



Internship Report

On

**“A COMPARATIVE STUDY OF BAY HILLS HOTEL CONSTRUCTED UNDER
GOLDSANDS HOTELS AND RESORTS LTD. WITH OTHER HOTELS PRESENT IN
THE SECTOR OF TOURISM IN COX’S BAZAR”**

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Letter of Submission

8th April, 2019

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Subject: Submission of Internship Report

Dear Mam,

This is my great honor to submit the internship report that I have prepared for last 3 months long in Goldsands Hotels and Resorts Ltd., under Sales and Marketing department. The title of the report is “A COMPARATIVE STUDY OF BAY HILLS HOTEL CONSTRUCTED UNDER GOLDSANDS HOTELS AND RESORTS LTD. WITH OTHER HOTELS PRESENT IN THE SECTOR OF TOURISM IN COX’S BAZAR”. This report has been prepared to fulfill the requirement of my internship program at my assigned organization, Goldsands Hotels and Resorts Ltd. The report is the final outcome of successful completion of my internship program. In my report I have tried to identify and describe the work process followed by my assigned department and also tried to analyze the market standing of the company.

I would like to articulate my gratitude for your excellent guidance in preparing the report. It would be a great achievement for me if you find this report informative enough to fulfill the requirements. I am really grateful to you.

Thanking you.

Sincerely Yours,

Tamhid Eshad Hossain

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BRAC Business School

Letter of Endorsement

The Internship Report titled ‘A COMPARATIVE STUDY OF BAY HILLS HOTEL CONSTRUCTED UNDER GOLDSANDS HOTELS AND RESORTS LTD. WITH OTHER HOTELS PRESENT IN THE SECTOR OF TOURISM IN COX’S BAZAR’ has been submitted, to BRAC Business School, for partial fulfillment of the requirements for the degree of Bachelor of Business Administration, major in Marketing and Human Resources Management from BRAC University on April 1, 2019 by Tamhid Eshad Hossain, ID: 14204031. The report has been accepted and may be presented to the Internship Defense Committee for evaluation.

(Any opinions, suggestions made in this report are entirely that of the author of the report. The University does not condone nor reject any of these opinions or suggestions).

Ms. Ummul Wara Adrita
Internship Supervisor Faculty
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Acknowledgement

I would like to express my deepest appreciation to all those who provided me with the opportunity to complete this report. The accomplishment and completion of this report would not have been viable without the contribution of some accommodative people, who gave their valuable time from their busy schedule to guide me in doing my project work. I would like to extend my heartiest gratitude to all those who directly or indirectly contributed to the completion of the report.

At the beginning, I would like to convey my gratitude and appreciation to my honorable academic supervisor Ms. Ummul Wara Adrita for providing valuable guidelines in preparing the report. I am deeply grateful to her for her supervision during the internship period. Without her guidance it would not be possible for me to prepare this report.

Furthermore, I would like to acknowledge with much appreciation to my supervisor Mr. Imroz Utshob, Assistant Manager, Sales and Shahadat Hossain Bahar, Director of Sales, Goldsands Hotels and Resorts Ltd. for their intimate and tremendous support and cooperation.

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Executive Summary

Goldsands Hotels and Resorts Ltd is one of the premier hotel development and investment companies in Bangladesh maintaining a laser focus on quality and process in every facet of development. Driven by a relentless desire to streamline and advance, we lead our partners and investors toward a future of profit and growth. Our ambition is to build and develop world class hotels and suites at Cox's Bazar which is the longest beach in the world also other tourism sector.

The unique features of our project ensure investors a sound and valuable venture providing substantial profit sharing. Our objective is to provide real hospitality and flourish our tourism industry. Furthermore to produce value and unparalleled results for our owners by creating products that fulfills individual customer expectations. Our experts accompany every step of the development process – from the initial idea of investing in a hotel to its grand opening – and ensure that an economically viable and successful hotel is created. Our investors benefit from the comprehensive know-how and expertise of Goldsands Hotels and Resorts Ltd, tried-and-tested efficient processes and the excellent business results our hotels achieve.

Goldsands Hotels and Resorts Ltd. is upcoming market leader in tourism and high-end real estate at Cox's Bazaar. Each project are executing with meticulous detail and tremendous precision by our dynamic design team. Our consultants are handpicked from the very best in this sector. Within short period of time Goldsands Hotels & Resorts Ltd. (GHRL) will acquire outstanding reputation by creating the best hotels with world renowned international Hotel chains at Cox's Bazar & other tourism sector.

Methodology:

While preparing the following report, I have collected the primary and secondary data for subjective analysis that I could ensure in making the statements correct and accurate. For further assistance I have talked to certain personalities who have helped me prepare this report and provide me details of their companies and institutions. I have conducted interviews with the following persons for acquiring data and analyzed the outcomes of the report.

Bay Hills Hotel:

Interviewed my own Director of sales Mr. **Shahadat Hossain Bahar**, and he has given me his valuable insights of the project and how this Hotel shall develop over the years. He is the Director of Sales in Golsands Hotels and Resorts Ltd.

Royal Tulip Sea Pearl Beach Resort and Spa

The manager of Accounts has helped me to introduce about the biggest resort in Inani Beach spot where the Hotel has generated a huge customer base because of the soothing location it has. I have talked to him over the phone about the possibilities that has shaped Royal Tulip as of now. The name of the contact person is Mr. **AHM Hasan Shikder**, Accounts manager of Royal Tulip Sea Pearl Beach Resort and Spa.

Long Beach Hotel

This Hotel has been operating over the years for a long time now in Cox's Bazar. I have contacted with the Senior Executive of Marketing, **Mr. Ahsan Habib** for enlightening me about the Hotel facilities and their internal structure

Sayeman Hotel and Resort

Sayeman is a very popular hotel that has been operating in the area and has a huge customer base and platform. The Assistant Manager of Marketing, Mr. **Saiful Islam** has given me insights about their Hotel functions and amenities that are available for my research purposes over the phone.

Hotel Ocean Paradise

I have had the opportunity to consult with Mr. **Shamim Chowdhury**, Assistant Manager who has given me the insights about the Hotel and how the Hotel has been operating over the years.

Hotel Cox Today

Cox Today Hotel has gained good enough popularity and has been on full swing with its business. Ms. **Sabrina Asma**, Marketing Manager has briefed me about the Hotel insights and policies.

Limitations of the Report

While preparing the report, there have been some limitations that I have come through and the report has been prepared according to the reviews and further studies that has helped be to bring a fruitful outcome.

- 1. Unavailability of resources to acquire insights:** In this sector of Hotels and Resorts development and Tourism sector, there are less information that are available for anyone to access. Most people do not want to share their insights and also the confidentiality issues are high in this particular sector.
- 2. Number of Hotels are increasing:** There are a number of Hotels that are increasing on a huge scale in Cox's Bazar for which there remains a healthy rivalry among hotels to compete with each other. The Hotels are on a very demanding state where they are constantly operating with a note of completion with each other.
- 3. Investors Confidentiality at stake:** Most of the investors who invest in this particular sector they have trust issues depending on their confidentiality to be leaked by individuals. The investors mostly depend on their feasibility issues with the concerned Hotel they are planning to invest. Moreover, the amount of new uprising hotels are increasing and the also the number of investors in such process.
- 4. Hotels running through hard times during low peak seasons:** The Hotels in the tourism sector mostly run in times during the peak seasons that happen to occur at the times of winter and Vacation days. Most of the hotels are running through hard times to ensure their profit during the off peak season. There remains a big gap of profit earning when the Hotels don't get proper customer retention and thus their profitability gets lower.
- 5. Trust Issues for Investors or Shareholders:** The investors or shareholders who have the capability to invest in such hotels have got the trust issues relating to the field. In the recent past, there has been a lot of issues that has created this sense of not be trustworthy for the investors to further invest in any of the new Hotels in this sector. Most of the shareholders doubt whether the Hotel will be the promises that they make while selling the shares or whether the investors will get the ROP (return of profit) in time or not becomes a huge issue for the individuals.

