

Report On  
Marketing Strategies and Communications Management  
at Amari Dhaka

By

Maryan Karmoker  
15304017

An internship report submitted to the Brac Business School in partial fulfillment of the  
requirements for the degree of  
Bachelor of Business Administration

Brac Business School  
Brac University  
December 2019

©2019, Brac University  
All rights reserved.

## **Declaration**

It is hereby declared that

1. The internship report submitted is my own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

**Student's Full Name & Signature:**

---

**Maryan Karmoker**

15304017

**Supervisor's Full Name & Signature:**

---

**Mr. Jubairul Islam Shaown**

Lecturer, Brac Business School

Brac University

## **Letter of Transmittal**

Mr. Jubairul Islam Shaown

Lecturer

Brac Business School

Brac University

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report

It is a pleasure to submit my internship report titled “Marketing Strategies and Communications Management at Amari Dhaka” which was a requirement for my BUS400 course. For my internship experience, I was hired by Amari Dhaka in their Sales and Marketing Department where I worked as the Coordinator of Sales and Marketing from which I came up with the mentioned research idea to provide an analysis on the topic.

I have tried my level best to effectively complete the research paper. Yet, if you come across any flaws in my report I would be happy to resolve them as required

Sincerely yours,

---

Maryan Karmoker

15304017

Brac Business School

Brac University

Date: January 6, 2020

## **Acknowledgement**

This internship report would not be possible without the help of Almighty, who has given me the capabilities to undertake such a project and given me the strength and patience to complete the report.

Secondly, I would like to express my appreciation for my internship advisor Mr. Jubairul Islam Shaown who has given his valuable time and effort in helping me to make this research paper as accurate as possible.

I would also like to extend my gratitude to Ms. Sabrina Mridha Razani, Marketing and Communications of Amari Dhaka who was my direct supervisor. She mentored me, gave me insights and assisted me wherever required to complete this internship report.

Finally, I would like to thank all my friends and family for their continuous motivation and support, especially my parents Kamolindu Karmoker and Sushama Karmoker.

## **Executive Summary**

The tourism and hospitality industry is currently at a state of boom in Bangladesh. With five well established international hotel and more to open over the next few years, the competition in the hotel industry is bound to see a greater escalation.

With such steep competition, the marketing department of a 5-star hotel has to be on its toe to cater to the changing demands and wants. This report will provide a detailed insight into the marketing activities and promotional strategies implemented by the Marketing Department of Amari Dhaka. In this report, the step by step actions taken and their rationale for boosting sales will be discussed as well. The report will analyze the strategies that lead to higher sales and the ways the marketing activities could be improved for greater outcome. How social media and traditional media are used hand in hand to reach the target audience and how the marketing efforts can be improved to provide better results.

**Keywords:** Amari Dhaka, Marketing Strategies, Communications, Public Relations, Hotel, Sales and Marketing

## **Table of Contents**

|  |               |
|--|---------------|
| <b>Declaration.....</b>                                    | <b>ii</b>     |
| <b>Letter of Transmittal .....</b>                         | <b>iii</b>    |
| <b>Acknowledgement.....</b>                                | <b>iv</b>     |
| <b>Executive Summary .....</b>                             | <b>iii</b>    |
| <b>Table of Contents .....</b>                             | <b>vi-vii</b> |
| <b>List of Acronyms .....</b>                              | <b>viii</b>   |
| <b>List of Figures.....</b>                                | <b>ix</b>     |
| <b>Glossary .....</b>                                      | <b>x</b>      |
| <b>Chapter 1 Industry and Organizational Overview.....</b> | <b>1- 11</b>  |
| 1.1 Brief Description of the Industry .....                | 1-2           |
| 1.2 Organizational Overview .....                          | 3-5           |
| 1.3 Functional Departments .....                           | 5-7           |
| 1.3.1 Job Responsibilities.....                            | 7-9           |
| <b>Chapter 2 Introduction to the Report.....</b>           | <b>10-13</b>  |
| 2.1 Background Information.....                            | 10-11         |
| 2.2 Scope.....   | 11            |
| 2.3 Methodology .....                                      | 11-12         |
| 2.4 Objective of the Study .....                           | 11-13         |
| <b>Chapter 3 Amari Dhaka – Product Positioning.....</b>    | <b>14-18</b>  |
| 3.1 Room Stay.....   | 14-15         |

|  |              |
|--|--------------|
| 2.2 Dining .....   | 15-16        |
| 2.3 Facilities/Amenities Overview.....   | 16-18        |
| <b>Chapter 4 Development &amp; Implementation of Marketing Strategies.....</b> | <b>19-</b>   |
| 4.1 Executing a Promotion.....   | 19-22        |
| 4.2 Marketing Communications.....  | 27-33        |
| <b>Recommendation.....</b>   | <b>34</b>    |
| <b>Conclusion .....</b>  | <b>35</b>    |
| <b>References.....</b>   | <b>36</b>    |
| <b>Appendices.....</b>   | <b>37-40</b> |

## **List of Acronyms**

|      |                                   |
|------|-----------------------------------|
| AGD  | Amari Dhaka, Amari Gulshan Dhaka  |
| FO   | Front Office                      |
| S&M  | Sales and Marketing               |
| HR   | Human Resources                   |
| FnB  | Food and Beverage                 |
| MC   | Material Control Software         |
| HRIS | Human Resource Information System |
| ENT  | Entertainment Form                |
| GM   | General Manager                   |
| FB   | Facebook                          |



## **List of Figures**

Figure 1.1: ONYX Brands

Figure 1.2: Organogram for Sales and Marketing Department

Figure 3.1: Types of Room

Figure: 4.1: Hand Scrub Promotion

Figure: 4.2: Christmas Package

Figure 4.3: Christmas Room Package Promotion

Figure 4.4: Meeting Package

Figure 4.5: Deck 41 Promotions

Figure 4.6: Cascade Promotions

Figure 4.7: Amaya Promotions

Figure 4.8: Facebook Post Example

Figure 4.9: Instagram Post Example

## **Glossary**

|                       |   |
|-----------------------|---|
| PR Report             | A compilation of all Marketing activities, including Press Releases, Advertisements (Print, TV, Radio, etc), Digital Marketing Activities, with their MoZ Ranks and Circulation Amount mentioned in a report to be sent to Head Office every month. |
| Material Control (MC) | A software used to send requisition to Finance's Purchasing Department (for materials that need to be bought) or to the Store (for material already in stock).  |
| Fest                  | Festival  |

# Chapter 1

## Industry and Organizational Overview

### 1.1 Brief Description of the Industry

With the growth of an economy, all other sectors of a nation experiences growth as well. Increased investment, booming businesses, thriving tourism all of these are reflections of a growing economy, which includes growth of the hospitality industry as well. Such is the case when it comes to Bangladesh, the augmentation of the hotel industry in Bangladesh as such, is an inevitable outcome (welcomeskillsbd, 2019).

During the 80s, Bangladesh was a country that had only two international standard hotels – Hotel Sheraton and Sonargaon. Now, in 2019, Bangladesh has five international hotel chains, and these chains have constantly dominated the local hospitality sector with incredible performance and output (The Daily Sun, 2017).

Not only that, half a dozen more international hotel chains are set to open in Dhaka over the next few years, due to the growing inflow of business travellers .travelers. As the economy expands, so does the number of foreign guests in the nation and they are the main customers. For now, five starfive-star hotels mainly cater to foreign nationals, a lot of whom are working for development organizations, diplomats and business travelers including RMG buyers or even representatives of international brands and retailers. At present, five international hotel chains are serving in Dhaka: Marriott International's brands Westin and Le Meridien, Radisson, Pan Pacific and Amari. Luxury hotels in Bangladesh are built by local entrepreneurs but operated by international hotel chains under profit sharing arrangement (The Daily Sun, 2017).

