

Internship Report

On

Management Functions of Gateway Group Limited

Management Functions of Gateway Group Limited

Submitted to

Mr. Mahbub Parvez

Assistant Professor

Faculty of Business & Economics

Daffodil International University

Submitted by

Taohida Sato

ID No: 101-11-1508

Department of Business Administration

Faculty of Business and Economics

Daffodil International University

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To
Mahbub Parvez
Assistant Professor
Faculty of Business and Economics
Daffodil International University
Dhaka, Bangladesh.

Subject: Submission of the Internship Report Titled ‘ **Management Functions of Gateway Group Limited**’

Dear Sir;

I am pleased to submit this report, which has been prepared for the requirement of the course BBA (internship Program). I prepared this report with pleasure and enthusiasm since this report augmented my knowledge about elucidation and execution of some approaches of management functions of Gateway Group Limited.

I tried my level best to complete this report properly and to produce a meaningful report within all the constraints. I concentrated on areas that I believed would be the most relevant to make the report coherent as well as practical as possible.

It was a great pleasure for working on this report to learn some real life lessons and firsthand knowledge on management activities. I would be glad to furnish you with any clarifications, if required. I therefore submit it, hoping that you would excuse the minor flaws.

Thank You

Sincerely Yours,

Taohida Sato
ID: 101-11-1508

Certificate of the Supervisor

This is to certify that the internship report entitled “ Management Functions of Gateway Group Limited; Prepared by Taohida Sato, bearing ID: 101-11-1508 for the partial fulfillment to complete the degree of Bachelor of Business Administration (BBA) at Daffodil International University, under my direct supervision.

To the best of my knowledge the report prepared by Taohida Sato has not been submitted either partly or fully to other University or Institution for any Degree, Diploma, Associate ship, Studentship, etc.

Mahbub Parvez

Assistant Professor

Faculty of Business & Economics

Daffodil International University

Acknowledgement

At first, I am highly grateful to Al-Mighty Allah, the Sustainer of the Universe, who has provided me with all kinds of opportunities to complete the internship program. The greatest and deepest gratitude of supreme authority of Universe, the almighty who has enabled me to undertake and complete these report. Individual efforts alone can never contribute in totality to successful completion of any venture. I would be fail in my duty if I did not state my gratitude and appreciate to the following individuals who have made valuable contribution toward this report. I am ever grateful to one of the Board of Directors Eklas Uddin Mollah Of Gateway Group Limited, House 55/A, Road 4/A, Dhanmondi, 1209 Dhaka, Bangladesh.

Md. Zelani Jewel (Director), Mrs. Afroza Sultana (Senior Assistant Managing Director), Md.Nazmul Islam (Senior Executive Officer), Mr. Arif (MO), Md. Monjurul Islam(ITO) and Md. Kamrul Islam (VPO) for their supporting role and all other employees of Gateway Group Limited, for their sincere cooperation, careful supervision and unparalleled encouragement. Finally, I own my thanks to my family.

Executive Summary

Any academic course of the study has a great value when it has practical application in the real life. So we need proper important unless it is applicable in the practical life. So we need proper application of our knowledge to get some benefit from our theoretical knowledge to make it more fruitful. When we engage ourselves in such field to make proper use of our knowledge in our practical life only, then we come to know about the benefit of the theoretical knowledge.

This report is on a study of the Management Functions of Gateway Group Ltd. Dhanmondi, Dhaka.

With the motto “**Service with Excellence**” in mind “**Gateway Ltd**” is a sister concern of “**Gateway Group LTD**”, was set up in January 2009. Main objective was to arrange outbound tour packages at minimum possible cost. Gateway has come a long way since then, by providing service with a distinction that sets us apart from others. When it comes to innovative packages we are the trendsetters, today it is service that has turned us into the first choice of elite class people who want to travel the world.

