing	Car Parking
Event Facilities		
Corporate Dayout		

**Terms & Conditions:**

1. Pre Booking required 100% in advance payment.
2. No refund after booking confirmation.
3. Change of Booking plan is not acceptable after confirmation.
4. Package rate is valid for night stay only stay guest.
5. Night Stay guest Check in time 02:00 PM & Check out time 11:59 AM.
6. Dayout check in time 09:00 am & Check out time 5:00 pm.
7. For booking photocopy of national ID card or passport or birth certificate mandatory.
8. We are ready to provide Customized food.
9. 03 party is not allowed.
10. For Night stay guest should be family without family booking will be cancel.
11. Weapons, gambling, contraband products, prostitution, flammable objects, poisons, drugs, outside foods are strictly prohibited on resort premises.
12. Hard drinks are Allowed.
13. Any kinds of illegal activities is not allowed.
14. We always follow & Respect Govt. Rules & regulations.
15. Resort Management can take any action against any illegal activities.



**Dhaka Resort**  
Hotel, Resort, Restaurant, Picnic & Sports Zone

*Location Map*



Your Home Away From Home



**Dhaka Resort**  
Hotel, Resort, Restaurant, Picnic & Sports Zone



**Corporate office**  
Level # 2, Block # A, Holding # 13, 14, Bashundhara City  
Panthapath, Dhaka-1215

**Resort Address**  
Village: Bandhabari, PO: Boali,  
Upazilla: Kaliakair, District: Gazipur

**Booking**  
Hot line: 01762554444, 01841251111  
01841251112, 01841251114  
E-mail: dhakaresortbd@gmail.com  
guestdhakaresort@gmail.com  
Website: www.dhakaresortbd.com  
www.facebook.com/dhakaresortbd

**Brochure:**

Dhaka Resort have some brochure for promoting their sales in market industry. Their outlets and packages are maximum time giving in facebook now. When any sells officer going to corporate offices or colleges visit, they will give to customer a brochure of Dhaka Resort for contact for booking and visiting or night staying purposes.

Offer and Discount: Dhaka Resort is giving 20% discount in their cottages and 40% discount in picnic zone on working days. Some time, They are giving offer and discount in festivals and tourism fair.

## CORPORATE DAYOUT PACKAGE

Package Start Now

|BDT- 999/-|BDT- 1499/-|BDT- 1799/- |BDT- 1999/-|

Package Including: 🍴 Morning Snack 🍴 Lunch 🍴 Evening Snack 🏠 Accomodation



### Our Activities

Hotel & Cottage	Bar-B-Q	Shooting Zone	Badminton	Mini Golf	Kids Play Ground Car Parking
Swimming Pool	Picnic Zone	Badminton	Volleyball	Cricket	
Restaurant	Event Facilities	Volleyball	Fishing	Football	
Conference Room	Corporate Dayout	Deer farm	Table Tennis	Eco Park	

For Booking : 01841251114, 01841251112, 01841251111, 01762554444



### Our Facilities

- Hotel & Cottage
- Swimming Pool
- Restaurant
- Conference Room
- Bar-B-Q
- Picnic Zone
- Event Facilities
- Corporate Dayout
- Shooting Zone
- Badminton
- Volleyball
- Deer farm
- Badminton
- Volleyball
- Fishing
- Table Tennis
- Mini Golf
- Cricket
- Football
- Eco Park
- Kids Play Ground
- Car Parking



"Explore Gazipur Through Dhaka Resort"



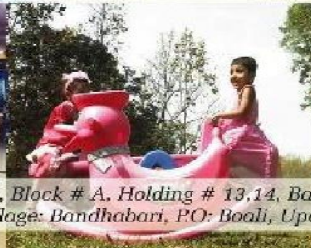
## "RAMADAN NIGHT STAY PACKAGE"

BDT- 5,999/- (For two Person), BDT- 8,999/- (For four Person)