CHAPTER: 1
COMPANY OVERVIEW



1.1 Introduction:

“GOLDSANDS HOTELS AND RESORTS LTD.” is a company that was established in 20th March of the year 2017 with the hope to boost the real estate business in the tourism sector of Bangladesh. It has been made under the Chairman of the company, Major (retd.) Md. Nurul Afsar. He is currently the Director of EXIM Bank Ltd, and also the advisor of NASSA GROUP. Moreover, he has been elected as the recent President of RAOWA Club, mostly known as the Retired Army Officer’s Welfare Association. He is a very renowned businessman having owned his own real estate company called the AFSER GROUP and RANS REAL ESTATE which have earned great reputation in the country over the years of their establishment.

Having such dynamic personality involved in the company, Goldsands Hotels and Resorts Ltd has endorsed great quality of projects over the years and has been involved in number of real estate projects all over Bangladesh, mostly in the areas of Cox’s Bazar, Teknaf, Kuakata and Himchori. This company, under the guidance of its Chairman, Managing Director (MD) and Deputy Managing Director (DMD) has been working to achieve their goal of becoming the number one real estate company in the country.

Moreover, this company has set its targets to maintain proper outcome of building great structures for customers to avail Hotels and Resorts services that can enable them to enjoy their time in the best possible services available in the tourism sector. Since tourism is a booming sector in Bangladesh and the industry is growing rapidly towards development through the advent of mass investment by foreign companies and government initiatives, people are more inclined towards this industry where they can access through entertainment channels and recreational activities. Thus, Goldsands Hotels and Resorts Ltd is operating in this sector of mass development and providing ample of facilities towards customers in a rapid growth.

1.2 BAY HILLS HOTEL:

BAY HILLS HOTEL is the only hotel at Himchori with the concept of Ownership in Hotel entrepreneurship. BAY HILLS HOTEL, the iconic maiden 4 star hotel by **Goldsands Hotels & Resorts Ltd**, in Himchori is a symbol of modern architectural design, elegant decorations and luxurious facilities. Guests can indulge themselves anytime to make the most of their leisure with the state of the art professional services.

Experiencing and cherishing the mesmerizing scenic beauty of the Bay of Bengal with the hills behind in the most unique way. The door of opportunity doesn't ring all the time and same goes for Bay Hills Hotel. Owning a part of it could never be so easy with the investors having full liberty of making unique investment plan for ownership of an iconic hotel that Bangladesh market had never offered. With a promise to ensure a great Prestige and Recognition, Bay Hills Hotel's ownership has the potential to get the maximum return of investment. Our business model ensures that you receive +10% ROI on your investment. As a constant source of passive secondary income, Bay Hills is definitely a must have for customer's portfolio.

The only Upscale 4 star Hotel at Himchori Cox's Bazar; BAY HILLS HOTEL shall stand on 10 floor with 93 suites, 2 Restaurants, Cafe lounge, a Banquet Hall, a Roof top swimming pool, Private beach, Gymnasium, Spa, Sauna, Kids & Game zone and Special Beach facilities – Private dining on beach, Beach library, Foot massage, Parasailing, Jet skiing, Surfing, Beach Volleyball, Paddle boarding, Fishing boat, Scuba diving, Horseback riding, Four-wheeler ATV riding etc.



In order just to familiarize customers with the elegant interior of BAY HILLS HOTEL it has procured the suite furniture from top brands, sanitary and bathroom fixtures would be international standard including items of high end variety from a designer brand specializing in the art of Ultimate in Stylish Living.

With this brief BAY HILLS offers the best suites with a breathtaking PANORAMIC VIEW of the Surfing SEA to the West and HILLS swathed in green on the East. Already the Construction work is done & finishing work is going on for this 4 star Hotel, by June 2020 Project will be completed. World Class & Best Consultants are working on this Hotel Project.

1.2.1 Price Range of Suites offered:

Presidential Suite:	55000000	BDT	(1650 Sq. ft.).
Premiere Suite:	25000000	BDT	(750 Sq. ft.).
Executive Suite:	23000000	BDT	(690 Sq. ft.).
Standard Suite:	18000000	BDT	(540 Sq. ft.).
Per Ownership:	1000000	BDT	(30 Sq. ft.)



1.2.2 Benefits of BAY HILLS HOTEL Ownership:

1. Saf Kabla Registration.
2. Great opportunity for passive Income.
3. Safe & better return than Real Estate, Share market & Bank.
4. Beat Inflation.

5. Total Project Designed by Renowned Korean Architect and world-class consultant.
6. Smart Policy- Entire Hotel Net Profit Shall Be Distributed Equally To Owners. (Guaranteed Return).
7. Every Unit Owner Will Get an Estimated BDT 100000 (One Lac) To BDT 200000 (2 Lac) Amount of Profit per Year Approximately, Which Will Be Paid Every Year for Lifetime.
8. Halal Income for Lifetime.
9. Ownership Value Will Increase Because Of Limited Ownership and Also There Shall Be No Other Hotel around That Area, Owner's Capital Gain Shall Be of Great Value.
10. Credit Facilities in Hotel.
11. Great Prestige & Recognition in the Society.
12. Investment In Bay Hills Gets Much More Times Higher Return Than Rent From Flats In A Year. For Example: Uttara Flat Price – 2000 Sq.ft. = 2000 * 7000 = 14000000. BDT. + Registration & Car Parking = 10 Lac. Total = 15000000. Taka. Return from Rent: 30000*12 = 360000 BDT. (Per Year.) Whereas Same Investment in Bay Hills get Approx. 15 lac per year. Easy Hassle free and safe return of Investment.
13. Bay Hills Hotel is the only 4 star Hotel at Himchori, Cox'sbazar.
14. The hotel is situated in a unique location on Cox's bazar where lush green hills rise from the back and endless sea stretching on the front.
15. The hotel offers panoramic visuals of both Bay of Bengal and Mountain waterfalls.
16. Amazing and close Sunset view from the Hotel.
17. Special Beach facilities – Water Park, fly board, Private Dining, library, foot massage, Parasailing, Jet skiing, surfing, beach Volleyball, and Paddle boarding, Fishing boat, scuba diving, horseback riding, Four-wheeler ATV riding.
18. Luxury modern & latest imported fittings & fixtures with all 4 star service.
19. BAY HILLS HOTEL consist of 10 stored combined 93 luxury suites with Sea & Hill view, restaurant with various international cuisines, cafe lounge, a banquet hall, a roof top infinity swimming pool, gymnasium, spa , sauna & many other facilities.
20. The Hotel will be operating by Expert International Hotel Management Firm.

1.3 Mission, Vision and Company Goals:

Mission:

- ❖ To Provide the best facilities as Upscale 4 star to 5 star Hotels and Resorts to Customers and proud Investors related to the projects and maintain full satisfaction with clients as well as customers

Vision:

- ❖ To accelerate in the tourism sector of Bangladesh and become the number 1 Real Estate brand in the country

Company Goals:

- ❖ Tourism sector being very booming in the country, the company's goal is to provide the best platform for customers to avail the services of the finest Hotels and Resorts of the country

As a highly focused company in the sector of tourism industry, Goldsands Hotels and Resorts aspire to become one of the best Hotel building companies in the country where the main focus is to maintain the high standard of customer satisfaction and provide all sorts of facilities that enhances the quality of the company and its services to offer.