Gateway group currently one of leading Travel Agent in Bangladesh offers attractive Outbound and Inbound Tour in the South-East Asia. Gateway group has a special team who are highly experienced and professional in this industry. They are ready to provide quality and personalized services to guests. So, we put every effort to become the pioneer in this industry. That is result of best services at best prices. Ultimately strategy is to avail the best prices with high quality services to esteemed guests. Simply can't afford to lose the trust of guest at any cost .Service:

- 1) Air-Ticket (All over the Globe)
- 2) Thailand Tour Packages @ Bangkok-Pattaya- Phuket
- 3) Malaysia Tour Packages @ KualaLumpur -Langkawi-Penang
- 4) Singapore Tour Packages
- 5) China Tour Packages
- 6) Kathmandu Tour Packages
- 7) Colombo-Male Tour Packages
- 8) Cox's Bazar Tour Packages
- 9) Sunderban/Banderban Tour Packages
- 10) Hotel bookings
- 11) Visa Service- Thailand, Malaysia, Singapore & China

The 1st chapter of the report is the introductory chapter. The 2nd chapter consists the Background of Gateway Group Ltd, which includes mission, vision, organizations structure, functional aspect of the organization. The 3rd chapter discuss about the management process of Gateway Group followed by findings and recommendation.

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Chapter-1

INTRODUCTION

1.1 Introduction

Any academic course of the study has a great value when it has practical application in the real life. We need proper application of knowledge to get some benefit from theoretical knowledge to make it more fruitful. So we engage ourselves in such field to make proper use of knowledge in practical life only, and then come to know about the benefit of the theoretical knowledge.

Gateway group currently one of the leading Travel Agents in Bangladesh offers attractive Outbound and Inbound tour in the South-East Asia. Gateway group has a special team who are highly experienced and professional in this industry. They are ready to provide quality and personalized services to guests. So, put every effort to become the pioneer in this industry. That is result of best services at best prices. Ultimately strategy is to avail the best prices with high quality services to esteemed guests. Simply can't afford to lose the trust of guest at any cost. Service: 1) Air-Ticket (All over the Globe) 2) Thailand Tour Packages @ Bangkok-Pattaya-Phuket 3) Malaysia Tour Packages @ KualaLumpur -Langkawi-Penang 4) Singapore Tour Packages 5) China Tour Packages 6) Kathmandu Tour Packages 7) Colombo-Male Tour Packages 8) Cox's Bazar Tour Packages 9) Sunderban/Banderban Tour Packages 10) Hotel bookings 11) Visa Service- Thailand, Malaysia, Singapore & China

1.2 Objectives of the Study

The main objective of the report is to identify the management functions of Gateway which includes the following specific objectives;

1. To identify the planning process of Gateway Group LTD.
2. To describe the organizing process of different resources of Gateway LTD.
3. To find out the controlling of resources that Gateway Group Limited may follow.
4. To identify the problems (if any) relating to the management functions of this Group.

1.3 Methodology of the Study

The report is descriptive in nature. Different data and information are used to meet the goal of this report. Two types of data are used to prepare this report. They are primary and secondary. Those data and information were collected from various sources.

1.3.1 Sources of Primary data

- **Officers**
- **clients**

Method of collecting primary data

- Personal observation with officers.
- Face to face conversation with officers
- Face to face conversation with client.
- Working at different desks of this office

Secondary Sources of Data:

- Annual Magazine of Gateway Group Limited
- Office Rate sheet.
- Internet.
- Progress report of this Group
- Bangladesh Travel Agent of statistics report.
- Different publications regarding Travel Agent function

1.3.2 Population Size Number of Employee: 25

 Number of client : 100

1.3.3 Sample size Number of Employee: 5

 Number of client : 50

Random sampling is used to collect primary data.

1.3.4 Data Analysis and report writing

To complete this report different computer software are used, like MS word, MS excel, MS power point etc. Collected data were synchronized according to meet the objective of the report. Different pie-chart, bar diagrams is used to present status of the company. Finally findings are drawn based on analysis and recommendations are given to overcome that problems that are identified.



Chapter-2

Organization Profile of Gateway Group Limited

2.1 An overview of Gateway Group Limited

General Information:

With the motto “**Service with Excellence**” in mind “**Gateway Ltd**” is a sister concern of “**Gateway Group**”, was set up in January 2009. The main objective was to arrange outbound tour packages at minimum possible cost. Its have long way since then, by providing service with a distinction that sets apart from others. When it comes to innovative packages are the trendsetters, today it is service that has turned into the first choice of elite class people who want to travel the world.

It’s not all Gateway group provide other varies services such as

- **Gateway Information Technologies**

Gateway Information Technologies is a privately owned offshore software outsourcing company from Bangladesh offering software development services to clients in the all over world.



- **Gateway Migration**

Gateway Migration Ltd. Immigration Advisor approved by the government, each of which trained, who gained a reputation over many years of work coming Immigration Sector. Mistake Guide line, lie or mislead will bring success in the sense that worked on this faith.

