

Standard Operating Procedure: Sales & Marketing
The Westin Dhaka

Internship Report

Prepared for

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Subject: Submission of Internship Report

Dear Sir,

With due respect, It is a great achievement for me to complete my BBA Program from BRAC University. This is also a great achievement for me to submit my report on “Standard Operating Procedure of The Westin Dhaka (from the perspective of Sales and Marketing department)”. This report is prepared on the basis of my six months internship program in The Westin Dhaka at Gulshan 2 which is a property of Marriot the largest hotel chain in the world.

I shall be very happy to provide any explanation regarding the report and do not hesitate to call me for any query on this report or any relevant matters

Thank you and best regards,

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“I am Arafat Ahmed bearing ID 11204011 the student of BBS department of BRAC Business School in BRAC University. This is to inform that the report named “**Standard Operating Procedure of The Weston Dhaka (from the perspective of Sales & Marketing)**” has only been prepared for the partial requirement of my Internship. It has not been prepared to serve any other purposes. Hence, it is strictly prohibited to copy, duplicate or to use this report without prior permission.”

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Acknowledgement

Words cannot describe how thankful I am to those people who were very devoted towards my internship program. All of my learning and this report is the accumulation of many people's endeavor.

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Finally I would like to thank my parents whose support makes me to enlighten my student life and career.

Executive Summery

In terms of The Westin Dhaka Sales and Marketing department operation, it drives the hotel business into another level. Public relation and communication department plays a vital role in generating sales and create brand image of this hotel. They maintain fixed manual of promotional activities suggested from Marriot.

The main focus of Westin Dhaka sales & marketing department is to create relationship; generate maximize business and revenue and get the best business in the town. The main strategy of getting market is to go for door to door marketing with corporates, social media marketing and tele marketing. They also focus on a loyalty program that named SPG Pro that makes The Westin Dhaka more closely connected with their clients.

Sales week in every six months is another unique strategy used by the marketing team. Not just that from the Food and beverage team they do celebrate different food feasible in national day of different countries that makes the hotel a global one among its clients.

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Chapter One

1.1 Introduction

New York's first **hotel**, the City **Hotel**, opened in 1792. At the beginning of the 19th century, America's first five-star **hotel**, the Tremont House in Boston, began welcoming guests. Single or double rooms, featuring lockable doors, washing bowls and free soap, appealed to wealthy travelers.

At the beginning the concept of hotels is only for the travelers. But as day progresses the need increased and hotels become business hub of all the diplomates and international business people. After industrial revolution and second world war hotel industry flourished. Not just for staying but also for events and food and beverage it's become a very profitable business.

1.2 Origin of the Report

Internship is a great opportunity for a student to learn from the practical knowledge. Getting the chance to do my internship from Westin Dhaka became a great learning opportunity for me to increase my practical ideas about hotel sales and marketing.

With this orientation, my internship report comprises a brief study on Sales and Marketing department of 'The Westin Dhaka' during six months internship.

Hotel industry in Bangladesh is booming. Not just the tourism base hotels in different tourist places but also business hotels in Dhaka is increasing in large number. All the international hotel chains are now operating in Dhaka and many are coming in recent time and these plays a significant impact on our GDP also\ . The Westin Dhaka is in such international chain which is called Marriot. Under this chain The Westin Dhaka follows all the standards of Marriot management. Their mail target group is the international business traveler, diplomates and corporate clients. This report will describe the brand standards, marketing communications and analysis of some digital trends and the sales team strategy to get the maximum revenue in the business. The main focus of this report is Standard Operating Procedure of Sales and Marketing department. I tried my best to do it in a professional manner so that it can meet my BBA Internship program requirements.

1.3 Objective of the Report

Broad Objective

The objective of the report is to fulfill the BBA Internship Program requirements as well as complete the graduation and to get the opportunity to do reputed job in the assigned organization. Moreover, finding out insides of hotel industry of Bangladesh.