Local businesses in partnership with foreign hospitality brands are investing heaps to expand the country's luxury hotel landscape. Some big names include Bengal Group, Jamuna, Marium and even Premier. Marium Group is establishing a 200-room hotel in Hatirjheel as the Holiday Inn Dhaka City Centre where Jamuna Group in partnership with Marriott International, the American luxury hospitality chain, is set to open a 700-room JW Marriott Dhaka. Premier Group is working with Courtyard by Marriot in the Gulshan area. Unique Group, which is the parent company of the Westin Dhaka, is constructing Sheraton Dhaka in Banani, while Lakeshore Hotels has struck a deal with hospitality group Dusit International for a new business hotel in Uttara. Bengal Group of Industries and Swissotel is set to build the Swissotel Dhaka at Gulshan-Tejgaon Link Road featuring 370 guest rooms and suites. When all these under-construction properties in Dhaka are functional, the total quantity of upscale hotel rooms will jump from existing 1,250 to 3,000 according to industry operators. This is bound to drive up competition, which might possibly lower the room tariffs as the supply is growing faster than the demand. However, others with a different view think the economy has grown steadily in the last few years, but that has not been the case for the number of international hotels (welcomeskillsbd, 2019).

For any developing country, hospitality and tourism services can bring in great economic potentials. It is one of the major industries in many countries of the world and can be considered one of the main indicators of a growing economy. Thus, infrastructural development and investment is highly crucial and so is skill development for this growing industry which will surely need a large workforce (welcomeskillsbd, 2019).

## 1.2 Organizational Overview

### Amari and ONYX Hospitality Group

Amari is a brand managed by ONYX Hospitality Group, a centerpiece in the company's portfolio, which features mid- to upscale hotels in both urban and resort destinations for leisure and business markets.

With industry experience of over 45 years, ONYX Hospitality Group is now one of Asia- Pacific's leading hospitality management companies, which has a portfolio of over 33 operational properties all over Asia and many new properties being swiftly developed over the coming years (ONYX Hospitality Group).



**Figure 1.1: ONYX Brands**

ONYX prides itself in providing a wide portfolio of hospitality brands, including the market-leader Amari brand of hotels and resorts, Shama serviced apartments and the midscale OZO hotels. Amari is ONYX's oldest and most recognized chain of hotels. (ONYX Hospitality Group)

The brand Amari is based on embracing the colours and rhythms of modern Asian hospitality. With pride in its Asian roots, Amari has set out to create memorable experiences

that symbolize the spirit of the nation's local culture at the same time enhancing the distinguished traditions of Asian hospitality. It has a network of properties that spans from Thailand to the Middle East, and with this Amari provides a vision of contemporary Asia.

Every Amari property shares the flavours and texture of its locale and the culture is built around four key pillars in order to provide guests with culturally enriching and memorable experiences:

- Connected to Asian culture – guests are provided with a revitalised view of contemporary Asia
- International standards – reliable quality and service that can be trusted
- Straight from the heart – informed and down-to-earth service from genuine and caring team members
- Embracing and sharing experiences – specially designed spaces, activities and menus so guests can come together (ONYX Hospitality Group)

### Amari Dhaka

Built in 2014, Amari Dhaka is an ONYX brand that is owned by Karishma Services Ltd. Amari Dhaka offers warm and friendly spaces and an impeccable service by a dedicated team. The 5-star hotel, is suitably situated in the business and diplomatic district of Dhaka, surrounded by banks, embassies, garment buying houses, major corporations, United Nations bodies, and consulates (Amari Dhaka).

The hotel offers facilities with a range of services and amenities along with 134 contemporary guest rooms and suites. In-room features include free Wi-Fi connectivity, work desks, individual climate control systems, 40-inch LED TVs, rain showers, stunning lake views and all day in-room dining.

Amari Dhaka also has several separate meeting venues, starting with The Eden, a grand ballroom for up to 300 people and ranging to more intimate Karishma, Ankita and Doel Rooms, all of which are fully-equipped with advanced audio-visual technology.

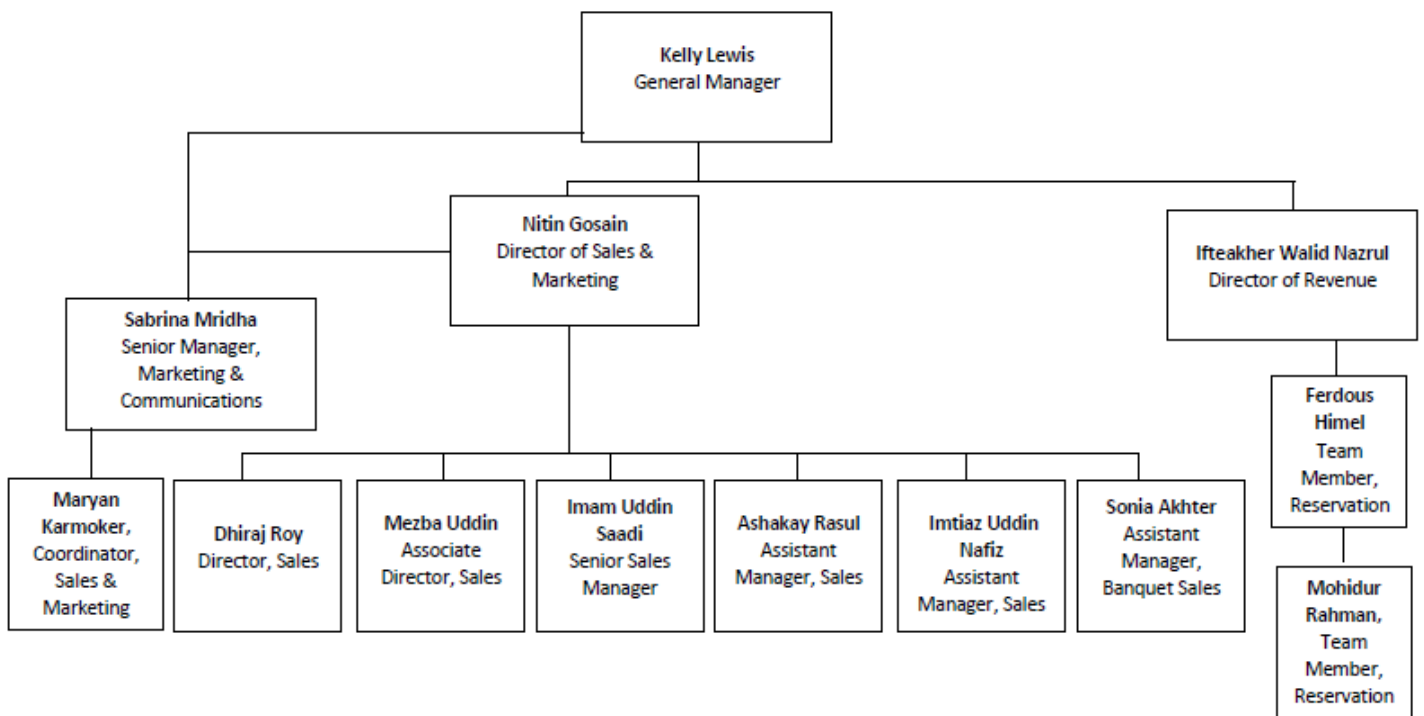
Not only that, the hotel offers restaurants and bars headlined by the signature Amaya Food Gallery, which is a market-style restaurant with live open kitchens highlighting cuisines from Indian, Italian, Japanese, Chinese and Thai origins. Deck 41 is a rooftop lounge which offers unhindered views of Dhaka, and Cascade Lobby Lounge which provides a laid-back atmosphere for coffee, tea, and light snacks. Breeze Spa is there to help guests indulge and unwind, a rooftop swimming pool for guests to beat the heat and even a fully-equipped Fit Centre for guests to stay in shape (Amari Dhaka).