Chapter: 2

JOB DESCRIPTION

2.1 Job Description at Goldsands Hotels and Resorts Ltd:

Sales department in Goldsands Hotels and Resorts Ltd is the most challenging and dynamic department throughout the company. The duties and responsibilities are mainly to bring potential investors all around Bangladesh and let them invest in the project of the company situated at Himchori, Cox's Bazar named as the BAY HILLS HOTEL. As a sales based organization, the company looks after the sales team as the most profit earning team in the company. Moreover, the incentive policy is very high compared to other companies that are related to the business. A salesperson deals with various levels of clients in the motive to bring sales for the company. A relationship has to be developed with the clients so that they are satisfied with the offered project and be a proud investor of a renowned 4 star hotel in Cox's Bazar. The minimum investment price for the ownership of Bay Hills Hotel is 10 lac Taka and the total incentive or commission for the sales team is 2% of the total value. Out of the 2%, 1% is allocated for the specific salesperson and .5% is given to the assist of the salesperson if any. The rest of the amount, .5% is distributed amongst all the other employees. This application of incentive distribution is maintained strictly in the company and followed accordingly. The whole sales team becomes highly motivated to work because of the incentive opportunities and as well as the implementation of such policies by the company itself.

2.1.1 Specific responsibility of the Job as a Senior Executive:

As mentioned, the sales department deals with the sales target set by the organization heads and thus maintain the monthly sales target achievement. As a Senior Executive of the company, I have being assigned to perform the duties of a Salesperson in the Sales team. My job included the following responsibilities:

- Phone calls to clients for setting up appointments for further operations
- External Visits that included meeting with clients through the appointments already set by phone calls
- Direct Hunts or external visits with clients without prior setting of appointments
- Handle Internal visits with clients and conduct meeting and presentation for clients inside the office

- Client relationship development through the above processes where clients are handled with utmost priority

2.2 Function of the Department:

Sales department in Goldsands Hotels and Resorts Ltd has a wide reach of functions that collide with the dealing of clients and bring sales for the company. Being a team of 16 members, the department comprises of the following positions as per seniority rank:

- ❖ Director of Sales
- ❖ Deputy General Manager
- ❖ Assistant Manager
- ❖ Senior Executive
- ❖ Executive

The positions are given specific job responsibilities but all are under the sales target set by the management including the Director of Sales who is the reporting person for everyone. The Sales department comprises of two wings, followed by:

- ❖ Sales Wing
- ❖ Tele Sales Wing

Both the wings work under the same belt of sales department with a slight difference in the job responsibilities. The Sales wing is the direct sales team who perform the task of dealing with clients, mostly meeting them and bringing the sales for the company. On the other hand, Tele Sales wing works on phone calls where they call clients following the client database and set appointments for the Sales wing to visit.

2.3 External Visit Procedure:

External visits are mostly the vital function for the sales department as they have to meet with various clients in their convenient time and place to brief about the project and its offerings. The external visits are set by the salesperson themselves and also by Tele Sales wing who set appointments and the salespersons visit as per the meeting is scheduled. According to the company policy, a salesperson can go for external visits of minimum 3 clients in a day. There is one car allocated for 12 salesperson (excluding the Tele sales wing) but in case the routes are different then salespersons are allowed to use any means of transport from outside which mainly included UBER, PATHAO, OBHAAI, Rickshaw, and CNG etc. The cost incurred by means to travel for external visits were borne by the company where the HR checks the detailed claim made by the vehicle and Director of Sales signs the claims if he finds them justified. The payment is done on Thursday of the week. External visits pays a significant role in making sure that the deals are effectively done and clients are cleared about the project and also maintain a good rapport with clients since physical meeting impacts a lot in this sector.

The sales team ensure proper visiting time and date to the HR for documentation purposes and thus the HR notes down the timing when the salesperson shall move for their visit and to which destination. The external visits can be impromptu or noted beforehand that shall be briefed earlier by the Director of Sales and the destination shall be allocated. Moreover, the tele sales wing sets appointments of clients in different destinations and the distribution is made by the Director among the sales team who are then liable for the meetings to be conducted.

Chapter: 3

SWOT ANALYSIS OF 'GOLDSANDS HOTELS AND RESORTS LTD.' AND 'BAY HILLS HOTEL'

3.1 SWOT Analysis of Goldsands Hotels and Resorts Ltd:

Strengths:

- ❖ **Good Governing Body:** One of the best strengths of Goldsands Hotels and Resorts Ltd is the governing body that deals with the company's policies and the works this company is related with. The Governing body is well known in this sector of Real Estate companies and mostly the total company is determined to upgrade the tourism sector and boom the capacity to build more International standard Hotels and Resorts in the country.

- ❖ **Related concerns are best in the market:** The people involved in the company are very popular in a sense that they have the experience in this sector for a long period of time. The concern persons including the Hotel designers and also the builders are very renowned in their respective fields. Mostly they have the experience in working with a lot of companies in this sector and have built and developed ample numbers of Hotels both locally and internationally.

- ❖ **Dynamic Sales Team:** The Sales team of the company is well established in their grounds as they are chosen from the best in the market. Ample of Interviews and Presentations are being held to choose the best of them to work in the sales team of Goldsands Hotels and Resorts Ltd. The number of salesperson is limited as the chosen persons have to deal with their specific jobs and thus the team is small yet effective and efficient.

- ❖ **Land acquired in the perfect locations for operation:** Goldsands Hotels and Resorts Ltd has already acquired land to renovate and build various Hotels and Resorts in the county. Most of the lands have been acquired in the zone of Cox's Bazar and other major tourist cities as well. The lands bought by the company are basically in Himchori, Kolatoli beach, Inani beach in Cox's Bazar. Kuakata beach in Kuakata, Teknaf Island land in Teknaf and more to be acquired at the end of 2020. Mostly their first Project has been BAY HILLS HOTEL located in Himchori, Cox's Bazar.

Weakness:

- ❖ **Small recognition:** As a new rising company, Goldsands Hotels and Resorts Ltd has its limitation in the aspect of recognition in the minds of customers. Till now a lot of Marketing has been introduced to meet up the brand value this company is looking for but the pace is lower compared to what it should have been to boost the marketing channels and earn good recognition. Customers still face difficulties in recognizing the brand, but the company is working on the development of its brand value to increase.

- ❖ **Number of Competitors:** Real estate sector has a lot of companies that are involved in this particular side to compete with Goldsands Hotels and Resorts Ltd. Companies who build buildings and apartments are not considered as this company's rivals but rather companies indulged in the Hotel sectors mainly in the tourism side are considered as competitors and rivals for Goldsands Hotels and Resorts Ltd. There are more than 10 companies who are dealing with the tourism sector and thus they come as weakness for the company.

- ❖ **Small operations in Dhaka:** Though being a huge operative company that has to deal with ample of entities, Goldsands Hotels and Resorts are mainly a new company which for now has a small scope of operations. Their Head Office is located in Gulshan-1, Dhaka-1212 and thus the whole team and department works together to collectively earn sales for the company. Operations in Dhaka is usually carried by the head office team and usually client base is more in Dhaka than other cities combined.