Specific Objective

- To give an overview of Westin Dhaka
- To give a short brief of Westin Sales and Marketing Department
- To give the job task and achievements
- To brief Sales and Marketing ‘Standard Operating Procedures’
- To brief all limitations, findings and small recommendation

1.4 Scope of the Report

The scope of the report is limited to all the practical work experience and procedures of Sales and Marketing Department of the hotel. The scope of the report is also limited by the information given by the associates of The Westin Dhaka. As it's an international hotels chain getting information a getting involved in all operation work become difficult.

1.5 Methodology of the Report

The nature of the report is descriptive with marketing communications activities and sales activities gathered by study, working, own observation and qualitative research such as face to face interview and practical learning.

In this report, I have used two types of source. These are as below:

➤ **Primary source**

These include all interviews, work interaction with the Director of Sales, Marketing Communication Manager, Sales Manager, Director of PR and Sales Executives.

➤ **Secondary Source**

These include-

- Website
- Newspaper article regarding Bangladesh hotel industry
- Articles in online regarding project topic
- Hotel brochure and newsletter contents
- Social Media and online booking site contents

1.6 Limitations of Study

Internship in Westin Dhaka is really challenging because of work pressure. The nature of the information that we deal with is sophisticated information. For computations with other brand hotels they do not provide information to everyone and interns get less chance to be around with the decision maker team.

- Publications of sales and marketing report
- Strict confidentiality regarding sales and marketing information
- Restricted access both in company information system and some websites.
- Time limitations.

Finally, with no experience of writing such project report, it is also challenging for me to keep pace with the work experience and elaborate and analyze with the theoretical concern.

Chapter Two

2.1 Background

The Westin Dhaka is owned by Unique hotels and Resorts limited which is also a concern of Unique Group. They are also planning to bring Sheraton another five-star hotel in Dhaka. Unique group also have bunch of businesses like as Hospitality, Real Estate, Construction & Infrastructure Development, Telecommunication, Shipping Line, Share Management, Bank, Insurance, Financial Institution, Manpower Management, Ceramics Industry, Power Plant.

Unique Hotels and Resorts was founded on November 28, 2000 and got the Certification of Commencement of Business in the Brand “The Westin Dhaka” in July, 2007.

From then Westin become a prime brand in hospitality field in Bangladesh with all its activities and standard of operation and in marketing it's become a supreme business hub for all the corporates and diplomats.

2.2 About Westin Hotels and Resorts

Westin Hotels and Resorts is one of the luxurious Brand of Marriott Hotels and Resorts. The pitch themselves as business hotel. All around the world all the Westin hotels maintain common standards like as their hotel environment, heavenly swore and heavenly bed facilities.

With more than 200 hotels in 40 countries, Westin Hotels and Resorts continue to drive themselves into another level in business hotel concept. With updated Intuitive service, thoughtful design they always give their clients a worm and refreshing feelings.

2.3 About the Westin Dhaka

The Westin Dhaka is the first verified Five Star hotel in Bangladesh. It is based in a highly diplomatic zone Gulshan 2 where there are all the embassies and corporate hubs. It's just 30 minutes car drive from Hazrat Shahajalal International Airport.

Mission

The mission of Westin Dhaka is to thoroughly understand the needs of their clients and surpass their expectations by delivering personal and intuitive services to them with world class customer service to our clients.

Vision

The vision of Westin Dhaka is to maintain their success journey and hold their number one position in Bangladesh market by satisfying customers and upgrading their customers.

Objectives

There are 3 objectives of The Westin Dhaka-

Personal- Provide customized services depending on each customer.

Instinctive- Give surprise and always try to delight them.

Renewal: Refresh them by providing something extra care.

Five Human Truths

Five human truths that differentiate The Westin Dhaka from others in the industry. of Westin's success. They are given below-

1. Be understood.
2. Belong.
3. Feel special.
4. Have Control
5. Reach Their Potential

Six Pillars



- **Sleep Well-** Westin Heavenly Bed is an Ionic Bed which refresh and renewed guests. It is designed to promote restorative sleep. Around the globe only Westin Hotels use this heavenly bed concept.