The advertisement for Migration Gateways features a diverse group of seven professionals, including two construction workers in hard hats, a woman in a blue uniform, a man in a suit, a doctor in a white coat, and a woman in a business suit. The text reads: 'Are you a Qualified Professional? then Migrate to New Zealand | Australia | Denmark | Canada'. The company logo 'MIGRATION GATEWAYS Specialist in Immigration Visas' is in the top left. A green bar at the bottom left contains the contact information: 'For More Informations; Contact Suite 108: First Floor, Union National Bank Building'. A black bar at the bottom right says 'Send your CV for an eligibility assessment'. A vertical note on the right side states 'Conditions apply'.

- **Gateway Travel and Tourism**

The company can boast of a fully corporate set up with all the facilities available and the company has highly experienced professionals with international airlines, travel consolidators, tour operators, hotel industries and corporate backgrounds with proven service records and experienced in Europe, North America and Middle East etc. The team is highly professional, dynamic and ready to work round the clock to keep valued clients' tension free. Gateway has dedicated professional team who could execute all retail/corporate/professional travel demands of the clients and ready to provide seamless services and committed to be the responsible source for one point solution. Gateway is tailored to fit into the modern needs and aspirations. Gateway Tours & Travels Ltd is a sister concern of a renowned Gateway Group and all its concerns are actively involve with business conglomerate environment since long.



Nature of business:

Travel and Tourism industry growing faster all over the world and Bangladesh is not an exception to this growing trend. This flourishing field has opened up a vast horizon in this belt and Gateway Tours & Travels a limited company herald its gracious presence in this horizon and conveniently located at the heart of Dhaka city in Dhanmondi neighborhood.

Gateway services are as follows:

- Airlines Reservation and Ticketing – Domestic and International
- Tour Operations – Inland and International
- Hotel Reservations – Inland and International
- Limousine Services / Car Rental – Inland and International
- Inland & International Cruises Trip
- Pilgrim Travel Arrangements
- Travel Insurance
- Assistance of Visa Processing
- Meet and Assist at the Airport
- Multi Lingual Interpreter
- Event Management and many more...

Objectives of the company:

The objective of Gateway Tours & Travels Ltd is to revolutionize the travel and tourism in Bangladesh and bring out the positive reforms to harness the new challenges.

2.2 Vision

Greetings from Gateway Overseas Studies Ltd!!! Are one of the largest and pioneer Education Consultant in Bangladesh. To offer the students highly professional and cost effective services that enables a quick admission and smooth visa process. To provide student the best possible information from the all available options, that help them to make the most prudent decisions.



2.3 Mission

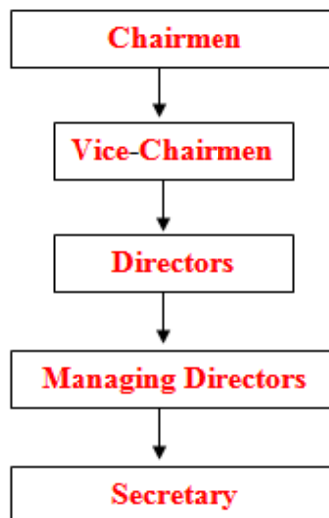
Today boost more than 40 members of full time staff who have proven expertise in the field of travel and tour. At present **Gateway Ltd** is one of the most prominent travel house in Bangladesh and aim is to be the best of the best in this sector. It's continuously bringing in new and exciting tour packages thus helping to create new generation of travelers. Mission is to be the model of overall business development.



2.4 Organizational Structure

Board of Directors:

There is a board of Directors of 3 members in the organization. The board of Directors is the apex body of this Group. It appears like this-





GATEWAY GROUP LIMITED

PROFIT AND LOSS ACCOUNT

FOR THE PERIOD ENDED 31 DESEMBOR 2013

Income statement of 2013

		Gateway Migration Ltd.			Gateway Information Technology Ltd.			Total Due TK
Income	Total Paid	Debit	credit	Due	Debit	Credit	Due	Total Due TK
Month								
January								
February								
March								
April								
May								
Jun	90000	100,000	90000					
July	40000	200000	100000					
August	93000	125000	93000					
September	48000	100000	45000		6000	3000		
October	80000	85000	80000					
November	67000	65000	35000		86500	32000		
December	179500	155000	150000		20000	29500		
		830,000						
			593000			64500		
Annual Total Credit	597500	830,000			112500			345,000
Debit	942500							
Total Due BDT	345000							

2.5 SWOT ANALYSIS

Gateway intends to enter a highly lucrative market in a rapidly growing economy. They foresee their strengths as the ability to respond timorously to the market dictates and to provide custom designed travel excursions to travelers. Key personnel will have a wide and thorough knowledge of the areas intend to take travelers, which will go a long way towards penetrating the market. Below are the summarized strengths, weaknesses, opportunities and threats.