- ❖ **Less employees:** The employees working in the company are few in number and thus the operations are not widely conducted compared to other big companies. A company with less employees face difficulties that ensure the overall management of the company and the handling of client base. Goldsands Hotels and Resorts Ltd has an employee base of around 23 persons working in the Head Office and thus client operations face issues that relates to less external and internal visits as number of clients are huge compared to the number employees dealing with them.

Opportunities:

❖ **High Demand for Investment opportunities:** People these days have a higher demand where they want to invest in particular sector to secure their future plans and also make sure that their future has proper planning and benefits. They search for scopes to invest in certain fields mostly in Hotels where the benefits are huge and the scope for attaining better future is enormous. Having a high demand most of the clients are interested in investing in such sectors where they get the assurance that they can earn a lot from the opportunities and also secure their future in a safe environment.

❖ **Established Management personnel:** The management operating Goldsands Hotels and Resorts are well established in the field and are very experienced. Due to their expertise, the company has the plus point to excel in the market operations and achieve their sales target. Management heads maintain great relationship with rival companies to avoid extra tensions to arise. Moreover, the Chairman of the company is a well renowned personnel with a huge background in the country that makes the company reliability strong and positive.



❖ **Having a strong company background:** The background of the company is highly appreciated due to the strong managing committee that is in the head panel. The background has emerged from the urgency to develop the tourism sector of the country and boost this particular area with the view to make people entertained and provide them with facilities in this zone.

Threats:

❖ **Rival Companies on the rise:** The other companies in this sector have a strong point since they are more or less established in this sector for years. On the other hand Goldsands

Hotels and Resorts have less stability compared to the number of years in the business. This company has been assigned for the betterment of tourism sector and it is doing a great job so far but compared to the years of experience it has fallen behind from other rival companies.

- ❖ **High sales target:** Higher sales target ultimately leads to less employee satisfaction. If any employee feels the pressure of increasing the sales target on a continuous basis then the company falls under a bad reputation and moreover, employees feel less motivated to work that leads to frustration and lessen the achievement of sales targets. Thus, Sales team always needs to be motivated and their personal issues need to be resolved with care by the company and dealt with sincerity. Thus, sales target should be set to a limit so that it is viable and achievable for the salesperson to work and achieve the target accordingly.

- ❖ **Higher Price range on Investment:** Though being a new brand in the market, Goldsands Hotels and Resorts Ltd offers higher payment models for clients to invest in particular Hotels. Mostly it is due to the International standards this company maintains that takes a higher rise on the price compared to other local real estate companies. Being a local brand thus company is affiliated with a lot of International brands to ensure the establishment of the Hotels it is making. Most of the Hotels are branded internationally and are dealt with that particular standards to be met by the clients themselves. These Hotels have a way of expectation that leads to higher management facilities as well as standards that maintain a specific agenda on the field.

3.2 SWOT Analysis of BAY HILLS HOTEL:

Strengths:

- ❖ **Best Location:** Situated beside the auspicious marine drive road of Himchori, just 10 km away from Kolatoli beach, Bay Hills Hotel has the most amazing and breathtaking view that no other hotels in Cox's Bazar can provide. The Hotel is located beside Sampan resort where the back view has Mountains and the front view is made of Beach and the Sea. This view of both the sea and the mountain combined gives a serene view that the customers can enjoy coming in the Hotel itself. Moreover, Bay Hills Hotel is located in Himchori where the marine drive road is one of the best plain roads beside sea in the country.
- ❖ **Only 4 star Hotel in Himchori:** The place where Bay Hills Hotel is located is Himchori which is just 10 km far from the main Kolatoli beach, Cox's Bazar. In the entire area there are no other Hotels located and that adds up a huge advantage for Bay Hills to be the only one Hotel that stands tall in the whole region. Since there is no Hotels of the same standard at Himchori, there is a great advantage for this 4 star Hotel to rise above and maintain customer retention more than any other Hotels compared. Being the one and only Hotel situated in Himchori, Bay Hills Hotel thrives to be the number 1 Hotel in the entire zone.
- ❖ **International Hotel Chain Management:** The entire Hotel is given the management deal with the 'BEST WESTERN PLUS' hotel chain which is an American International chain that has an operation in more than 4200 Hotels worldwide including Middle East, Europe and Asia. Being an International chain adds an extra advantage for Bay Hills Hotel to maintain the high standards it has established since its inception. Moreover, the Hotel attract higher social class of people to come and use the facilities of this Hotel and make sure that customers get full advantage to utilize the benefits that the Hotel has to offer.



**Best
Western
PLUS**

- ❖ **Providing Standard Facilities:** The Hotel itself provides high standard facilities as the management is very established in the Hotel sector. Moreover, there will be all sorts of facilities that a 4 star hotel can offer and thus the customers can avail these facilities altogether. Standard facilities include, Spa, Sauna, Gym, Restaurant, Banquet Hall, Dining, Kids Zone, etc. The Swimming pool facilities that shall be provided in the hotel is an Infinity Pool which is a very high standard amusement transparent pool where customers get the refreshment and recreational facilities that is very rarely found in 4 star category hotels. This infinity pool will be made by South Avenue which a very renowned company, and also the interior design will be conducted by PARADIGM which is also a renowned interior designer who have designed Hotels like AMARI, LAKESHORE, and LE-MERIDIAN etc.

Weaknesses:

- ❖ **Small Area of Construction:** Though Bay Hills Hotel has a huge market trend and is one of the best 4 star Hotel in the making, this Hotel basically has a small land area which is less compared to other hotels in the country. The total land area is only about 11.62 Katha and in terms of square feet it is around 72000 sq. ft. Thus, if we look at the overall area of this hotel then it looks to appear quite smaller compared to other big hotels in the country. Though the area being small, the complete facilities provided in the hotel are much higher and more facilities are being provided to the customers and as well as investors who invest in this hotel for future benefits and security.
- ❖ **Taking Time to complete structure:** It has been a long time for Bay Hills Hotel to complete its structure and prepare for the Hotel to run. The land area was bought in the year of 2010 and the construction began on 2012 and still about 70% of the hotel is completed up to date. The external structure of the hotel is completed, but now the interior work is been worked on. The Interior design is being handed over to Paradigm and the overall project is due to be completed on June, 2020.

- ❖ **Price Range for Investment is high:** The investment offer made for Bay Hills Hotel is in most case a bit high price ranged due to the fact that it is located in the best location of Himchori with no other rivals in that zone. Moreover, the hotel is of International standards and the facilities this hotel promises to give are very standard and suitable for every customer. The price for one unit of investment is 10,00,000 BDT which is a bit high priced compared to other construction hotels in that area. The price issue is being maintained by the management who have come to this price based on the overall investment and revenue standards. Thus sometimes customers find the price a bit high and tends to shift from the site.

Opportunities:

- ❖ **Good Market Demand:** Bay Hills Hotel has a huge market opportunity as it is an International Hotel providing all facilities that customers require higher standard of service. The Hotel as an entity ensures proper client facilities and also customer needs that they provide higher satisfaction for them. The demand for their services in the minds of customers is high due to the fact that Bay Hills Hotel is located in such a fantastic area that ensures great view altogether and also the location itself is serene and beautiful to stay. Thus customers have a good demand for this hotel to be onboard.
- ❖ **Less Rivals in the area:** As Bay Hills Hotel is situated in a zone where there are no other 4 star hotels located, thus the Hotel itself have a huge opportunity to excel in that area and grasp customer attention since customers have no other hotels to go as the only hotel in that area of Himchori is the Bay Hills Hotel. Once established, this hotel promises to have a huge customer base due to the fact that it has no other rivals in the zone. Operating in a place with less number of rivals ensure proper and strong customer base as well as no other hotels for customers to compare Bay Hills Hotel with. According to the recent status, government has already announced that there will be no other establishment of hotels in the entire zone of Marine drive in Himchori. Being taken the land permit from the government and other necessary permissions, Bay Hills Hotel has already set up its base and thus have no problem whatsoever about its establishment in the area.