### **1.3 Functional Departments**

There are a total of eight departments at Amari Dhaka that run the day to day operations.

- Sales & Marketing: Communicates with target audience in various way for the sale of different products, banquets, restaurants, events etc. Under this department there is also a Revenue Management department included which does the work of reservation.
  - Revenue/Reservation: Tracks, reports and manages all room reservations and payments.
- Finance: Ensures proper utilization of Money
- Human Resources: Manages and utilizes human resource of the organization
  - Efficiently and under HR Departments there is a security team.
- Front Office: Deals with the guests i.e. their check in and check out
- F&B Service: This department deals with all the food and beverage served at the hotel i.e. in restaurants, banquets, meetings, parties etc.

- Kitchen: There are different sectors in kitchen i.e. hot kitchen, cold kitchen, pastry, different cuisine etc.
- Housekeeping: It includes all cleaning, laundry, room service, uniforms etc.
- Engineering: Maintains all the electronic problems and safety



**Figure 1.2: Organogram for Sales and Marketing Department**

At Amari Dhaka, the Sales and Marketing department is under one umbrella, headed by the Director of Sales and Marketing, then the department divides into two branches, Sales – headed by Director of Sales and Marketing – headed by Senior Manager, Marketing and Communications. The Marketing department is a two-person department, with me working as the Coordinator of Sales and Marketing, under Ms. Sabrina Mridha, the Senior Manager, Marketing and Communications.



Usually, the sales team has a Coordinator of Sales, however due to the last coordinator leaving her job; I was given the designation for both departments. However, other than assisting the Sales team with a few tasks, my responsibilities mainly lies in marketing.

### **1.3.1 Job Responsibilities**

As the Coordinator, Sales and Marketing, my responsibilities were mainly assist in planning marketing promotions, strategizing and implementing the plans. The responsibilities are described below:

- Coordinate production of marketing materials from concept through delivery, working directly with the Marketing Manager and other hotel departments, corporate marketing managers as well as 3rd party providers such as PR, Creative, Media Placement companies engaged by the hotel, as well as printers, suppliers, and local partner organizations.
- Design or help coordinate and produce high quality brand focused messages for the hotel, directed at both internal and external audiences and delivered through various channels of distribution included but not limited to hotel website, menus and menu inserts, event signage, presentation and promotional materials, and print and digital ads and communication.
- Coordinate hotel decoration during different festivals or hotel organized events.
- Assist with coordination of hotel photo-shoots including necessary pre-planning with internal departments, and securing florals and other props.
- Create reports as requested by Director of Sales & Marketing or Sales Managers to provide customized database lists and assist DOSM (Directory of Sales and Marketing) and Marketing Manager with coordination of special promotion mailings.
- Order necessary supplies and equipment through Material Control (MC)

- Review and consolidate the current social media landscape for Amari Dhaka
- Develops social media plans and implement strategies across social media channels
- Manage social media advertising to drive revenue through these platforms
- Manage paid Facebook and Instagram campaigns to budgets and forecasting ROI
- Source and develop content for use across digital and social media channels, including copy, photography and video
- Manage social media influencer opportunities and online community
- Analyze and report on campaign performance across social media channels
- Keeping in line with brand standards, update in-house collateral with in-house designer and Agency.
- Support the marketing and sales department with administrative tasks
- Communicate effectively, to target markets, the amenities and benefits of the hotel, including hotel refurbishments, food and beverage provisions, conference, banqueting and events
- Work with local third party partners, including local media, and maintain professional working relationships with local official bodies
- Create and maintain a comprehensive media and marketing contact management system relevant to the target audiences of the hotel
- Work closely across all hotel departments, seeking proactive opportunities and planned promotions to address specific business challenges, as required. Liaise between departments as a point of contact, a source of information, and a go-between to convey information quickly and accurately.
- Track sales data, maintain promotional materials inventory, plan meetings and trade shows, maintains databases, and prepare reports.

- Keeps promotional materials ready by coordinating requirements with graphics department, inventorying stock, placing orders, and verifying receipt.
- Write, produce and distribute public relations plans, press releases, media alerts, reports, marketing/sales copy for brochures/flyers, newsletters and newsletter copy.
- Organize and maintain project archival system.

## **Chapter 2**

### **Introduction to the Report**

#### **2.1 Background Information**

Marketing concept can be understood as a business philosophy, which includes the processes of finding, satisfying and maintaining customers in a way that brings profit to the company (Hudson 2008, p.9).

In the tourism and hospitality industry there are both goods and services offered to the customer. While goods are easy to estimate and measure due to their tangibility, services on the other hand are much more difficult to distinguish. (Hudson 2008, p.13.)

A good marketing plan in tourism and hospitality gives a company the opportunity to know which types of marketing activities and tools to use and what the right time to apply them is. It makes sure that the marketing activities go hand in hand with the corporate strategic plan. This means that the manager can recognize all the steps in each marketing process, and use the information to match the different fields of management within the organization. (Hudson 2008, p.78-80.)

The tourism and hospitality industry is currently at a state of boom in Bangladesh. With five well established international hotel chains and a few local well-known hotels, in the small city Dhaka, competition in the industry of up-scale hotels is already at a peak. But with half a dozen more international hotel chains to open over the next few years, the competition in the is bound to see a greater escalation.

With such steep competition, the marketing department of a 5-star hotel has to be on its toe to cater to the changing demands and wants. This report will provide a detailed insight into the marketing activities and promotional strategies implemented by the Marketing Department of

Amari Dhaka. In this report, the step by step actions taken and their rationale for boosting sales will be discussed as well.

## **2.2 Scope**

This project covers the activities of the Marketing Department at Amari Dhaka. A detailed report on how different promotions are planned and implemented. From marketing strategies and media selections to collateral production and promotional activities, this report provides a guideline to how different departments within the hotel collaborate with Marketing to execute promotional activities.

## **2.3 Methodology**

The study materials were collected from two sources:

### **Primary sources:**

Practical work – Through the knowledge gathered while working as the Coordinator of Sales and Marketing. .

Hands-on Experience – First hand understanding of how to plan, implement strategies and create marketing communications.

Thorough observations – Observing my superiors, their work and their instructions to learn more every day.

### **Secondary sources:**

- ONYX and Amari Website
- Websites
- Newspaper Articles

**Consultation with:**

Ms. Sabrina Mridha, Senior Manager, Marketing & Communications

Mr. Nitin Gosain, Director, Sales & Marketing

**2.4 Objective of the Study**

The core aim of internship is to expose students to real life situations where we can implement what we have learned in classroom. As someone majoring in Marketing, before graduation, it is of utmost necessity to learn the activities of the Marketing Department in any given organization. With the experience gathered during internship, it is much easier to transition from student to work life.