2.5.1 Strengths

- **Diversified client base:** This will reduce dependency on one particular market.
- **Combination of skills in employees:** The directors intend to engage well-qualified and experienced employees to jointly develop business strategy and long-term plans, so as to attain company objectives.
- **Extensive advertising and marketing:** The Company will undertake extensive advertising and marketing, promoting both its name as well as service/product awareness. Hence an aggressive and focused marketing campaign with clear goals and strategies shall be one of mainstays.

2.5.2 Weaknesses

- Lack of a reputation in comparison to competitors. This is due to the fact that they are still new on the market. However this shall be addressed as shown in the marketing section of this plan.
- The introduction of new organizational practices and personnel who have not previously worked together presents a challenge to the organization.
- A limited financial base compared to the major players in the industry.

- Lack of clear strategic allies.

2.5.3 Opportunities

- Current drive by government towards encouraging the participation of indigenous entrepreneurs in tourism presents an opportunity which may fully utilize.
- Current growth rate of tourism presents an opportunity for ourselves which they may take advantage of. This is further supported by the current marketing campaigns by both the government and regional tourism body.
- Presently there is no reliable public transportation company to take tourists to areas of interest
- International tourism trends indicate that today's traveler wants a more enriching experience than that provided by conventional 'sun and sea' vacations

2.5.4 Threats

The present growth in the tourism sector may result in an increasing number of firms entering the market. This may lead to increased competition emerging from a variety of given sources including:

- Established travel agencies, hotels and lodges may look at the development of new lines and vertically integrate transportation so as to provide additional services to clients.
- New marketing strategies and tactics by established companies aimed at providing excursions of intended nature.
- Existing competition.

- Other start-up travel companies generated by healthy nationwide economic and tourism growth.



Chapter 3

Learning Part

Management Functions of Gateway Group Limited

What is Management?

The term 'management' encompasses an array of different functions undertaken to accomplish a task successfully. The term management may be recently defined, but it existed at a time when men started learning the art of organizing, strategizing (during wars) and simply planning. At the core of it, management was quintessentially considered as an art of 'managing men' and hence the term "manage-men-T."

Definitions of management

Griffin (2002) described management as a set of activities (including planning and decision making, organizing, leading and controlling) directed at an organization's resources (human, financial, physical and information) with the aim of achieving organizational goals in an efficient and effective manner.