- ❖ **Aesthetic View from the Hotel:** As mentioned about the location of the Hotel, Bay Hills is profound with great view that provides both Mountain View and Sea View. Thus, as a beautiful site this hotel has got all the things required for customers to enjoy great view from the hotel itself. The Hotel has a huge opportunity for the view that it provides basically while customers stay onboard. Due to the great view that the hotel provides it attracts more customers and also ensures huge customer base as the location is very suitable and highly appreciated.

Threats:

- ❖ **Less Crowded Area:** The area that Bay Hills Hotel is situated is basically a bit far from the actual Beach of Cox's Bazar located at Kolatoli. Thus, being a bit further customers feel reluctant to move from the already crowded area of Kolatoli to this less crowded place. Also being a threat this can be considered to be an opportunity as well since now a days customers want peace and silent places where they would feel a sense of privacy and less attention.
- ❖ **Market being saturated:** The market in this sector is quite saturated as being an International Hotel the standards of this hotel is very high as the pricing is high that targets the higher class segment of customers and those who are capable to ensure staying in this hotel with that amount of money to spend. The high maintenance of this hotel accounts to have high numbers of people coming by to invest here and also the customers who would come to the hotel shall enjoy the facilities that the hotel has to offer. But, basically this hotel is a very prime segment that falls under the saturated marketplace.

Chapter: 4

ANALYZING BAY HILLS HOTEL WITH RIVALS AVAILABLE IN THE MARKET

4.1 Position of Bay Hills Hotel in the market:

As an Upscale 4 star hotel, Bay Hills have already positioned itself as a brand even before going for operation in the market. This hotel has been associated with various International brands that have taken the responsibility to run this hotel plus also look at its interior design and other facilities. The hotel has been running its operations mainly on the development that is going on and also the structure is being processed with utmost sincerity and dedication. Customer satisfaction on each level is important in this hotel so that they enjoy a facility of great customer satisfaction as well as good customer values. The hotel is meant to deal with all sorts of customer recreational facilities available in this sector of business.

As per customer satisfaction and availability of facilities, Bay Hills Hotel is greatly indulging itself in the best possible location wise hotel in the country. The market in Cox's Bazar has got good hotels that ensure customer satisfaction but for a hotel like Bay Hills, it is providing the best location in the entire zone where there is the scope to have the view of both mountains and sea. As a share market business this hotel holds a good amount of shareholders who are investing in this hotel to grow and maintain personal client benefits.

4.2 Rival Hotels present in Cox's Bazar:

According to the availability of hotels in the market, there are a number of hotels that are affiliated with the tourism sector and provide greater customer satisfaction. These hotels that can be a competition to Bay Hills Hotel are mainly:

- **Royal Tulip Sea Pearl Beach Resort and Spa**
- **Long Beach Hotel**
- **Sayeman Beach Hotel and Resort**
- **Ocean Paradise**
- **Hotel Cox Today**

These five hotels are more or less considered as a rival threat for Bay Hills Hotel where they are till now maintaining higher customer ongoing and also ensure proper customer facilities as a 4-5 star scale hotel.

4.3 Comparative Study of Rival Hotels with Bay Hills Hotel:

4.3.1 Royal Tulip Sea Pearl Beach Resort and Spa:

As a 5 star scale Hotel located in Inani beach, Royal Tulip is a fantastic location for customers to spend their time and ensure proper recreational facilities. This hotel is considered to be the main rival for Bay Hills Hotel as it is also located near a zone which is a bit aloof from the main beach in Cox's Bazar. Moreover, Royal Tulip is considered as a better option for customers to stay in a quiet zone and ensure peace and privacy. This resort is basically 17km form Himchori Waterfall and 29km from Cox's Bazar Airport.

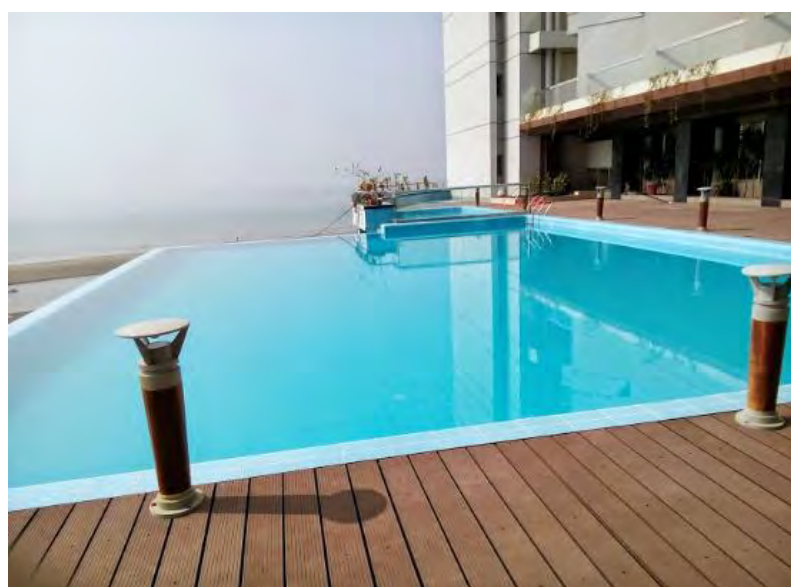
Rooms in Royal Tulip have good facilities to attract customers. Moreover, this hotel has resort facilities and amenities that other hotels are unable to provide. Royal Tulip is much upgraded in terms of structure maintenance and also room facilities are better as they have spacious rooms and big structures. As the resort is made based on huge structural development mainly in the sector of providing a spacious facility that can attract customers to come there and make good use of their stay in the Hotel. This Hotel being located at a facility that is far away from the main town of Cox's Bazar and thus this hotel gives great vibes for customers to stay here near the Inani beach area. The hotel is made sure to value the customer satisfaction level and also give facilities to them who want to enjoy a perfect vacation in a location like the Royal Tulip.



Thus, as per the view is concerned Royal Tulip as a resort and hotel is very attractive to customers and also at the same time the hotel offers higher customer satisfaction in terms of enjoying resort facilities. Royal Tulip as a whole entertains the customers with vigorous recreational facilities including swimming pool, game zone, parks, tourist entertainment facilities etc.

Common Grounds with Bay Hills Hotel:

Bay Hills Hotel and Royal Tulip share a common ground that both have been structured maintaining investors who have invested in this hotel and shareholders who are a major part of profit sharing that this hotel have to deal with. Moreover, both these hotels have infinity pool to offer customers which is much highly valued as a source of recreation. An infinity pool is transparent and very lucrative to view.



Royal Tulip Infinity Pool



Bay Hills Hotel Infinity Pool

Now that the swimming pools are identical for both the Hotels, one more thing that is similar while comparing the two hotels are their locations. Both located in a less crowded area that has the access for people to enjoy this fantastic facility of utilizing the option for better recreational purposes.