Package include: Accommodation x Iftar x Dinner x Sehri



For Booking : 01841251111, 01841251112, 01841251114, 01762554444



Corporate office: Level # 2, Block # A, Holding # 13,14, Bashundhara City, Panthapath, Dhaka-1215  
Resort Address: Village: Bandhabari, PO: Boali, Upazilla: Kaliakair, District: Gazipur





**Chapter : 4**  
**Chapter: Current position & Competitors (Dhaka resort)**

## **4.1 Brief discussion about Dhaka resort (Hospitality) in Bangladesh**

Finding out more about various positions in the hospitality sector is another important step in determining what roles are appropriate for you. Find out what positions in the hospitality industry are available and what some of their everyday duties include. There are two main types of occupations in the hospitality sector: those that are specialized in the field (like a hospitality lead) and those that aren't, but are nonetheless part of the sector (like an accountant for a hotel). Look at a few instances below.

### **1. Hospitality Services Assistant**

Duties: Organizing the workforce, streamlining communications, and enhancing the visitor experience

To guarantee efficient daily operations, a hospitality services assistant (sometimes referred to as an assistance) will provide service to clients, their families, and senior personnel. They might also assist with brand-specific tasks like finding cover shifts for front-desk personnel when someone calls in sick or hiring and training interns. They can be found in colleges, hospitals, hotels, and many other businesses that require employee supervision and visitor coordination.

### **2. Front-Desk**

Duties: Setting up appointments, taking phone calls, and delivering excellent customer service

A front-desk clerk, often referred to as a guest service representative, is client-facing and frequently gives potential consumers their initial impression of the company as a whole. They are successful because of their upbeat attitudes, organizational skills, and communication prowess. In addition to hotels, other establishments with front desks include doctor's offices, spas, and fitness centers.

### **3. Restaurant Manager**

Duties: Uphold food safety standards, train personnel, and keep payroll records

Restaurant managers are responsible for managing daily operations as well as staff, safety, and finances, whether they work in fast food or fine dining establishments. Typically, they are found working six or seven days a week, with just Mondays and/or Tuesdays off. Restaurant managers must be able to handle pressure while working late hours, juggling the quirks of both staff and patrons, and spending time in settings that frequently feature alcohol, large crowds, and loud noises.

## **1. Event Server**

Duties: Event setup, food distribution from a buffet or tray, and guest help

Event servers set up, carry out, and wrap up events. These occasions can include weddings, private dinners, and business holiday celebrations. They must be trained or certified in food handling in line with national, state, and municipal rules, just as servers at a restaurant. They rarely work the same event twice, in contrast to restaurant waiters, as most are one-time occurrences. Event servers therefore need to be adaptable and well-organized in order to fit into a different context each time they work.

## **4. Hotel General Manager**

Duties: Organize and train workers, handle hotel finances, and oversee daily operations.

A hotel's success is the responsibility of the general manager, who combines management and operational duties. They handle everything from business strategy to sales to resolving client problems, therefore their profession includes wearing several hats. They create plans for how their team will achieve customer and revenue goals. A general manager of a hotel must be adaptable, intelligent, and prepared to work when other people wouldn't, including on holidays.

## 4.2 Market Overview

People like to spend time, especially on the weekends, in natural tranquility when they grow bored of leading routine lives in concrete cities. The need for breathing room grows as cities become increasingly crowded and dirty.

In Bangladesh, a thriving resort business has grown as a result of this demand during the past ten years. The business is now commercially feasible thanks to the expanding national economy and increased consumer spending power.

Around 200 resorts have been established throughout the nation, particularly in the areas surrounding the capital like Gazipur, Narayanganj, and Narsingdi, according to the Bangladesh Parjatan Corporation (BPC). The Resort Culture Getting Popular



Some of the resorts boast opulent amenities comparable to those found in five-star hotels, drawing not only wealthy local travelers but also visitors from abroad.

The resort industry's entire market size is estimated by BPC officials to be around Tk3,000 crore."The middle-class people now have sufficient money to spend on travelling. Travelling has become a regular event during vacations. During the weekends, people also visit the nearest

Resorts in Gazipur, Manikganj, Munshiganj and Narayanganj," remarked Toufiq Uddin Ahmed, A former leader of the Bangladesh Tour Operator Association.