This report is the result of my experience through my role at Amari Dhaka as the Coordinator of Sales and Marketing. This report is a requirement for the completion of the BBA program at Brac University. As such, this report is prepared based on the “Marketing Strategies and Communications Management” at Amari Dhaka. The report also includes details on the products and services provided at Amari Dhaka, the overview of the organization and also what factors need consideration when making marketing decisions.

The objective of the report can be viewed in two forms:

- General objective
- Specific objective

**General Objective:** The internship report is prepared primarily to fulfill the Bachelor of Business Administration (B.B.A) degree requirement under the faculty of Brac Business School, Brac University.

**Specific Objective:** More specifically, this study entails the following aspects:

- To provide an overview of Amari Dhaka
- To understand and analyze the marketing strategies of Amari Dhaka
- To identify the strategies and policies for promotional campaigns and communications at Amari Dhaka
- To provide detailed description of the functionalities of the marketing department at Amari Dhaka

## **Chapter 3**

### **Amari Dhaka – Product Positioning**

Amari is a hotel brand that offer its guests the modern Asian experiences, embodying the spirit of local culture, and the renowned service from the heart whilst portraying the most current lifestyle through its service and facilities.

Amari Dhaka is at the centre of the business and diplomatic districts of Dhaka and conveniently near United Nations bodies, banks and embassies. For anyone coming for business or pleasure, everything needed can be found close by. The hotel provides limousine service which gives quick and easy access to the downtown shopping centres and dining experiences as well as some culturally rich hotspots. There is an array of services and products that guests can enjoy at Amari Dhaka.

#### **3.1 Room Stay**

The hotel offers stylish spaces that can provide a home-away-from-home warmth with beautiful yet subtle Bangladeshi touches to the décor. All rooms feature floor-to-ceiling windows that let in an abundance of natural daylight. The interior design in each room is thoughtfully curated for comfort and adds that unexpected yet subtle play of warm hues.

The Superior, Deluxe and Deluxe Lake View rooms provide all the comforts of home as well as ample workspace and a spacious marble bathroom. Designed for the longer-term stay, the Deluxe Studio adds an open living space and kitchenette. The Junior Suites and One Bedroom Suites provide generous, separate sleeping and living spaces and the One Bedroom Terrace Suites feature a generous terrace area for outdoor dining and entertaining. A signature element to all Amari properties, each room and suite features floor-to-ceiling windows that let in an abundance of natural daylight.



Market segment: Mid to upscale

Total number of rooms: 134

| Room Types Overview |                |                           |          |         |      |
|---------------------|----------------|---------------------------|----------|---------|------|
| Room Class          | Room Type Code | Room Description          | Bed Type | Sqm.    | Room |
| SP                  | SUAQ           | Superior Queen            | Queen    | 29 – 33 | 30   |
| DX                  | DXAK           | Deluxe King               | King     | 37.7    | 28   |
| DX                  | DXAT           | Deluxe Twin               | Twin     | 37.4    | 12   |
| DX                  | DXLK           | Deluxe King Lake View     | King     | 37.7    | 32   |
| DX                  | DXLT           | Deluxe Twin Lake View     | Twin     | 37.4    | 8    |
| SU                  | JSAK           | Junior Suite King         | King     | 53.25   | 2    |
| SU                  | JSAQ           | Junior Suite Queen        | Queen    | 47.7    | 10   |
| SU                  | JSLQ           | Junior Suite Lake View    | Queen    | 47.7    | 8    |
| SU                  | S1AK           | One Bedroom Suite         | King     | 75.6    | 2    |
| SU                  | S1GK           | One Bedroom Terrace Suite | Queen    | 75      | 2    |
| Total Rooms         |                |                           |          |         | 134  |

**Figure 3.1: Types of Room**

### 3.2 Dining

Amari Dhaka provides gastronomy of delights and multidimensional experiences for anyone who visits. With three restaurants - Amaya All-Day Dining restaurant, full of vibrant cooking stations serving up Asian favourites street-food style. For more casual dining, guests can head over to Cascade at the Lobby Lounge, where guests can relax over coffee, tea and light snacks. The rooftop bar, Deck 41, is for delightful snacks, cocktails and an amazing sky-high view of the city. For private parties, there's always The Den, with a rich décor and cosy enough to entertain a party of 45.

#### AMAYA ALL-DAY DINING

Amaya is a vibrant, indoor hawker stall paradise with live cooking stations serving up international cuisine and Asian favourites inspired by local flavours, including cuisines from Thai, Indian, Chinese, Japanese and Italian cuisines.

## CASCADE

This modern lobby lounge dining area features fascinating pops of colour and is ideal for entertaining guests or for a casual business lunch. The appetisers, deli items and baked goods are the perfect accompaniment to the experience.

## DECK 41

To see the city from a bird's eye view guests can climb up to the rooftop bar, Deck 41. Offering incredible views of the city by night, this contemporary bar is the perfect venue to entertain business associates and guests.

## THE DEN

Available for private parties, The Den offers a cosy venue for sealing business deals over drinks or entertaining in consummate style.

### **3.3 Facilities/Amenities Overview**

Amari Dhaka, makes the guests' experience the centre of everything. That's why the hotel provides a host of facilities aimed at enhancing guests; well-being. That could be working out in the gym at our fully equipped FIT Centre, or doing a few laps in our heated rooftop swimming pool. For a more gentle way of well-being, guests can zone out at the Breeze Spa with a relaxing spa treatment.

Health Club facilities:

- Fitness Centre
- Swimming Pool
- Breeze Spa
- Jacuzzi
- Personal Training

Laundry Services:

- Working hours: 08:00 - 20:00, 7 days a week

## SECURITY

Amari Dhaka received a Certificate of Excellence from Onyx Hospitality Group (see Appendix 1.1). The accolade honours security excellence, which is given for reaching the highest level of security for meeting or exceeding the requirements of 10-disciplines in the Onyx Security Management System (Bangladesh Monitor, 2017). To qualify for the Certificate of Excellence, Amari Dhaka has met the requirements in staff security awareness and vigilance, Onyx welcome and protect procedures, baggage and personnel screening, good inwards screening, CCTV surveillance and active monitoring, key control, pedestrian and vehicular access control, lockdown procedures, Emergency response organisation, Security incident reaction capacity <sup>[7]</sup>.

The hotel has also received security clearance from institutions, embassies, organisations, corporate entities, foreign missions, international NGOs and MNCs who regularly place their employees and guests in our care. The hotel is fitted with 86 CCTV cameras with night vision systems, with footage recorded and retained for 30 days. Amari Dhaka is the only hotel that has license from the UK for ordinance sniffing dog "BLEK" providing 24/7 canine protection (see Appendix 1.2). Blek is trained on 9 different types of explosive detection to identify hostile and hiding persons as well as threatening ordinance material.

All front glass has been equipped with certified "Anti Blast" film (see Appendix 1.3).

## **Events**

Amari Dhaka offers grandeur befitting to any corporate event, and the central location of the hotel makes it to locate. Moreover, Amari's team of event planners help guests build amazing themed indoor events for any celebration, conference or meeting.

The ballroom is ideal for up to 300 guests and there are smaller meeting rooms designed to hold theatre, classroom or boardroom style meetings supported by hi-tech audio-visual equipment to ensure that events run seamlessly.

## Chapter 4

### Development & Implementation of Marketing Strategies

Every aspect of Amari Dhaka's service offerings cater to a variety of audiences. With only a marketing team of two, running all these different strategies and promotions successfully requires proper planning and perfect execution.