Differences with Bay Hills Hotel:

- **Bigger Infrastructure:** Royal Tulip has obviously a much bigger infrastructure than that of Bay Hills Hotel as the name itself suggest that Royal Tulip is a resort and not only a hotel in the making. Moreover, Bay Hills Hotel is made in only 11.62 acres of land comprising of only about 72,000Sq. Ft. overall structure. On the other hand, Royal Tulip is built around 14 acres of land having almost 90,000 Sq. Ft. overall structure which is much higher compared to Bay Hills Hotel altogether. Since the Hotels are differentiated via their infrastructure, the bigger hotel always get a comparative advantage as customers become more inclined towards it. But at the same time smaller hotels are cheaper compared to bigger ones and thus many customers prefer less expensive rooms to stay to their desired time.

- **Already well established:** As Royal Tulip has already been operating since a long time now, this hotel has already established its ground in this sector. Thus, to compete with this hotel for Bay Hills will be a bit tough since it is already been on the market and customers are aware of this hotel beforehand. Bay Hills Hotel even after completing its structure will take time to enter the market and compete with Royal Tulip which has already taken over the marketplace. Customers attention towards Royal Tulip is higher during pick seasons where customers prefer to stay at a 5 star resort where they can enjoy their alone time or family time.
- **Inani Beach in use already:** Being located beside Inani beach, Royal Tulip gets the advantage of using the beach in full swing that encourages customers to go there and also enjoy the beach facilities that is already in operation. On the other hand, Himchori beach has not yet been ready for customers to avail as the beach is under planning to make suitable for customers to enjoy its facilities. But then again, Himchori beach shall be open for customers to obtain greater beach facilities that Inani beach has to offer. But till now, Royal Tulip has got that advantage of using the Inani Beach facilities to attract more customer retention.

4.3.2 Long Beach Hotel:

Long Beach Hotel is one of the oldest yet fully operating 5 star hotel located at the heart of Cox's Bazar main town. This Hotel consists of great facilities that are provided by any upscale hotels in the country. As a hotel, Long Beach has established its name and fame by operating for a long time in this industry. This hotel is situated inside the main town just 5kms away from Kolatoli Beach. People mostly stay in this hotel of a 5 star rating due to the availability of the beach much nearer to the hotel. There is hardly any time that customers require to go to the beach which hardly takes 5 minutes of walking distance. Long Beach Hotel has a good reputation that it has hold for a long time for being in this market inside Cox's Bazar and also people are aware of the fact that

this hotel has got good reputation over the years and thus they do not hesitate to stay in this hotel and enjoy its facilities.



Some Common Grounds with Bay Hills Hotel:

- **Infrastructural Similarity:** Both Long Beach Hotel and Bay Hills share the same infrastructural design mainly the interior since both the designs are assigned and completed by “Paradigm”, a renowned interior design company that has experience in this field for a long time. Though Long Beach Hotel is much bigger in structure than that of Bay Hills but the interior design and the facilities available are almost very much similar to each other
- **Similar Recreational Facilities:** The facilities that are available in Long Beach Hotel are very much under construction and in plan for Bay Hills Hotel. The only option of having a bar is still not in the making or in the process of deciding yet, but other than that all the facilities are available in both the hotels as similar as it is.
- **Suite rates are similar:** Both the hotels share a similar suite range of price as they are built with attributes that carry the same pattern and also the same internal platform. The Long Beach Hotel share the same kind of suites that are available for the customers with Bay Hills Hotel which has around 93 suites for customers to stay.

Major Differences between Long Beach Hotel and Bay Hills:

- **Situated 5 km near the Kolatoli Beach:** Now, Long Beach Hotel is located in the main town of Cox's Bazar but the distance from the beach is just 5km and takes around 5 minutes of walking distance. But on the other hand, Bay Hills Hotel is located just beside the Marine Drive Road that is just 5 km away from the sea beach in Himchori. As the sea beach of Himchori has not yet started for tourist use thus, when the beach will be in use then the distance from the hotel will be very less.
- **Located in main town of the city:** As, Long Beach Hotel is located just in the heart of the town in Cox's Bazar, it shares a very busy and crowded atmosphere that on the other hand Bay Hills Hotel does not have. Since, Bay Hills Hotel is located in the main valley beside the Marine Drive Road, there is very few crowd compared to that in the main town area. People go there for privacy and peace just to stay away from the buzz of the crowded area in the main city. Thus, Long Beach Hotel usually get customers who likes to be surrounded by crowds but Bay Hills Give them a serene and peaceful atmosphere that bring them happiness and peace.

4.3.3 Sayeman Beach Hotel and Resort:

Being a major tourist attraction spot for staying in a resort, Sayeman Beach Resort gives the full swing attraction that any customer would love to avail. This Resort is 5km away from Cox's Bazar Airport. This Hotel has warm, understated rooms, with bay views, have balconies, and also other common things that all hotels have to offer. The 1 bedroom suites add kitchenettes and living areas, and some have floor-to-ceiling windows with panoramic bay views.

Sayeman Hotel ensures an Airport shuttle service that picks up customers from the airport to the Hotel with car and also treat them with welcome breakfast items inside the Hotel area with welcome drinks as well. Moreover, Sayeman Hotel has a Moroccan-Style Restaurant, a Bar and Grill with open air seating in the rooftop, plus also it has a café and a pool bar. Other amenities that this Hotel offers include 3 pools, a fitness center and a game room.



Some Common Attributes shared by Bay Hills Hotel and Sayeman Hotel:

- **Rooftop Bar and Grill facilities:** Both the Hotels share a common facility that the customers can avail is the rooftop bar and grill area which is situated at the highest roof of the building and also have the facilities like a bar, restaurant and grilling place. Bay Hills Hotel ensures great rooftop experience since the amenities provided by the hotel is well established and very up to date. Sayeman Hotel also makes sure that customers get the highest level of satisfaction while visiting the rooftop and enjoying the facilities that are available in the hotel for recreational purpose.
- **Infinity Pool Facility:** The Infinity pool is considered to be a very modern way of enjoying the pool experience that gives customers a detailed transparent feel in the pool side. The infinity pool option is very rare in the hotels in Bangladesh, but Sayeman Hotel and also Bay Hills Hotel allows customers to have a great deal of experience by the inauguration of the infinity pool facility and both that is situated in the rooftop area of the hotel. The pool of Sayeman Hotel ensures great customer satisfaction and most of the customers visit the

hotel to enjoy the pool experience that the hotel has to offer. Bay Hills Hotel is not far away from launching its infinity pool experience since it has already contacted with SOUTH AVENUE, a renowned pool developer company who are expert in building pools that include the infinity pool design.



- **Less Crowded Location:** As per the location of both the hotels are concerned, they are situated in a less crowded area where people are less compared to other hotel areas in the main town, where people go in numbers and the crowd is buzzing with noises and traffic. Both Sayeman Hotel and Bay Hills Hotel share the same facility location wise as both of them are located far from the main town and also the greater crowd in the city. Bay Hills Hotel in Himchori covers an area that is aloof from the Kolatoli beach area and the separation denotes the facility of staying away and further from the huge crowd that some customers really do not want to stay with.

Differences between Sayeman Hotel and Bay Hills:

- **Sayeman build in greater area:** As Bay Hills Hotel is considered to be the smallest project made by Goldsands Hotels and Resort Ltd. And thus this hotel is not very wide area wise. In this case, Sayeman Hotel is basically considered as Resort and thus its area is much wider and bigger compared to Bay Hills Hotel. So, depending on the size that both of these Hotels share, they are differentiated based on this attribute.
- **Time period of running in the market:** As Sayeman Hotel has been well established in the marketplace for quite a time now and has been able to attract a lot of customers who have already visited the hotel and enjoyed its facilities. The word of mouth for the Hotel from the customer's point of view is higher compared to that of Bay Hills Hotel, which hasn't yet been finished completing its structure. Bay Hills Hotel need some tiome after it has completed its Hotel and has been running in the market to grab more customer attention.