- **Eat Well-** This Hotel believes in healthy food supply. They created a concept that called super food. With different restaurants inside the provide a global taste of food.



- **Move Well-** The Westin hotel provide proper fitness facilities that includes gym, sonna, swimming pool and create a proper fitness center.



- **Feel Well-** signature rain shower which instantly refreshes clients, great atmosphere inside the hotel makes guests feel well as home.



- **Work Well-** With business center facilities 24/7 The Westin Dhaka provide well work facilities to its guests. Moreover, fast internet wifi system all around the make sure work proficiency of the guests no matter where they stay in the hotel.



- **Play Well-** Whether guests are taking a break from business or exploring as a family, The Westin Dhaka offers endless opportunities for play while away.

Brand Tagline

‘For a better you’- states better life living facilities for its guests and by saying so they provide all the facilities of better living away from home.

Property Description

The Westin Dhaka consists of one central dining named seasonal tastes, one Italian restaurant named Prego and two coffee shops, the living room and daily treats. Apart from that it has 235 rooms all together. The room categories are as below.

| | |
|---------------------|-----|
| Deluxe king | 116 |
| Deluxe Twin | 36 |
| Disable Access Room | 1 |
| Specialty King | 13 |
| Renewal King | 7 |
| Renewal Twin | 6 |
| Club King | 22 |
| Club Twin | 11 |
| Junior Suite | 8 |
| Executive Suite | 13 |
| Chairman Suite | 1 |
| Presidential Suite | 1 |
| Total | 235 |

Chapter Three

Sales and Marketing Department and Its Operation

3.1 Operations: Marketing

The Westin Dhaka marketing department consists of only two members heading by the director sales and marketing (DOSM) they are so very proactive. As there are strict brand structure they have to brand their design and promotional staffs in a very calculative way.

Promotion

Newspaper, specially travel and tourism base newspapers are the main platform where The Westin Dhaka do their marketing or promotional activities mostly. In all the food festivals, the invite journalists from different press and often do press night to maintain good relationships with the media personal.

The Westin Dhaka have two billboards in their parking place. Where all the updates regarding coming events the put to get attention of the guests. For promotion ‘what’s new what’s next’ is another common concept name of The Westin Dhaka. It’s a monthly brusher that the marketing team prepare any display it all around the hotel to spray the message.

SMS & Email Blast

The Westin Dhaka develops database every single day. This database covers all the info about their target customers. Information like as name, phone number and mailing address. If there is any upcoming event, new food arrival or promotional activities coming then all the information send to the guests through mail and SMS.

Online Digital Marketing

The Westin Dhaka is actively doing social media marketing by using all the popular tools of social media like as Facebook, twitter and their websites. So, guests can identify what's going on by going through or following the Westin Dhaka sites.

Marketing Management

The hole process of marketing is managed by the marketing and communication manager. Alongside with him there is a post of brand executive who usually take care of the designing part. Final decision comes from the director of sales and marketing or (DOSM). There are some strict brand rules to follow to do all the promotional activities. Marriot usually follow up those through their India office.

3.2 Operations: Sales

The Westin Dhaka sales team is the most dynamic team in the town. To compete with the other players in the market the follow some day to day fixed activities.

- **Sales Call**

For all the sales executives, its mandatory to conduct atleast three business meeting with different corporate in a working day to generate business. This business meetings known in hotel industry as sales calls.

Evening Meeting Minutes

Every evening all the executives sits with the general manager to report their daily activities and also share the market situation. Moreover, the share their sales plan for next very dat.

Chapter Four

Standard Operating Procedure of Marketing

4.1 Public Relations

Press releases

For press releases the marketing and communication officer or 'Marcom' plays the ground role. Director of public relation is the main concern person who take care of the department and provide suggestion to the marketing and communication officer.