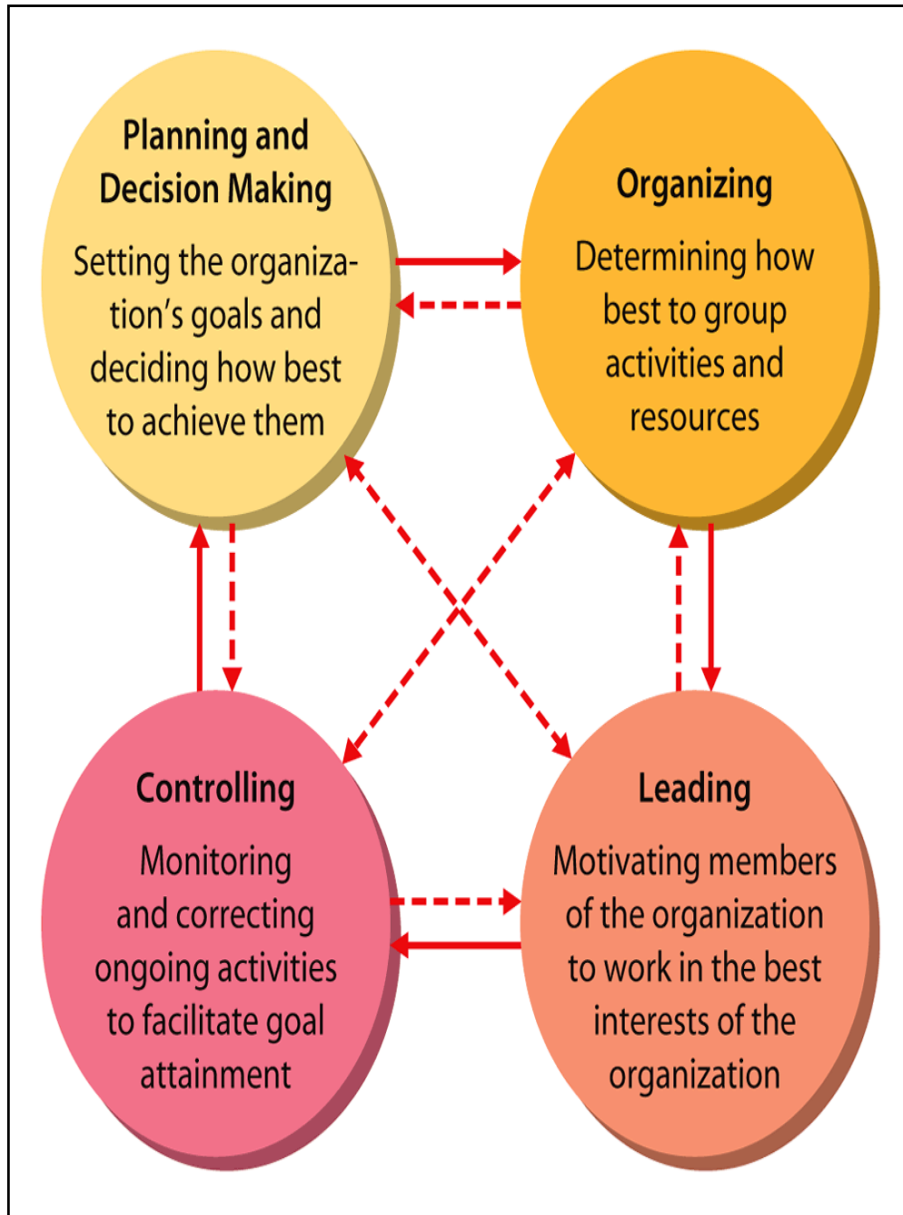
Whilefor Wehrich and Koontz (1994:6) management is the process of designing and maintaining an environment in which individuals working together in groups, efficiently to accomplish selected aims.

Similarly, Scherehom (2005:8) defines management as the process of planning, organizing, leading, controlling the use of resources to accomplish performance goals.

Sharing the same view of management is Starke and Sexty (1998) who state that management as a process of planning, organizing, leading and controlling other people so that organizational objectives are reached. Differing slightly by concentrating on the human element and while silent on the non human resources is the definition by Vibert et al (2004:5).

That management is getting work done through others. Management is also a practice and a process by which managers create, direct, maintain and operate purposeful organization through integrated and co-operative human efforts (Kuye, 2009).

3.1 Management Functions of Gateway Group



3.1.1 Planning

Setting an organization's goals and selecting a course of action to achieve them.

Planning (also called **forethought**) is the process of thinking about and organizing the activities required to achieve a desired goal.

Planning involves the creation and maintenance of a plan. As such, planning is a fundamental property of intelligent behavior. This thought process is essential to the creation and refinement of a plan, or integration of it with other plans; that is, it combines forecasting of developments with the preparation of scenarios of how to react to them.

An important, albeit often ignored aspect of planning, is the relationship it holds with forecasting. Forecasting can be described as predicting what the future will look like, whereas planning predicts what the future should look like. The counterpart to planning is spontaneous.

In today's rapidly changing world with its new technologies, new markets, and new global mobility succession planning matters more than ever before. The success of Gateway Group depends on the continuing productivity of people in key positions. For example, the Managing Director of the company has a fund of knowledge to influences people and steers the organization in numerous ways. The loss of him can be devastating for Gateway Group. Having a qualified successor and a succession plan can help Gateway Group identify a successor.

Of course, the MD isn't the only one in Gateway Group with an important role to play. Losing people in other key positions like chief information officer or chief financial officer to key managers or other employees can be equally devastating. A succession plan helps Gateway Group prepare for those losses and deal with them when they occur.

The benefits for succession plan of Gateway Group Ltd. are;

- It signals to Gateway employees that are focused on their long-term future plan by protecting this organization from the havoc that unwelcome departures can create.
- The plan assures clients and customers and helps preserve their confidence to provide services without interruption.