4.3.4 Hotel Ocean Paradise:

The Hotel Ocean Paradise has been operating for a long time in the market of Cox's Bazar and has been on news and customer choice for being a very well renowned and established hotel in this industry. Ocean Paradise is located in the main town area which is just 4 minute walking distance from the Kolatoli beach and a 4km drive from Cox's Bazar Airport.

This Hotel is not far from the crowded markets available in the Kolatoli beach area and thus people can come and stay in this hotel for a luxurious feel and enjoyment of all the facilities that a 4-5 star upscale hotel can offer. This Hotel has a unique beautiful structure that it has maintained throughout the years of its establishment. The building itself attracts customers to come and visit the hotel for its healthy and nice stay for relaxing and visiting the longest sea beach that the country has to offer.

The rooms of Ocean Paradise has got upgraded services that include Wi-fi and flat screens of TV and also they have tea and coffee making equipment in the rooms. This gives customers a great satisfaction and also makes sure that they enjoy their stay at the hotel and can utilize all the facilities that the hotel has to offer them. The rooms and suites come with balconies and separate



living areas, some offer whirlpool tubs and bay or mountain views. There is also 24/7 room service available.

Ocean Paradise as hotel has earned good reputation for its customer service that it offers and also for the amount of customer retention that it has. The Hotel provides all sorts of modern facilities including the swimming pool, a 24 hour coffee shop and an airy buffet restaurant, along with a bar and sea food grill. There is also an outdoor pool, a gym and a sauna. Moreover the coolest thing considered in this hotel is that it has a Helipad.

Similarities with Bay Hills Hotel:

- **5 star Hotel Experience:** As considered to be a 5 star hotel both Ocean Paradise and Bay Hills Hotel serves its customers based on the attributes that a 5 star hotel has to offer. At the same time, these hotels make sure customers get a 24 hour room service along with coffee services that will make people excited and want to visit the hotels again. This experience is very rare but the hotels are providing such just to differentiate them with the other hotels available in the area of Cox's Bazar.
- **24 hour service facility:** Ocean Paradise mainly focuses on their 24 hour service facility that they provide to the customers of the hotel. Bay Hills Hotel on the other hand also promises to provide 24 hour facility for customers in the room service and also at the coffee bars and pools. Now, Ocean Paradise Hotel has this wonderful facility of using the pool for as long as customers can and they charge very less depending on the membership cards available to the customers of this hotel. The 24/7 facility is worth enjoying and customers become very satisfied when they can avail such services from a 5 star experience hotel.

Differences with Bay Hills Hotel:

- **Location differences:** Ocean Paradise is located in the main town area of the city of Cox's Bazar. It is just a 4 minute walk up to the Kolatoli beach area. The Hotel is located very near the beach area since the customers prefer less hassle while enjoying the beach facilities. But then again Bay Hills Hotel gives the peaceful and privacy experience of the area that it is located in. The beach is very near from the hotel area and also this beach of Himchori is very less crowded and quiet and peaceful at the same time. Thus both the hotels have different service and experience based on the beach facility location wise.

- **Difference in area:** The area of Ocean Paradise is greater than that of Bay Hills Hotel. The hotels both can share equal customer facility but as an outsider, the overall structure of both the hotels are different from each other and also the area difference is huge and that of Ocean Paradise is much more greater than Bay Hills Hotel. The total area of Bay Hills Hotel is 11.62 acres whereas Ocean Paradise has almost 13.5 acres of land as a building area capacity wise.
- **Helipad Service in Ocean Paradise:** The Helipad service in Ocean Paradise is a very unique service that very less hotels in Cox's Bazar can accommodate. Bay Hills Hotel being in area cannot really establish such services but Ocean Paradise on the other hand has got such Helipad service available and thus it adds a great value to the marketing of the hotel and VIP access become very prominent and noteworthy at the same time.



4.3.5 Hotel Cox Today:

One of the oldest 5 star Hotels in Cox's Bazar that has been located in the main town beside the Laboni Beach Point. This Hotel has got all the facilities that a 5 star Hotel can offer. Operating for around 10 plus years Hotel Cox Today has earned a lot of name and fame that has led to a huge profit over the years. The customer satisfaction level that this hotel provides is exemplary and most of the new 5 star hotels have been built taking Cox Today as an example and copying a lot of things from this hotel as an early establishment in this sector. Hotel Cox Today has been operating in the market for a long time and thus Old is Gold following this moto the hotel is still running to reach higher potential and also continuously developing its facilities to attract more customers to come and have a great stay at this old hotel.

The Hotel Cox Today is located in just a 2 minute walk from Laboni Beach. It's an old hotel with all the modern facilities and amenities that any hotel has to offer. Hotel Cox Today ensures good Customer satisfaction. Moreover, there are contemporary rooms with minibars, free WI fi, and flat



screen TV's. The upgraded rooms have balconies with sitting areas with the sea view facility. There are also suites that add living rooms as well.

Hotel Cox Today has got complimentary breakfast that is served in a stylish buffet restaurant. There is also a BBQ restaurant that has a terrace as well. Other amenities include an outdoor pool and a hot tub, a spa, a gym and 2 pool tables. The amenities are mostly modern that customers get a good refreshment opportunity while being a part of the hotel.

Hotel Cox Today and Bay Hills Hotel Similarities:

- **Availability of BBQ Restaurant:** As a 5 star category Hotel, both Hotel Cox Today and Bay Hills Hotel share a common ground and that in the availability of having a BBQ restaurant that is available at the rooftop facility of the hotel. The restaurant facility has been a great marketing strategy as people like to have grilled BGG at night and have a great

evening with friends and family. So for them both Hotel Cox Today and Bay Hills is a nice option certainly.

- **Having a Spa facility for both men and women:** Bay Hills Hotel have got their spa facility that ensures both men and women to avail this facility directed by the hotel. But, in this regard the hotel has allocated men for men and women for women spa facilities due to its sexual harassment policies that it maintains. Similarly Cox today has also maintained this policy while the Hotel has been running such facilities over the years.



Differences Hotel Cox Today and Bay Hills Hotel Share:

- **Bay Hills Hotel Still in the Making:** As an Upscale 4 star Hotel still in the making Bay Hills Hotel has been dreaming to serve its customers with high range of facilities and environment that other hotels in the business have failed to offer yet. Being in the rise, a lot of facilities and amenities are being seen and observed from the Hotel Cox Today as this hotel is running long in the business over the years itself. Thus Bay Hills Hotel still taking fruitful advices from the hotels that have already made a name for themselves in this sector of Hotel tourism.
- **Hotel Cox Today trying to obtain Modern Facilities:** Being an old hotel running for too long in the market, Hotel Cox Today ensures to upgrade their facilities into the modern era by the time that it has been operating. On the other hand, Bay Hills Hotel has been building its structure newly having all sorts of modern amenities already figured out and just in the running of making it open for customers to avail the facilities in the market once it will operate. Moreover, Bay Hills Hotel has been introducing new facilities that has ensured proper planning and insights about the modern customer evaluation and also make sure that the customers can avail the proper utilization of the facilities that this hotel has to offer.