As such, each promotion has to be planned for each segment of services that Amari Dhaka offers. When a promotion is planned, the following steps have to be taken:

- i) Fix the offers of the promotions
- ii) Action Plans and Marketing plans need to be prepared to coordinate with all the departments who has what tasks and when the deadline for the tasks are to ensure smooth service.
- iii) Conduct photo-shoot or video shoot for promotional activities, after which collateral and social media post designs have to be done.
- iv) Conduct promotional activities, i.e, social media, e-blasts, collaterals around hotel (X-Banner, Lightbox, Newsletter), press releases to print media, invite TV media (if required)
- v) Create Monthly Sales Report and Monthly PR Report based on the promotion.

#### 4.1 Executing a Promotion

Step One: Fix the offers of the promotions

At the end of every month, the marketing department has to conduct a meeting with each service concerned department to plan the promotion for the month after next and finalize the details of the promotion of the next month. In this way, every month's promotion is planned

one month ahead so that marketing can be done effectively and ensures that activities aren't rushed.

The head and managers of each department, i.e, Sales (for room packages), Banquet Sales (for event/banquet/wedding/meeting packages), FnB (Cascade, Amaya, Deck 41), Spa (Breeze Spa), Front Office (Fit Center) in coordination with the marketing department plans a promotion, i.e. for Breeze Spa Christmas Package, guests can either create their own service package or enjoy a 3 hour relaxation therapy with one Breeze Special Hand Cream and Body Scrub for BDT. 12000.

For Fit Center, the same membership promotion has been running static and is more focused towards in-house guests than acquiring external membership.

With Breeze Spa, other than special occasions like Christmas, the ongoing offers are on Breeze Spa products such as Hand Cream and Scrub.



Figure: 4.1 – Hand Scrub Promotion



Figure: 4.2 – Christmas Package

Room Packages usually run for a few months, before a new promotion is added, and most room packages are promoted during special occasions, i.e., Eid, Christmas, etc.



Figure 4.3 Christmas Room Package Promotion

For Banquet Sales, Amari Dhaka develops wedding packages, and event packages with a choice of menus.



Figure 4.4 Meeting Package

Most marketing is done in case of FnB. For the three restaurants, the promotion changes every month. In some cases, several campaigns run together for one restaurant. When it comes to Deck 41, since it's a rooftop bar, the ambience is highly promoted, Deck 41 also serves an array of scrumptious dishes and mocktails, and each month one special dish offering from Deck 41 is promoted. However, because of laws within the nation, the bar part of Deck 41 is not highlighted or promoted at all.



Figure 4.5: Deck 41 Promotions

Cascade provides a more casual experience with light food and coffee or tea. Every month, a special Cascade promotional dish is put on offer.



Figure 4.6: Cascade Promotions



The biggest promotions however are held at Amaya Food Gallery. Every month one special Brunch Buffet promotion is launched and one special Dinner Buffet Promotion is launched. The two biggest promotions at Amari Dhaka that I have been a part of since joining have both been for Amaya Food Gallery. In the month of October, we ran a Disney Brunch promotional campaign and in the month of November, we had a Thai Festival in honor of a newly hired Thai Chef – Chef Nong. In the following sections, I will use these two promotions as examples of how promotions are executed.



Figure 4.7: Amaya Promotions

## Step 2: Marketing Plans & Action Plans

Benefits of making a marketing plan can be seen in both short and long term financial statements. The plan forces managers to think about all the marketing processes and to make sure they are communicated to the whole organization. This ensures that the marketing activities match with the corporate strategic plan of the company. It determines which marketing activities to use in the future; this assist's the budgeting process to choose the right resources. (Hudson 2008, p.78-80.)

Every mid-month to marketing plans have to be ready to ensure a smooth operation of the next months promotions. One is the Social Media schedule (see Appendix 1.4) and Marketing Promo Plan (see Appendix 1.5), both will be discussed in detail in Step 4.

More importantly, when a big promotion is planned, till its execution, an Action Plan (Table 4.1) is prepared which lists in detail, the tasks of each department, what has to be done, why and when. This has to be prepared beforehand, so that no step is missed and every department is coordinated with each other. Till the execution of the event, regular meetings are held with concerned persons to go over the Action Plan and update it while discussing what has been done, what needs to be changed (if anything) and the next steps that need to be taken.

| Disney Brunch Action Plan |                            |                                  |  |   |                 |
|---------------------------|----------------------------|----------------------------------|--|---|-----------------|
| Sl                        | Concerned Dept.            | Item                             | Details  | Action Required   | Deadline        |
| 1                         | Finance -<br>Purchase Dept | Wristbands                       | For guests, to mark that they have paid                            | Get Quotation from vendors, Finalize vendor, Coordinate Payment   | Sep 29 Onwards  |
| 2                         |                            | Cut-Outs                         | Life size Disney characters for decoration, Welcome Ginnie Cut-Out | Get Quotation from vendors, Finalize vendor, Coordinate Payment   |                 |
| 3                         |                            | Photobooth                       | 7"x6" Disney Compilation Photobooth with logo                      | Get Quotation from vendors, Finalize vendor, Coordinate Payment   |                 |
| 4                         |                            | Bouncing Castle                  |  | Get Quotation from vendors, Finalize vendor, Coordinate Payment   |                 |
| 5                         |                            | Mascot                           | 1 Disney Character Mascot (Different every Sat)                    | Get Quotation from vendors, Finalize vendor, Coordinate Terms, Coordinate Payment   |                 |
| 6                         |                            | Balloons                         | Disney Themed  | To be purchased by FnB Team   |                 |
| 7                         | Mr. Rakib and<br>FnB Team  | Pool Props                       | Watergun, LifeJacket, Lifebuoy                                     | To be purchased and maintained by FnB Team  | Oct-01          |
| 8                         |                            | Danglers                         | " Disney Bunch " Balloons  |   |                 |
| 9                         |                            | Mickey/Minnie Headband           | For staff  |   |                 |
| 10                        |                            | Disclaimer Form                  | Signed by parents for children's pool usage                        | Print and have ready  |                 |
| 11                        |                            | Movie                            | Disney Movie - 2 for each Saturday - 12.00 pm                      | Download and have ready   |                 |
| 12                        |                            | Movie Theatre                    | Movie, Speaker Connection, Display, Sitting Area, Singage, Popcorn | Setup and have ready  | Oct-05          |
| 13                        | Chef Monir                 | Menu                             | Prepared with Disney Concept in Mind                               | Prepare in coordination with S&M, Confirm Cost with Finance, Inform S&M, Kitchen and FnB  | Oct-01          |
| 14                        | Chef Augustine             | Dessert                          | Prepared with Disney Concept in Mind                               | Prepare in coordination with S&M, Confirm Cost with Finance, Inform S&M, Kitchen and FnB  | Oct-01          |
| 15                        | Marketing                  | Collaterals                      | Wristbands, Cut-Outs, Photobooth, X-Banner,                        | Coordinate Design, Coordinate Delivery from Vendors, Handover to FnB  | Sep 29 Onwards  |
| 16                        |                            | Social Media                     | Posts, Inbox Boosting Image, FB Cover                              | Coordinate Design, Post on Social Media with Captions and Boosting  | Sep 27 Onwards  |
| 17                        |                            | E-Blasts                         | To all Amari Database  | Coordinate Design, Schedule E-Blast with Write-Up   | Sep 29 Onwards  |
| 18                        |                            | SMS Marketing                    | To Bank Database   | Confirm SMS Write-up with Banks   | Oct 1 Onwards   |
| 19                        |                            |                                  | Press Release  | Write and Send Press Release to all Print Media with Pictures, Collect for PR Report  | Sep 23 Onwards  |
| 20                        |                            | Print Media                      | Advertisement - Dhaka Tribune, The Incap Magazine                  | Get Purchase Order Approval, Send Designed Advertisement Image, Collect for PR Report   | Sep 23 Onwards  |
| 21                        |                            | TV                               | Channel I, Independent TV, Jamuna TV                               | Invite for coverage On Event Day, Get ENT Form Signed by GM, Coordinate on Event Day, Give a copy of Press Release, Give ENT to Finance   | Sep 23 Onwards  |
| 22                        |                            | Radio Partnership                | Spice FM - RJ Ads, Live on 1st Saturday                            | Invite for coverage On Event Day, Get ENT Form Signed by GM, Get Barter Vouchers Ready and signed by FD, Coordinate on Event Day, Give a copy of Press Release, Give ENT to Finance | Sep 23 Onwards  |
| 23                        |                            | Celebrities/Influencers          | Raba Khan - Live on 2nd Saturday                                   | Invite for coverage On Event Day, Get ENT Form Signed by GM, Get Barter Vouchers Ready and signed by CFO, Coordinate on Event Day, Coordinate on Event Day, Give ENT to Finance     | Sep 23 Onwards  |
| 24                        | Agency                     | Photo-shoot & Video-shoot        | Pre-Event Photoshoot for Collateral Design                         | Coordinate Timing, Coordinate with Kitchen, Get Background and Props Ready, Coordinate on Photoshoot Day  | Sep-16          |
| 25                        |                            |                                  | Design Social Media Posts, Photobooth, Disney                      | Send first draft within 3 days of photoshoot  | Sep-19          |
| 26                        |                            |                                  | Coverage on Launching Day  | Coordinate timing with Agency, Send briefing and invite, Get ENT Signed by GM, Give ENT to Finance  | Oct-05          |
| 27                        | Front Office               | Assign Man-Power from Fit Center | For Pool Lifeguard Duty and Pool Usage                             | Coordinate on Event Days  | For Each Brunch |
| 28                        | Engineering                | Pool Music & Pool Water          | For Deck 41  | Double check sound settings and playlist, Check Pool Water temperature  | For Each Brunch |
| 29                        | Vendor                     | Bouncing Castle & Mascot         | Bouncing Castle at Deck 41, Mascot to be ready by                  | Mascot and Bouncing Castle to be placed & removed by Vendor   | For Each Brunch |
| 30                        |                            | Magic & Ventriliquism            |  | Magic & Ventriliquism Show from 11.30 am till 4.00 pm with breaks   | For Each Brunch |