- The plan helps focus people's attention on the competencies they need to do an excellent job.

Planning Process of Gateway:

1. **Establish Goals:** The first step of the management planning process of Gateway is to identify specific company goals. This portion of the planning process should include a detailed overview of each goal, including the reason for its selection and the anticipated outcomes of goal-related projects. CEO and MD of Gateway identified that based on the resources and according to the demand of the customers. Where possible they describe the objective in quantitative or qualitative terms. An example of a goal is to raise profits by 25 percent over a 12-month period.
2. **Identify Resources:** Each goal of Gateway should have financial and human resources projections associated with its completion. For example, a management plan may identify how many sales people it will require and how much it will cost to meet the goal of increasing sales by 25 percent.
3. **Establish Goal-Related Tasks:** Gateway identifies its tasks or projects associated with its goal. For example, if a goal is to raise profits by 25 percent, a manager will need to outline the tasks required to meet that objective. Examples of tasks might include increasing the sales staff or developing advanced sales training techniques.
4. **Prioritize Goals and Tasks: Gateway prioritizes its goals and tasks in terms of their importance.** The tasks deemed most important will theoretically be approached and completed first. The prioritizing process may also reflect steps necessary in completing a task or achieving a goal. For example, if a goal is to increase sales by 25 percent and an associated task is to increase sales staff, the company will need to complete the steps toward achieving that objective in chronological order.
5. **Create Assignments and Timelines:** As the Gateway prioritizes projects, it must establish timelines for completing associated tasks and assign individuals to complete them. This portion of the management planning process should consider

the abilities of staff members and the time necessary to realistically complete assignments. For example, the sales manager in this scenario may be given monthly earning quotas to stay on track for the goal of increasing sales by 25 percent.

6. **Establish Evaluation Methods:** A management planning process should include a strategy for evaluating the progress toward goal completion throughout an established time period. One way to do this is through requesting a monthly progress report from department heads.
7. **Identify Alternative Courses of Action:** The management of Gateway preserves a contingency plan if certain aspects of the master plan prove to be unattainable. Alternative courses of action can be incorporated into each segment of the planning process, or for the plan in its entirety.

As the product and services of Gateway is visa, migration and provide supports to its customers to visit different countries, the planning to provide services changes according to the rules and options fixed by the different countries.

3.1.2 Organizing

Determining how activities and resources are grouped.

Specialization and division of work

The entire philosophy of Gateway Group is centered on the concepts of specialization and division of work. The division of work is assigning responsibility for each organizational component to a specific individual or group thereof. It becomes specialization when the responsibility for a specific task lies with a designated expert in that field. The efforts of the operatives are coordinated to allow the process at hand to function correctly. Certain operatives occupy positions of management at various points in the process to ensure coordination.

Orientation towards goals

Gateway Group has its own purposes and objectives. Organizing is the function employed to achieve the overall goals of the organization. Organization harmonizes the individual goals of the employees with overall objectives of the firm.

Composition of individuals and groups

Individuals form a group and the groups form Gateway Group. Gateway Group is the composition of individual and groups. Individuals are grouped into departments and their work is coordinated and directed towards organizational goals.

Gateway Group Organized by defining tasks and duties, grouping positions into effective structures (departments) ,Clarifying authority, responsibility, and reporting relationships, allocating scarce resources (financial, human, physical) staffing positions with qualified personnel

Organizing Process of Gateway:

Once plans are formulated, the next step is that of organizing. Organizing is the process of establishing harmonious authority-responsibility relationships among the members of the enterprise. According to Oliver Sheldon "organization is the process of so combining the work which individuals and groups have to perform with the facilities necessary for its execution that the duties so performed provide the best channels for the efficient, systematic, positive and coordinated application of available efforts."

A sound organization helps to avoid duplication of work and overlapping of effort. However, an organization structure is not an end in itself. It should, therefore, be designed to fit into the needs and objectives of the particular enterprise.