Chapter: 5

Recommendations and Conclusion

5.1 Recommendations:

In these 3 months of the internship period I learned, Observed and practiced the work a lot for which I could come up with some recommendations that I believe is applicable in this field of sales and the marketing process of the company. By combining with these 3 months experience and the other 4 years of my undergrad life, I have come up with some of these recommendations for the company and the project it is involved in. I am leaving the recommendations for the company and the project separately at the following:

5.1.1 Recommendations for Goldsands Hotels and Resorts Ltd:

- ❖ **Upgrading the Marketing policies:** As a company, Goldsands Hotels and Resorts Ltd is making a mark in the tourism sector where its main objective is to flourish the existing market in the tourism sector of the country and make great Hotels and Resorts for customers to avail. But according to their standards this company has been going a bit low key with their marketing policies. Not many ads in the newspapers or TV's are being promoted for the company as well as the projects this company is indulged with. For Investors that this company is looking for need to have proper knowledge about what the company is making and how the project will turn out to be. Only then it will be easier for the sales team to bring more investors for sale and ensure proper profit for the company.
- ❖ **Number of Sales Persons to be increased:** Though being a small company in the making, the projects that this company is dealing with are huge and also very much productive. To run such projects a company needs to be self-sufficient in terms of having a dynamic sales team which this company has but according to the number of sales figures the amount of sales persons working is very less. For the sales of Bay Hills Hotel there are now almost only 16 sales person working under the sales team lead by the Sales Director himself. To operate a big figure of sales a company needs more manpower to achieve that target of sales so that the response is quicker and faster.

- ❖ **Lower the Sales Targets:** The sales targets are being set by the management who according to their analysis have reached to a certain target that seems to be feasible in terms of sales. But in the real life scenario, this amount of sales target that has been set by the management becomes ultimately a burden for the salespersons to actually sale that amount in the market place. Now the sales target per month is being set as 5 Units. Per Unit cost for Bay Hills Hotel is around 10,00,000 BDT so the 5 units is equivalent to 50,00,000 BDT per month which is very high in the hands of only one individual sales person. Customers are mostly reluctant to buy units and they prefer to have initiate the cost and lower the price that becomes a burden for the sales person to finally meet up their monthly target. Thus, if the total monthly target is set up to even 2 units per month, then the target would have been very much feasible and sale persons would have a better position to hold in the actual marketplace.
- ❖ **Adequate Vehicle Facilities:** As a sales person, the objective is always to move from one place to another for the purpose of briefing the project to clients and it can be anywhere in Dhaka for external visits where clients send their addresses. The company had the policy of providing vehicle support to sales persons but in the month of February the vehicle support got eliminated due to the lack of vehicle availability. Thus, the company made self-travel expense for the sales persons who used mostly PATHAO and UBER to visit clients in the city and the travel expense was borne by the company at Thursdays of the week. But this becomes a problem for the sales persons as they sometimes don't get ample number of vehicles and it delays the process of client hunt and also the travel expense becomes and extra burden for the sales persons to carry out.
- ❖ **Office Renovation required for increase of Workstations:** There is only one workstation available in the head office where almost 16 people in the sales team are working to achieve their targets daily. Now, as the number of sales persons has to be increased and thus the number of workstations should also increase depending on the amount of sales person in the team working together to achieve the same targets and having the same motive altogether. If the workstations are increased then there will be more productivity for the sales team and they will be able to carry out the process more smoothly and adequately. This process of sales is time initiated but also it requires great deal of patience and confidence that all the sales persons have to indulge inside them and make sure to increase

the sales of the company. Thus, the number of workstations shall be effective for the sales team if it increases and maintains the proper distribution of work within the office itself.

5.1.2 Recommendations for BAY HILLS HOTEL:

- ❖ **Quicker in completing the project:** As time is passing the amount of competition for Bay Hills Hotel is increasing on a daily basis and customers feel more inclined towards other rival hotels as they do not have that option to shift in the upscale 4 star hotel that is in the making still. Bay Hills Hotel has been already in the limelight as the only hotel that is visible in the marine drive road in Himchori and people are curious to find out when the project will be completed and maintained in the long run. The faster the project will be completed, the faster the hotel shall be in the market to run and customers shall be able to avail its services in the long run.
- ❖ **Front View to be changed:** The management committee is already planning to change the front view of the hotel since there is the balcony view in the front side of the hotel that should be hidden by transparent thigh glass. The reason behind taken taking this step is mainly because of the balcony that customers especially local customers use they tend to not take care of the balcony properly that leads to a very bad view from the front. Thus, the designers are taking this in mind to change the view into not providing balconies as a front view but rather introducing transparent thigh glasses to ensure proper looking for the front view and thus the hotel view shall be more lucrative and attractive as well.
- ❖ **Number of Suites to be increased:** Bay Hills Hotel has got around 93 suites that have around 4 categories including: Presidential Suite, Premier Suite, Executive Suite and Standard Suite. These suites are less in numbers and thus the customers can only get 93 suites to stay in the hotel. This ensures that the hotel rooms/suites being less in numbers and thus the customer base shall be less compare to other bigger hotels in the city of Cox's Bazar. If the suites are increased then the customer base shall also increase that will be a great opportunity for Bay Hills Hotel to earn more customers and that shall provide more profit to the hotel and its business.

- ❖ **Greater Rooftop Facilities:** The facilities that have already been planned in Bay Hills Hotel needs a little bit of improvisation as the rooftop is the main attraction center for customers to enjoy a great view of the sea and the mountains and also make a great use of the BBQ restaurant and bar that is available there. But even after having all these facilities the customer can ask for more comparing the hotel with other 5 star hotels that give more amount of facilities like a real bar service or a snooker pool service etc. that are still not present at the moment in Bay Hills Hotel.
- ❖ **Introducing a Bar facility for foreigners and also locals:** Now, compared to other hotels available in Cox's Bazar, Bay Hills Hotel has not yet decided whether it should provide a bar facility at the rooftop area or not. Along with other 5 star hotels a bar is very much available for any sort of customers who require to go and use the bar facilities. Now since Bay Hills Hotel focuses on the Halal Income part for its shareholders and the owners also make sure that the income that will be generated by this hotel shall be halal and bar is a haram facility that the management is reluctant to provide. But taking customers opinions and demands into account, the opening of bar shall be very efficient for business to run. Though the management is yet to decide whether they should introduce the bar facility but then again if they do they will make sure that the income that will be generated through the bar area shall be deposited separately for the profit income. Moreover, the income that shall be generated should be divided amongst the investors who are willing to take the bar profit or those who are willing to use the bar facility in the rooftop of Bay Hills Hotel.

5.2 Conclusion:

Bay Hills Hotel has been designed and constructed under the real estate entity of Goldsands Hotels and Resorts Ltd that ensures the development of the tourism sector of Bangladesh. The plan and goal is to become the number one company in the tourism sector and lead the market with the amount of planning that this company has set to develop its projects that they have planned starting with Bay Hills Hotel which is considered to be the smallest investment project that this company is developing over the years. This company has given a lot of efforts to make sure that the projects that they will be working in shall be the best in the business and also maintain a higher standard compared to the other hotels available in this industry and market. Bay Hills Hotel is now at the stage of construction where the exterior structure is already been built, only the interior and finishing work is pending that will take a less amount of time to finally complete the project and make it available for the customer to enjoy the best Upscale 4 star Hotel facility that they have never experienced before. Thus Goldsands Hotels and Resorts Ltd as a company is working for the betterment of the industry and also the hotel that they are making and preparing to let customers have the best hotel experience in their lives. Over the years Goldsands Hotels and Resorts Ltd has been working to create the best hotels in the market of the tourism sector and their only goal is to be the best in this field. The company has bought lands in the areas of Himchori, Kolatoli, Teknaf, Inani of Cox's Bazar district and also it has bought land in Kuakata as well.

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