"Most of the resorts are built on 10-100 big has of land," he added.

Every year, the nation's domestic tourist population has increased. They primarily travel to various tourist destinations across the nation. However, those who adore the luxury of resorts favor locations nearer to the city.

"The number of domestic tourists in Bangladesh is around 90-95 lakh per year. Many of the city dwellers go for 'day tours' to the nearest resorts," remarked Ziaul Haque Howlader, director of marketing and public relations for Bangladesh Parjatan Corporation.

The Bangladesh Tourism Board (BTB) reports that over the past five years, there has also been an increase in the number of tourists from abroad. Additionally, several overseas visitors go to the resorts.

President of Bangladesh's Tourism Resort Industries Association (Triab), Khabir Uddin Ahmed, said, "The resort industry started to develop from 2010. I started the Arunima Resort and Golf Club in Narail in 2009. We have both foreign and local guests."

"Now we have only 23 members of Triab. But in the last few months many others contacted us for membership," he added.



## **Gazipur: A resort hub**

The natural beauty and location have become a blessing to Gazipur as the district alone hosts more than 100 resorts. "The number of registered resorts in Gazipur is 76. But there are many other unregistered ones," said SM Tariqul Islam, deputy commissioner (DC) of Gazipur. "We have given directives to all the Upazila Nirbahi Officers of the district to collect the information of unregistered resorts," he added.

Md Abu Nasar Uddin, an additional deputy commissioner of the district, said, "There is no data about the number of total resorts in Gazipur. I think the number is not less than 100.

"The number is increasing. Some owners hide the information of their resorts. Sometimes they claim that the resorts are their own homes. We are developing a resort management software. Then a survey will be conducted," he added.

Resort owners said corporate groups, professionals and couples are their main guests.

The resorts offer different packages to attract tourists. The cost of a day tour varies from Tk1,500-5,000 per person while overnight stay is more expensive.

"I have visited 12 resorts in Gazipur. Their services are not bad. But it is slightly more expensive than other countries," said Abdullah Hasan, a tourist.

Nokkhottrobari and Sarah are the two renowned resorts of Gazipur located in the Bangal Para, Sreepur.

Nokkhottrobari is the project of popular actor Tauquir Ahmed and his wife Bipasha Hayat.

The resort is built on 25 bighas of land and commenced its journey on December 16, 2011.

The main feature of this resort is its 11 cottages, called water bungalows, on a pond made of wood and bamboo.

"As a travel enthusiast, I have visited many countries in the world. I felt the necessity of a decorated natural atmosphere near Dhaka which will relieve people from their tedious urban life. Although I am one of the pioneers in the resort industry in Gazipur, now many people are building resorts here," said Tauqir Ahmed, managing director of Nokkhottrobari Resort. The Sarah resort is a venture of Fortis Group. Md Ismail Hossain, public relations manager (Sales and Marketing) of Sarah, said, "Winter is our peak season for business. People come here on different occasions too. Arman Khan, assistant general manager of renowned Grand Sultan Tea Resort & Golf at Sreemangal in Moulvibazar, said they had a good number of guests this season compared to the previous year.

## **Community engagement**

The booming resort industry in Gazipur has led to a positive impact on the local community. Many people have been employed in different resorts. Some have been supplying vegetables to the nearest resorts.



"Many people of our village are working in the resorts," said Kawsar Ahmed, a poultry farmer of Rajabari village, Sreepur.

"We try to hire local people. But the service of the resort depends on many specialised jobs. That is why we cannot supply jobs to them regularly," said a resort owner.

## **Features of luxury resorts**

According to the Bangladesh Hotel and Restaurant Policy 2016, a five-star resort must have 46 facilities and services, including a minimum of 50 rooms, three picnic spots, amusement parks, indoor and outdoor sports facilities, a banquet hall with a minimum of 200 seats, two dining halls and one restaurant, three meeting rooms, and a day tour facility.