1. In all the press releases all the media people got invitation and their attendance in the meeting got insured.
2. In press releases all the department heads got invited and the general manager give vote of thanks.
3. Media people always get the privilege to ask questions in the press releases.
4. Press release copies provided to the media people after the press release.

Media Coverage

Media coverage is another important issue in hotel industry. Everyday morning marketing team collect media coverages from newspaper to present in the morning meeting. And this coverage shared in the social media pages of the hotel.

Social Media Marketing

Starting from Facebook, twitter and website The Westin Dhaka use all the social media to do their branding and promotions. All the updates and information's are given they're in those medias. Mail is also another platform. By using Facebook, they also organize different type of computations like as photo contest and others.

Chapter Five

Standard Operating Procedure of Sales

5.1 SPG Pro

SPG Pro is a marketing tool to motivate guest and clients of the hotel. If any guest stays or order a specific amount of food from the hotel s/he will earn a specific star point. By earning a specific amount of points, they becoming SPG Pro or SPG member. In their next stay or order they can use this point can be used to revel many facilities.

5.2 Smart Plan

Smart plan is a very unique way to make strategy of sales and marketing of the Westin hotel. All the sales people are being engaged to prepare the SMART plan for the hotel.

A SMART plan is defined as:

- Specific (and strategic): The target group and the plan should be very specific.
- Measurable: Profit the plan will bring should be measurable.
- Actionable: In the planning process its finalized who will do the action.
- Reasonable: The plan should be reasonable under all the circumstances.
- Time bound: There is always time limitations and boundaries for the planning.

5.3 Tele Calls

Every sales person is responsible to do at least 5 tele calls to different corporate clients. In the evening meeting, they have to submit their tele call report to the director sales and marketing.

Chapter Six

Internship Tasks

6.1 Designation

In Westin Dhaka interns are known as trainee. And the internship program is of six months.

I was placed as a trainee of sales and marketing under the supervision of the marketing and communication officer.

6.2 Roles and Responsibilities

Database management: Database management was my first task. Every evening sales and food and beverage manager drop business card to me and I list it down in the database.

Distribution Management: Distributing the gift items to the corporate guests and distributing invitation cards to the guests was in my task list.

Media Coverage: Finding out the media coverage from the newspapers and place it to Director public relation is another daily routine work.

Marketing Campaign: Looking after the social media posts and SMS blast.

Event Coordination: Event organizations, photography and greetings the guests in event.

Photography: Events and product photo shoots.

Tele Sales Call: Calling to different corporates and set-up meetings for the sales executives was another daily role.

Chapter 7

Findings, Recommendations and Conclusion

7.1 Findings

During internship program, it was also assigned me to find out the lacking of marketing and sales operation as well as build new strategy to be more efficient.

In case of marketing operation,

- Work force is less in number in the sales and marketing team
- Use of social media marketing can still be developed.
- Internal office and job environment not perfect for jobs
- No CSR activities was found.

In case of sales operation,

- Sales executives have less freedom to do their task at their own way.
- Sales tools are not updated.

7.2 Recommendations

This part is prepared based on the findings so that The Westin Dhaka Marketing and Sales Operation can be uplifted.

- More investment in social media marketing sector is need in argent basis. Other hotels are using this tool in large numbers.
- Database should be updated. There should be a requisition form for additional job done so that the default task of way to generate database is business card but it's not enough. marketing can be more efficient.
- Sales and marketing professionals of the hotel should use the two-user friendly software they have named Opera and ISAC.

- Sales people should be segmented by locations and company.
- Daily sales calls should be more well organized.

7.3 Conclusion

My internship report is a brief summary about the Westin Dhaka hotel. The main focus of this report is the standard operating procedures of the sales and marketing team of the hotel. It was a great learning experience for me to work in Westin Dhaka as a trainee and I personally learned a lot regarding the hotel industry of Bangladesh.

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