**Table 4.1 Action Plan**

### Step 3: Photo-shoot/Video-shoot & Collateral Design

Amari Dhaka has a set agency that it works with for taking promotional photos and videos and designing collaterals and promotional posts with these. The marketing team works back and forth with the agency to develop the concept and write-up and ensure on-time delivery of all materials. For designs that needs edits or designs that the Agency doesn't need to develop, Amari Dhaka has an in-house graphics designer who helps the marketing department develop those.

### Step 4: Conduct promotional activities

Every mid-month to marketing plans have to be ready to ensure a smooth operation of the next month's promotions. One is the Social Media schedule (Appendix 1.4) which plans out when a post about a promotion will be launched for the first time, when the promotion will be boosted, for how many days and how many dollars, and when each post will be published. For Facebook, all posts are scheduled beforehand, however for stories and Instagram, the posts have to be updated daily following the plan.

The second document that needs to be prepared is the Marketing Promo Plan (Appendix 1.5 and Appendix 1.6)

In the Marketing Promo Plan, every marketing activity is listed with dates. Including collateral placements and partnerships. Appendix 1.5 shows a glimpse into the promo plan for Disney Brunch in November. As such a promo plan has to be drawn up for every single promotional campaign running at Amari Dhaka that month, a glimpse of it is shown in Appendix 1.6.

### Step 5: Monthly Report

At the end of every month, two reports have to be prepared by the Marketing Department. A Monthly Sales Report to track every item sold under a promotional item, their cost and revenue earned from it, and a PR Report (Appendix 1.7, Appendix 1.8 & Appendix 1.9) to track all the marketing activities conducted during the month.

The PR Report is submitted to the head office in Bangkok, Thailand every month. It consists of two parts, a presentation (Appendix 1.9) and an excel sheet (Appendix 1.7 & Appendix 1.8).

The presentation and the excel both have the dates and names of all the marketing publications carried out during the month. It includes all the Press Releases published, all Social Media publishing through 3<sup>rd</sup> Party (Facebook Pages, Youtube Channels, Instagram Accounts, Food bloggers, Social Media Influencers, etc), and TC channel broadcasts.

The presentation has to include visual representation in the form of screenshots or pictures of the publications with other details in individual pages. The excel sheet needs to lists all the media publications names, titles/headlines of publications, PR value, circulation, MoZ Rank with dates.

### **4.2 Marketing Communications**

In order for a promotion to run successfully, it is not enough to only plan promotions, effective marketing communication have to be carried out, so that the target audience is informed about the promotion and influenced to spend money for it.

Amari Dhaka carries out marketing communications mainly through these mediums:

## Social Media (Facebook, Instagram)

Amari Dhaka has two Facebook pages and two Instagram pages. For Facebook the pages are for Amari Dhaka and Amaya Food Gallery at Amari Dhaka. On Instagram the pages are for Amari Dhaka and Deck 41. The social media is mainly handled by me with supervision from the Senior Manager. The main daily tasks when managing social media is of course making sure regular posts are uploaded to keep the audience engaged and informed. As mentioned previously. With Facebook, these posts can be scheduled, but with Instagram it has to be real time postings. When it comes to Facebook and Instagram, the main difference is that Facebook posts (Figure 4.8) have a lot of words providing information, but Instagram posts (Figure 4.9) are more picture based, any information needed is given in the captions. Facebook caters to a widespread range of customers with mainstream communication to reach a variety of audience, while Instagram promotes lifestyle and aesthetics.



Figure 4.8 : Facebook Post Example



Figure 4.9 : Instagram Post Example

Other than posts, stories have to update every 24 hours. A daily requirement is also replying to all comments and query messages. With social inbox queries, replies can be pre-fixed with one image which is useful when there are a lot of queries for the same thing, so one reply can be used to answer all. As a result, for Amari Dhaka's social media pages, for any ongoing promotions pre-set replies are saved. One of my responsibilities is also to go on Facebook

Live from time to time, to show off the arrangements during any festival or for the dinner buffet.

One of the he main aspects of social media promotions is boosting, which is essentially sponsored posts. This can be done on Instagram as well, but Amari Dhaka chooses to only do it with Facebook and only with Amari Dhaka page, as the Amaya Facebook page is not as primarily active. When I first joined, the boosting was entirely done by an external agency. However, I soon learned how to do the boosting myself, so now Amari Dhaka does it in-house.

When it comes to Facebook Boosting, selection of the audience and locations is critical to a promotion's success. When boosting, audience can be chosen based on 3 categories – demographics, interests and behavior. Depending on the type of promotion, these have to be thoughtfully set, so that the promotion reaches the right audience. For example, for Disney Brunch Saturdays, the audience was based on families with children, the interest selection included among many others, Disney, Swimming (as Amari permitted the use of swimming pool during the Brunch), Magic (as performers were hired for the day) and so on. We even specified job titles to ensure that it reaches parents. But audience selection isn't all. As Boosting requires money, it is important to strategize when to launch the boosting, for how much and how many days. Again if we use the example of Disney Brunch Saturdays, as this was held on a Saturday, we want to promote it in the middle of the week. So we start boosting on Tuesdays which continues till Friday night. So we boost for 4 days with \$20 - \$5 for each day. With Deck 41 promotions, since its more lively on Thursday nights or weekends, posts are uploaded on Wednesdays, but Deck 41 posts are not boosted as the restaurant runs quite well even without the extra push.