The organizing process of Gateway consists of the following 6 basic steps:

1. By keeping the vision in mind, line managers and supervisory management fixes the day-to-day objectives and goals. All the objectives of this organization must be specific and realistic.
2. After fixing the objectives, the top-level management prepares a list of different activities (or works) which are required to be carried out for achieving these objectives. This list is prepared at random without following any sequence or order. This is a very important step because it helps to avoid duplication, overlapping and wastage of efforts.
3. The responsibilities (duties) of each employee are clearly defined. This will result in the selection of a right person for the right post / job. To increase the efficiency realistic job preview is clearly defined by Gateway;
4. All similar or related activities having a common purpose are grouped together to make departments. For e.g. all activities or works which are directly or indirectly connected to provide services related to student visa are grouped together to make the Student visa Department. So various departments such as Migration, Information technology, Visit visa, Marketing, Finance, etc. are made. The grouping of similar activities leads to division of workers and specialization.
5. Fixing responsibility for performance; and
6. Coordinating horizontal and vertical relationships throughout the organizations.

3.1.3 Leading

Getting organizational members to work together to advance the interests of the organization.

The word comes from lead strips that were put between set lines of lead type, hence the pronunciation "lading" and not "leading". When type was set by hand in printing presses, slugs or strips of lead of appropriate thicknesses were inserted between the lines of type to add vertical space, improving legibility.

Leading process followed by Gateway through effective communication, inspiring others to do their best by motivation and rewards by trust and assurance.

Leading Process of Gateway:

1. Motivating employees – to fix the target.
2. Influencing employees – to achieve the target that was fixed.
3. Forming effective groups – to create work environment.

This leading process helps the organization to achieve its goal in a systematic manner.

3.1.4 Controlling

Monitoring organizational progress towards goals.

Controlling is one of the managerial functions like planning, organizing, staffing and directing. It is an important function because it helps to check the errors and to take the corrective action so that deviation from standards are minimized and stated goals of the organization are achieved in a desired manner.

According to modern concepts, control is a foreseeing action where as earlier concept of control was used only when errors were detected. Control in management means setting standards, measuring actual performance and taking corrective action.

Gateway group controlling organization by clear standards, monitoring progress and results, knowing when and how to intervene, correcting deviations successfully.

Controlling of resources maintained by Gateway

- **Identifying resources:** Gateway continually seeks to identify resources (e.g. staffing, training and monetary resources), both internal and external, that can be useful to unit and assist in work accomplishment; proactively works to secure additional resources for work unit.

- **Informing:** Develops strategic plans for making a wide array of resources available; ensures that knowledge of those resources is spread throughout organization.
- **Monitoring:** Develops strategic plans to anticipate future resource needs, and accurately identifies tracks and prioritizes existing resource needs; monitors resource availability and makes contingency plans to ensure the availability of adequate resources in the event of unforeseen circumstances.
- **Creating efficiencies:** Consistently seeks to perform work unit tasks in a cost efficient manner; identifies ways to produce the same level and quality of work while utilizing fewer resources; creates an organizational climate in which cost effectiveness is valued and rewarded like Green Movement. Gateway now very much aware about e-mail, e-block, e-notice, e-tickets instead of papers.

3.2 Management Team

The founders of Gateway Tours are passionate about the activities it will promote and offer on the market. Management style will reflect the participation of the directors. The company intends to respect its community and treat all employees well. They will develop and nurture the company as community. However they realize that they are not fully conversant in tourism and as such intend to engage experienced staff as well as undergo a training course from a reputable institution.

The Managing Director's experience in public commercial transportation and government will assist in the establishment of good networks. It also has attended many seminars. However acknowledging the importance of continuous training and improvement the Managing Director intends to undergo a course in Travel and Tourism so as to be fully conversant in the field, as well as obtain knowledge of the latest developments in the industry

3.3 Personnel Plan

The detailed monthly personnel plan for the first year is included in the appendix. The annual personnel estimates are included here. This plan is a good compromise between fairness and meets the commitments of mission and business objectives.

They intend to compensate personnel well, so as to retain their invaluable expertise and to ensure job satisfaction and enrichment through delegation of authority. The compensation will include health care, generous profit sharing, plus a minimum of three weeks' vacation. Gateway Tours recognizes that their employee's contribution reflects fundamentally to the company's long-term prosperity, acknowledging obligation to remunerate them competitively. Intend to enhance this capacity to attract and retain people of quality through competitive remuneration packages.

3.4 Training

In-house training is available so that they are continuously up-to-date in meeting customer requirements. With time also intend to undertake regular external training particularly following any new developments in the market. This will ensure implementing the latest techniques and aware of customers expectations. By setting standards against industry benchmarks, Gateway ensures a regular flow of customers as they are continually referred to.