### 4.3 Market positioning:

Dhaka resort current market position is good but they need to develop

1. Service sector of resort
2. Shortage of office employee and resort staff.
3. Restaurant service
4. Website
5. Internet facilities in resort
6. Office management

One of Bangladesh's top resorts, Dhaka Resort is situated about 55 kilometers away in Gazipur.

from Dhaka, go north. Everyone will be astonished by Bhawal Gerh's natural beauty and can take in the splendor of the Rainforest. Anyone entering the resort would be in awe of its stunning natural beauty and carefully designed landscaping, as well as its sophisticated accommodations and other resort amenities. The resort has a hotel, cottages, a lovely picnic area, a contemporary pool, boating and fishing facilities, tent camping, a restaurant, and a bar-b-que. The resort includes a historically significant pond with lovely and appealing natural beauty. We created our resort with a variety of shalbon trees, a historic pond, contemporary cottages, etc. There are distinct areas for the picnic area. separate washrooms for male and female guests with modern fitting and play areas for children. There is an eco-park for our guests with lots of attractions.

**Corporate/Family Dayout Booking Going on !!!**

**Dhaka Resort**  
Hotel, Resort, Restaurant, Picnic & Sports Zone

Affiliated by & logistics partner  
**BANGLADESH PARJATAN CORPORATION**  
(Govt. Tourism Organization)

**Our Facilities**

- Hotel & Cottage
- Swimming Pool
- Restaurant
- Conference Room
- Bar-B-Q
- Picnic Zone
- Event Facilities
- Corporate Dayout
- Destination wedding
- Shooting Zone
- Badminton
- Volleyball
- Deer farm
- Fishing
- Mini Golf
- Cricket
- Football
- Eco Park
- Kids Play Ground
- Car Parking

For Booking : 01762554422, 01841251114, 01841251112, 01841251111, 01762554444

E-mail: dhakaresortbd@gmail.com, guestdhakaresort@gmail.com. Website: www.dhakaresortltd.com www.facebook.com/dhakaresortbd

Corporate office : Level # 2, Block # A, Holding # 13, 14 Bashundhara City, Panthapath, Dhaka-1215  
Resort Address : Village: Bandhabari, P.O: Boali, Upazilla: Kaliakair, District: Gazipur



#### 4.4 Analysis of competitors

The Dhaka Resort Limited will first face competition from two different categories. In Gazipur, there is currently a resort called Ananda Park. However, given that Ananda Resort Limited. The Bhawal National Park region is around 45 kilometers from Dhaka. Therefore, Mermaid Eco Resort won't face any direct competition. Another resort, called Panigram Eco Resort, is currently under construction and will open in a few months. Along with these resorts, The Dhaka Resort Limited will also be in competition with Jamuna Resort, Padma Resort, Najimgarh Resort, Zastat Resort, Sarah Resort, Heritage Resort, etc. Additionally, The Dhaka Resort Limited will face indirect competition from other hotels in popular tourist areas in Bangladesh. However, there is no rival in the Dhaka resort industry, therefore it will act as a Point of difference for the business venture.

#### **Ananda Park Resort:**

Ananda Park & Resort is a distinctive location in Gazipur, close to the metropolis of Dhaka. Where you may go on picnics, stay in opulent lodging, and take in the natural splendor of the rain forest and its children's park. No matter if you're taking your children on vacation, people having a company picnic, or couples on a getaway. Everything you need for a great experience is here. Stay at Ananda Park & Resort with your loved ones, coworkers, or someone special for genuinely unforgettable memories, and take advantage of our renown hospitality, faultless service, and incredible entertainments. Your vacation will be absolutely one of a kind and unforgettable thanks to the beauty of Ananda Park & Resort and its first-rate amenities. We have a lot more cottages available for those who want to stay in upscale accommodations and take in the splendor of the Gazipur District rain forest area.