Another boosting strategy used is ‘Inbox Boosting’. While the boosting described above are mainly for newsfeed posts, Amari Dhaka also boosts promotions in audiences’ inbox. When it comes to selecting the audience, the process for both is the same, the difference is with Inbox Boosting, a direct promotional message is sent right to the target audiences inbox, this generates more engagement as audience is not just scrolling past a post, but opens the inbox to read the actual message and can send a message to Amari Dhaka with queries. Thus, this is only done for big promotions only. With inbox boosting there is a Title and a Subtitle, both these lines have to be short and precise because of word limitation and to highlight parts that the audience will be more attracted to including necessary information like price and offers. For example, during the Thai fest festival, we had partnership with Thai Airways to give away two round-trip plane tickets to Bangkok for a raffle draw winner. When the inbox boosting was done for Thai fest, the title used was ‘Win 2 Air Tickets at Thai Food Festival - Nov 21 – 30’, and the subtitle used was ‘Join Chef Nong Celebration for BDT 4500 NET, BOGO Applicable’.

Monitoring Facebook performance is somewhat simple, as Facebook provides insights on how a post is performing, or how a page is performing, including audience engagement, likes, etc. Not only that, the ONXY Hospitality Group sends a social performance review every month outlining the performance of ONYX – Amari properties around the world. It shows drops and boosts in performance, so creates a healthy competitive environment amongst the Amari properties to do better every month.

### **Press Releases – Newspapers/Magazines – Online and Offline**

Press Releases are an easy, free way to spread word about promotions through traditional media. Before any big event, my job is to write a Press Release, attach photos, get it approved by the Senior Manager and send it to all Print Media through email. But the job doesn’t end



there. Since Press Releases are free publications, it is necessary to keep a good relationship with media personnel so that they publish the news. As such, after sending the email, my next task is to call every one of them to follow-up and inform them about the event. Since we send out several Press Releases per month, calling is done for the important promotions, while a text message via phone is sent as a notification for the smaller promotions. Every month all the Press Releases have to be collected for the PR Report that is prepared at the end of the month.

### **Media Coverage**

Other than Press Releases, Amari Dhaka also places advertisements on newspapers; this is not done often as it is a big cost. One strategy used here is to wait for the Anniversary issues of papers/magazines to place an ad, this is because with anniversary issues, more copies are printed thus ensuring greater reach and special discounts are provided on cost on account of it being the anniversary.

Other than that, TV media is invited during any big promotions to cover the festivities. They usually do the coverage for free, however free meal is provided for them as an appreciation.

With Radio Channels, a barter deal with restaurant vouchers is made for Radio ads, and free meals when they come to do Facebook Lives for Promotions.

### **Celebrities/Influencers**

Celebrities and influencers are also invited on occasions to provide review or do Facebook Lives. For example, Raba Khan was invite to do a Live from the Amari Page for Disney Brunch. Various food-bloggers are invited for reviews during any fest. These deals are similar as mentioned above, either with barter vouchers or just a free meal.

## **SMS Blasts**

For any big promotions, an agency is used to send out mass SMS to target audience, Amari Dhaka has a customer database of its own with over 14000 people, that combined with the agency's database, the SMS Blast goes to a lot of people.

## **E-Blasts**

With the use of a third party software, Email Blasts are sent to Amari Dhaka's database at least twice a month. With E-blasts, it is necessary to be careful with words, so that the emails are not automatically sent to spam. Words such as offer, promotion, sale are red flags. E-blasts are usually 2 sentences with a picture to grab attention. Providing a call to actions is also necessary, i.e. 'Call for Reservation' and providing the contact details. This is important for all communications, whether Social Media, SMS blast or E-blasts.

## **In-house Collaterals**

Every month, with the different promotions, hotel collaterals such as any Signage, X-Banners, Posters, EDMs, Cut-Outs and Newsletters have to be updated. This is done in coordination with the in-house designer and agency, who are briefed on the design. Photo-shoots need to be done before the promotions to have visuals ready as Amari Dhaka doesn't like using stock images. The photo-shoot is done with the partner agency, and if they are unavailable then it is done by the Coordinator of Sales and Marketing. After the shoot and finalizing the designs, the vendor is contacted who brings print outs and places them at different parts of the hotels under the supervision of the Marketing Department.

Other than that, Amari Dhaka also carries out several other Public Relations activities, such as:

**Embassy National Day/ Company Anniversary:** To maintain good relationships, on the National Day of a country, a cake is sent to the corresponding Embassy bearing the Nation's flag and compliments from Amari Dhaka. A similar thing is done in case of companies, specially media companies, on their anniversaries. Coordinating the cake design, production and delivery is also the responsibility of the Coordinator of Sales and Marketing.

**Bank Partnership:** Amari Dhaka is in partnership with many banks regarding Buy One Get One offers on cards, Discounts, and even Buy One Get Three offer with DBBL on special days. These contracts have to be renewed every year and effort is take to reach out to non-partner banks to bring them aboard.

## **Recommendation**

From my observation as an insider, I have learned that operating a 5 star hotel and its promotions can be very complicated, as a lot of promotions run at the same time, each very different from the other. But my supervisor is very organized and meticulous and has designed the marketing activities in a way that is very systematic to reduce errors.

When it comes to social media, some recommendations would be, creating opportunities for more interaction with the audience, whether through creative interactive stories or contests, posts where audience can actively engage with the pages will help generate more buzz.

Another thing I have noticed is, when I first joined, for any one promotion, several different photos were used for promotion albeit with the same message. However, to save effort and time, nowadays the same one creative is reposted again and again. On Facebook insights, I have noticed, after we started doing this, page performance has fallen, probably because the audience does not want to see the same image again and again. Thus, steps need to be taken, even if it takes more time and effort, to create several creative for one promotion to keep the audience engaged.

Marketing is a game of chance. A promotion is designed with the hope that audience will like it, but of course there is a chance of failure as well. Moreover, when a promotion is first launched, of course a high cost will incur, but these costs are necessary to ensure a higher reach and satisfaction among customers. However, in a lot of the cases, chances are not taken in fear that risky marketing efforts will not be approved by management, thus only similar marketing strategies are taken month after month. In my opinion, strategic risks must be taken once in a while to keep the customers on their toes and keep them coming back for more.

## **Conclusion**

Marketing is a vast and dynamic field. Consumer demands and wants change frequently, especially with the array of choices in front of them and with the access to information through technology, consumers can now compare and judge their options and choose the one that gives them the utmost benefits.

It is the job of the marketing department to look into what customers want and deliver it to them, so that their competitors' service and products aren't chosen over theirs. But it doesn't end there, effective promotion has to be done to inform customers about the existence of those offers and persuade them to buy it.

Over these past few months, working in the marketing department has taught me a lot and has helped me develop a new insight into what people want and how to create campaigns that caters to their demands.