3.5 Feedback and Control

1. Gateway intends to make sure that each employee understands the goals of the firm, is customer focused, proud of their work and work as a team. This will encourage employees to become entrepreneurial and customer oriented.
2. Important notices and developments will be continuously communicated to employees so as to keep them of developments and promoting a sense of belonging and oneness in the organization.

3. Gateway group will encourage their employees to put forward any suggestions they might have regarding the improvement of any of the company's functions - an open door philosophy. Such a culture will enhance innovativeness and make them creative, which in turn, leading to job satisfaction and enrichment.

4. Gateway continuously formalizes and measure cross-functional working communication so as to ensure that the various departments work harmoniously towards attainment of company's objectives.

3.6 Financial Management

One of the most important factors of Gateway with their customers regarding payment terms as agreed with the clients. Employ can't push their customers hard on collection days, because they are extremely sensitive and will normally judge on their terms. Therefore there is need to develop a permanent system of receivables financing systems mutually agreed between both parties. Hence in the financial plan I intend to have the following:

1. A fundamental respect for giving customers value, and for maintaining a healthy and congenial workplace.
2. Cash flow as first priority, growth second, profits third.
3. Respect for realistic forecasts, conservative cash flow and financial management.

3.7 Controls

The local tourism industry has been growing rapidly over the last decade due to increases in the number of people seeking holidays in the country. By keeping this in to the mind Gateway can expand their products and services accordingly. The introduction of good brochures and other sales literature will enable Gateway Tours to create new market. Gateway project sales to

increase accordingly, though slightly slower to establish a reputation for ourselves. With time, they intend to be at the forefront of customers' minds with regards to travel excursions.

Throughout the year they intend to undertake regular evaluations of marketing programmes so as to ensure that are in line with intended objectives. In summary intend to undertake the following:

1. **Tracking and follow-up:** Gateway intends to have the discipline, as an organization, to track results of the business plan and make sure that implement it.
2. **Market segment focus:** Gateway intends to have the discipline to maintain the market segment focus.
3. **Customer Follow-up:** Gateway intends to have the discipline as an organization to constantly follow-up on customers so as to ensure that are meeting their expectations at all times.



Chapter-4

Findings, Recommendations and Conclusion

4.1 FINDINGS OF THE STUDY

The findings of the study are as follows:

1. Due to shortage of employees, it is not possible for the company to provide better services.
2. Realistic Job Preview (RJP) is not properly described by the company, which cause the lengthy process to provide registration paper, information regarding visa processing system.
3. On the job training is not sufficient for the employees. New technology is not properly utilized because of insufficiency of training.
4. The company follows the method that the employees learn and understand their job by observing their senior colleagues, which is not a healthy practice for the organization.
5. Service change is very high for visit visa and immigration visa.

4.2 Recommendations

In the light of the findings, the recommendations are as follows

1. Gateway Group has to insure required employees for each and every department. Gateway group have to reduce their charge, to compete in the marketplace.
2. Gateway group should concentrate more on reduce their time for issuing information, registration paper and visa service.
3. Gateway group should be hire and install sufficient modern technology. It's true that Gateway Group also technology based company but are not updated. If they want to give proper and better services they have to set up updated technology.
4. Gateway Group Limited has to recruit skilled man power. Also they have to concentrate more on employees on the job training.

4.3 Conclusion

The performance of Gateway Group today competitive business is important. Just few years ago the number of Travel agency was very small. So the competition was not as strong as its today. Things have changed with the emergence of many new agencies now the Customers have option to take the one that the best so the current travel agency business scenario is simply highly competitive. The performance of Gateway Group Limited during the Last five years has proved that with strong desire and will power one achieve whatever target he may have. Almost all the leading agency in our country has various Extra facilities in offer for the customers in comparison with other agency but Gateway has succeeded in achieving more customer than other competitors. This has been possible only because of strong customer relation and excellent customer service.

For Travel agent service is the main source of profit and on the other hand the wrong use of service would bring disaster not only for the company but also for the economy as a whole. Though there are some drawbacks in implementing service facilities in Gateway Group Limited As per manual it can be improved though involvement of more financial expert in the decision making process and utilizing the tools to judge integrity of the customers Finally, it can be urged that though the results achieved so far not satisfactory service is a modern scientific technique for enhancing of Gateway Group Limited strength and there lies the opportunities to make it more effective in the future for their benefit.