## Jamuna Resort:

At Jamuna Resort you can feel the rich and exotic atmosphere of the tropics and the might of the legendary Jamuna river. You will immediately experience the new idea of warmth, welcome, luxury, and comfort when you enter the space. The Jamuna Resort, which is nestled by the mythical Jamuna River (Bramaputra), offers mesmerizing views of the Bridge and the breathtaking surroundings. Discover the variety of indoor and outdoor activities and cultural events that showcase Bangladesh's cultural richness. "Great location, great convenience, great facilities, romantic atmosphere, luxurious amenities. That's is what makes Jamuna Resort unique and truly special". The ideal location for a family vacation is Jamuna Resort. The location and amenities are also perfect for all kinds of festivities, family get-togethers, and business events. It is a location with the spirit to infuse every day of the week with the flavor of the weekend and leave your soul renewed. It's a comprehensive leisure zone that combines corporate taste with a vacation atmosphere, catering to the busy mind of modern living.



## **Padma Resort:**

It is one of Bangladesh's top resorts for the environment.. It is a place where you can relax and escape the busy city life with affordable prices. The Padma resort is intended for those who are in dire need of rest and a break from their regular grind. Our resort's unique selling point is its proximity to the great Padma River, which is approximately 100 minutes' drive from Dhaka. Then, after a quick 5-minute boat ride, you and your relaxation will be joined.



## **Sarah resort:**

Learn about Sarah Resort, a singular combination of eco-friendly design, state-of-the-art technology, and opulent amenities, situated in the ancient Bhawal Rajabari neighborhood of Gazipur. It takes about 1 1/2 hours to drive there from Dhaka. The Sarah Resort features a garden and a patio and is situated in Bisaiya Kuribri. This establishment greets visitors with a restaurant, a water park, and an outdoor pool in addition to a front desk that is open around-the-clock. The resort offers a fitness center, an indoor pool, a crew of entertainers, and room service. Each guest room has a desk, a flat-screen TV with cable channels, air conditioning, an electric tea pot, a shower, and a hairdryer. The resort's accommodations come with a private bathroom and complimentary toiletries. rooms at the resort also have free WiFi, while some have a pool view. Each bedroom has a closet. Breakfast is available as a buffet for guests at Sarah Resort. The hotel provides 5-star lodging with a hot tub and a playground. One of the activities tourists can enjoy close to Sarah Resort is cycling.



## Nearby Dhaka Resort:

Village Life: Village life is the most natural life. Seasonal changes in the landscape have an impact on village life. It gives the human intellect a celestial touch. As a result, the village life is exquisitely beautiful. Here you can enjoy fresh air; the blue sky, broad river and the evergreen beauty pervade the atmosphere. Most of the people earn their livelihood by farming and some of them are artisans. However, they have enough to meet their basic needs. The villagers take part in their traditional festivals and fairs. The festivities are quite basic and straightforward.



## Local Hat Bazar:

A hat bazaar is an outdoor market that provides as a place for locals in rural areas to do business. It is most commonly referred to as just hat or hat. Hat bazaars are conducted on a regular basis, i.e. once, twice, or three times a week and in some places every two weeks. At times, Hatbazaars are set up differently to assist or encourage trade amongst and among rural residents. In Gazipur, there is little popular hat bazar conduct every week. Kaliakair bazar, Shakipur Bazar, Fulbaria bazar etc. are the most popular hat bazar among the Gazipur.

Kaliakair Hat Day – Friday  
Shakipur Hat Day – Thursday  
Fulbaria Hat Day – Monday



## Markas Beel:

Markas Beel is one of the biggest beel in Gazipur zilla situated in Kaliakair Upozilla. It is surrounded by lakes and green view. Every Year traditional boat race is organized by local people. It is one of the most attractive traditions of Bangladeshi people.



## **Picnic Zone & Events Facility:**

Dhaka Resort offer a beautifully furnished picnic area with contemporary refreshment options surrounded by a natural setting. There are five big sports and cultural activities field. 12 out door washroom, 2 badminton court, 1 volley ball court. There are lots of cultural program organized in this fields. When searching for a venue for an annual general meeting, a business conference, a corporate outing, a seminar, a reception, a marketing workshop, or sales training, marriage anniversary, birth day party





## 4.5 SWOT Analysis

The company's core strengths and weaknesses are captured in the following SWOT analysis, which also outlines potential opportunities and threats for The Dhaka Resort Limited.