## References

- [1] Admin. (2019, January 9). Growing Number of Luxury Hotels in Bangladesh. - Hospitality Industry. Retrieved from <http://welcomeskillsbd.com/blog/hospitality-industry-bangladesh/>.
- [2] The Daily Sun (2017, September 8). 15 new 5-star hotels in next 3 years. Retrieved from <https://www.daily-sun.com/post/253259/15-new-5star-hotels-in-next-3-years>.
- [3] Parvez, S. (2018, May 7). Dhaka to see six new luxury hotels. Retrieved from <https://www.thedailystar.net/business/dhaka-see-six-new-luxury-hotels-1572655>.
- [4] Corporate Company Profile of Amari Hotels and Resorts – Find out more about the company and hotels. (n.d.). Retrieved from <https://www.amari.com/company-profile.aspx>.
- [5] Amari Dhaka - Modern Hotel in Dhaka, Bangladesh. (n.d.). Retrieved from <https://www.amari.com/dhaka/>.
- [6] Hudson, S. 2008. Tourism and hospitality marketing, A Global Perspective, Sage Publications Ltd: London

# Appendices



Appendix 1.1 ONYX Certificate



Appendix 1.2 Blek



Appendix 1.3 Anti-Blast Certificate





| ONYX ACTIVITY REPORT November 2019 [11/2019] - [Bangladesh] |   |                       |             |               |         |                |               |                     |       |
|---|---|-----------------------|-------------|---------------|---------|----------------|---------------|---------------------|-------|
| Coverage Date   | Headline  | Publication           | Circulation | Journalist(s) | MozRank | AVE VALUE (\$) | PR VALUE (\$) | Total Shared Voices | Score |
| <b>CONSUMER MEDIA</b>                                       |   |                       |             |               |         |                |               |                     |       |
| 5/11  | A Season of Grills and Chills at Amari Dhaka                        | The Daily Star        | 322,885     |               | 3.00    |                |               |                     |       |
| 12/11   | Thai Food Festival at Amari Dhaka                                   | The Financial Express | n/a         |               | 2.00    |                |               |                     |       |
| 28/11   | Amari Dhaka comes up with Exclusive Wedding Package                 | The Financial Express | n/a         |               | 2.00    |                |               |                     |       |
| 7/11  | A Season of Grills and Chills at Amari Dhaka                        | Alokito Bangladesh    | 15,650      |               | 3.00    |                |               |                     |       |
| 18/11   | Thai Food Festival at Amari Dhaka                                   | Alokito Bangladesh    | 15,650      |               | 3.00    |                |               |                     |       |
| 12/11   | Thai Food Festival at Amari Dhaka                                   | Bangladesh Info       | n/a         |               | 2.00    |                |               |                     |       |
| 30/10   | A Season of Grills and Chills at Amari Dhaka                        | Bangladesh Info       | n/a         |               | 2.00    |                |               |                     |       |
| 12/11   | Thai Food Festival at Amari Dhaka                                   | Ice Today             | 15,000      |               | 2.00    |                |               |                     |       |
| 1/11  | Amari Dhaka is on way to have 5pc growth in 2019                    | Monitor               | 30,000      |               | 2.00    |                |               |                     |       |
| 12/11   | Amari brings Chef Nong for upcoming Thai Food Festival              | Monitor               | 30,000      |               | 2.00    |                |               |                     |       |
| 24/11   | Amari Dhaka to have grand Christmas, New Year festivities           | Monitor               | 30,000      |               | 2.00    |                |               |                     |       |
| 25/11   | Amari Dhaka offers special package for Dream Wedding                | Monitor               | 30,000      |               | 2.00    |                |               |                     |       |
| 2/11  | Bangladesh - Amari Dhaka is on way to have 5pc growth in 2019       | MossFN                | n/a         |               | 5.00    |                |               |                     |       |
| 12/11   | Amari brings Chef Nong for upcoming Thai Food Festival              | MossFN                | n/a         |               | 5.00    |                |               |                     |       |
| 25/11   | Bangladesh - Amari Dhaka offers exclusive package for Dream Wedding | MossFN                | n/a         |               | 5.00    |                |               |                     |       |

Appendix 1.7 PR Report – Excel Sheet 1

| << Date of Release, Title >>   | <<status>> | <<next action>> | << in Origin |
|--|------------|-----------------|--------------|
| 5/11 A Season of Grills and Chills at Amari Dhaka  | Online     |                 |              |
| 12/11 Thai Food Festival at Amari Dhaka  | Online     |                 |              |
| 28/11 Amari Dhaka comes up with Exclusive Wedding Package                                  | Online     |                 |              |
| 7/11 A Season of Grills and Chills at Amari Dhaka  | Online     |                 |              |
| 18/11 Thai Food Festival at Amari Dhaka  | Online     |                 |              |
| 12/11 Thai Food Festival at Amari Dhaka  | Online     |                 |              |
| 30/10 A Season of Grills and Chills at Amari Dhaka   | Online     |                 |              |
| 12/11 Thai Food Festival at Amari Dhaka  | Online     |                 |              |
| 1/11 Amari Dhaka is on way to have 5pc growth in 2019                                      | Online     |                 |              |
| 12/11 Amari brings Chef Nong for upcoming Thai Food Festival                               | Online     |                 |              |
| 24/11 Amari Dhaka to have grand Christmas, New Year festivities                            | Online     |                 |              |
| 25/11 Amari Dhaka offers special package for Dream Wedding                                 | Online     |                 |              |
| 2/11 Bangladesh - Amari Dhaka is on way to have 5pc growth in 2019                         | Online     |                 |              |
| 12/11 Amari brings Chef Nong for upcoming Thai Food Festival                               | Online     |                 |              |
| 25/11 Bangladesh - Amari Dhaka offers exclusive package for Dream Wedding                  | Online     |                 |              |
| November Exotic Thailand - Celebration of Thai Chef Nong Thai Food Festival at Amari Dhaka | Online     |                 |              |
| November A Magical Christmas and New Year festivity at Amari Dhaka                         | Online     |                 |              |
| November Envision your dream wedding and watch it come to life at Amari Dhaka              | Online     |                 |              |
| November Amari Dhaka appoints New Thai Chef Nong at Amaya                                  | Online     |                 |              |
| November Exotic Thailand - Celebration of Thai Chef Nong Thai Food Festival at Amari Dhaka | Online     |                 |              |
| November Amari Dhaka appoints New Thai Chef Nong at Amaya                                  | Online     |                 |              |
| 2/11 A Season of Grills and Chills at Amari Dhaka  | Online     |                 |              |

Appendix 1.8 PR Report – Excel Sheet 2

October 2019 COVERAGE SUMMARY

Consumer clippings

- Daily Star
- Financial Express
- Financial Express
- Alokitto BD (Online Publishing)
- Alokitto BD (Online Publishing)
- Bangladesh Info
- Bangladesh Info
- Ice Today
- Monitor
- Monitor
- Monitor
- Monitor
- MeenaFN
- MeenaFN
- MeenaFN
- Tourism International
- Tourism International
- Tourism International
- Tourism International
- Tourism International
- Tourism International
- Tourism International
- BHA
- BHA
- BHA
- BHA
- BHA
- BHA
- BHA
- BHA
- BHA
- BHA
- BHA
- BHA
- BHA
- BHA
- Foodstagram\_Bangladesh
- Radio Foortz
- Instafood
- Food Bank



The Daily Star

Daily Star  
Date: 5 November 2019  
Market: Bangladesh  
Properties: Amari Dhaka  
Brand: N/A  
PR Value: US\$ 11814  
MediaRank: 3/10

ONYX

ONYX

PR Report – Presentation Slides