### Strength

1. Unique natural beauty of Dhaka Resort's forest land.
2. inexpensive transit and related costs.
3. Diversity in terms of socioculture at the project site.
- 4 favorable tropical climate for a resort in Dhaka.
5. Cheap but skilled workforce.
6. The amount of domestic travel is continuously rising. Due to the two-day holiday every week, more middle class and higher middle class members of society are moving outside for recreation.

## **Weaknesses**

1. a poor communication infrastructure up to the resort.
2. an absence of talent that can interact with customers in person in order to promote brands and products.
3. It's possible that the resort's management is inexperienced in managing a resort of this caliber.
4. The majority of raw materials must be imported from other countries..
5. Having trouble reaching economies of scale.

## **Opportunities**

1. involvement in a burgeoning industry.
- 2 steps taken by the government to promote Bangladesh as "Beautiful Bangladesh". This plan would bring in a lot of foreign visitors.
- 3 Domestic tourists have increased due to the economy's improvement. These wealthy visitors are who the resort will cater to.
4. Government subsidies for constructing eco-resorts domestically.
5. Bangladesh continues to have a surplus of inexpensive labor due to the country.

## **Threats**

1. The nation continues to be an unknown destination to the nations that support tourism.
2. Natural resource degradation in the project sector.
- 3 tourists' lack of knowledge of the environmental issues involved in ecotourism.
4. Cheap international places as potential tourist destinations



## **Chapter 05**

**To identify some problems of Dhaka Resort  
and make some recommendations based on  
the findings.**

## 5.1 RECOMMENDATIONS

During the internship period at “Dhaka Resort” I found some challenges or problems. There are some problem which I find in Dhaka resort office and resort area. There are: Lack of team working in office. Office management is not so helpful. There is only one restaurant in the resort. But according to the resorts standard more than one restaurant should be considered. Employee turnover rate is high. No one work for a long time because employees have less facilities. Besides, the number of employees and official staff is lower. Number of skilled employees are less. Sales and marketing department should be developed their skill and website I also found some good things which were supportive to me. Based on those challenges and as I was a part of the company I can recommend some suggestions which will bring something good for the company. On the basis of that and through my practical work I will be recommending what initiatives can be taken in order to run resort operation more smoothly and to surely increase the satisfaction of the guest.

There are a few suggestions:

1. Inter-department communication need to be developed and that should be strong enough.
2. The Housekeeping department have to be first forward to deliver the service to the guest and there need a strong monitoring by the management.
3. Marketing promotion should be increased.
4. More offer of packages need to develop.
5. Need to cottage and picnic spot price low because the Dhaka resort is very much far away from Dhaka.

## 5.2 Conclusion

One of Bangladesh's top resorts, Dhaka Resort is situated near Gazipur, some 55 kilometers north of Dhaka. Everyone will be astonished by Bhawal Gerh's natural beauty and can take in the splendor of the Rainforest. Anyone entering the resort would be in awe of its stunning natural beauty and carefully designed landscaping, as well as its sophisticated accommodations and other resort amenities. The resort has a hotel, cottages, a lovely picnic area, a contemporary pool, boating and fishing facilities, tent camping, a restaurant, and a bar-b-que. The resort includes a historically significant pond with lovely and appealing natural beauty. We created our resort with a variety of shalbon trees, a historic pond, contemporary cottages, etc. There are separate restrooms with modern fixtures for male and female visitors at the picnic area, as well as play spaces for kids. For our use, there is an eco-park. Dhaka Resort current marketing is good but they need to more develop their marketing and resort sales promotion. The Dhaka Resort have some lacking in their team management working and sales marketing. They must need to improve their team management working and sales promotion. Dhaka resort need to more improve offer of packages and price low of their cottage and picnicspots because the Dhaka resort is very much far away from Dhaka.

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