

Report On
**Effectiveness of Marketing Strategies for
Renaissance Dhaka Gulshan Hotel**

By

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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
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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:



Riffatun Islam Nishat

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Supervisor's Full Name & Signature:

Ms. Tanzin Khan
Lecturer, Brac Business School
Brac University

Letter of Transmittal

Ms. Tanzin Khan

Lecturer

Brac Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report

Dear Madam,

This is my pleasure to display my entry level position provide details regarding 'Recruitment and Selection Procedure of Renaissance Dhaka Gulshan Hotel, which I was appointed by your direction.

I have attempted my best to finish the report with the essential data and recommended proposition in a significant compact and comprehensive manner as possible.

I trust that the report will meet the desires.

Sincerely yours,



Riffatun Islam Nishat

ID- 16304174

BRAC Business School

BRAC University

Date: January 10, 2021

Non-Disclosure Agreement

This agreement is made and entered into by and between Renaissance Dhaka Gulshan Hotel and the undersigned student at BRAC University, to undertake the internship project described in this report based on the assurance of avoiding the unapproved disclosure of any confidential data of the organization.

Acknowledgement

Firstly, I am very much grateful to the Almighty to have the opportunity to work for Renaissance Dhaka Gulshan Hotel and prepare the internship report by following the guideline. I would like to show my highest gratitude to my supervisor faculty Ms. Tanzin Khan, Lecturer, Brac Business School, BRAC University for her endless support and guidance to prepare the whole report.

I am so blessed to have the opportunity to work under the supervision of Md. Walid Shamim, Assistant Director- Sales & Marketing, Renaissance Dhaka Gulshan Hotel. He gave his continuous support to train me about the corporate culture and assist me to do my job responsibilities efficiently. His positive attitude towards work always motivated me to learn and work for Renaissance Dhaka Gulshan Hotel whole-heartedly.

I also would like to show my profound gratitude to Mr. Azeem Shah, general manager of Renaissance Dhaka Gulshan Hotel to give me the opportunity of working under his guidance and leadership. I have learned a lot from him.

Furthermore, I am so much thankful to all the people who cooperates me to conduct the survey and help me in various aspects related with my internship report. Finally, I want to show my respect to all my colleagues and fellow mates who gave me a wonderful time by providing their continuous support and encouragement. It might be more difficult for me to complete my task if I did not have their association.

Executive Summary

Renaissance Dhaka Gulshan Hotel is known as one of the most luxurious hotel in Bangladesh. It is a premium lifestyle brand of the Marriott International Hotel and Resorts. Renaissance Dhaka Gulshan Hotel is situated at Gulshan 1. It has 211 stylish and vibrant guest rooms as well as suites designed with a touch of local culture and art. It has 03 multi-functional meeting rooms and one ballroom which can be further divided into 5 sections. It also has 05 restaurants.

The Renaissance Dhaka has been loyal to its customers. In order to reach more customers, every time they are coming with innovative marketing ideas as well as promote the ideas through different communication channel. Starting from the social media, sales calls, PR promotions they are doing the promotions in everywhere. New technologies are used to conduct all the business operations. Due to their loyalty towards the business, within a very short they have already acquired their position in the market. They communicate with their clients for events such as for corporate rooms, meeting, opening, and closing ceremony as well as wedding and birthday program. The way they communicate with the clients it is cordial enough to win the guests heart.

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List of Acronyms

YOY	Year Over Year
F & B	Food & Beverage
BOGO	Buy One Get One
STR	Smith Travel Report
CRS	Central Reservation System
MARSHA	Marriott's Automated Reservation System
PMS	Property Management System
OTA	Online Travel Agent
ADR	Average daily Rate

Chapter 1

Overview of Internship

1.1 Student Information

I am Riffatun Islam Nishat, student of BRAC University, ID 16304174. I am going to finish my undergrad with double major in both Marketing and Human Resources Management. As a part of my undergrad, I have to complete my internship which is under the faculty supervision of Ms. Tanzin Khan, Lecturer, BRAC Business School, BRAC University.

1.2 Internship Information

1.2.1 Period, Company Name, Department/Division, Address

In this regard, I have joined in Renaissance Dhaka Gulshan Hotel, a premium lifestyle brand of the Marriott International Hotel and Resorts on November 01, 2020 to January 31, 2021 as a trainee in sales and marketing department. It is situated in Gulshan 1.

1.2.2 Internship Company Supervisor's Information: Name and Position

My organizational reporting supervisor is Md. Walid Shamim, Assistant Director- Sales & Marketing, Renaissance Dhaka Gulshan Hotel.

1.2.3 Job Responsibilities

I have joined in the sales & marketing department of Renaissance Dhaka Gulshan Hotel to assist the team in various works. My key job responsibilities are given below

- Assist in data collection and analysis for various sales & marketing related projects from different departments such as sales, marketing and revenue management
- Assist in the preparation of various reports and power point presentations

- Coordinate, track and manage project implementation for selected sales & marketing Initiatives
- Participate as an active member of the team and seek ways to cross-pollinate best practices or suggest improvements
- Supporting the team by responding to the customer queries

1.3 Internship Outcomes

During the internship period, I have attempted my level best to have some contribution towards the organization. From the beginning of the internship, I tried to complete my assigned task in an organized way by focusing on the job responsibilities.

1.3.1 Contribution to the company

Firstly, I have assist the team in revenue management works. Additionally, I have collected guest data for further business communication. Being a teammate, I have received guest calls for their queries, replied the customers on social media. Along with this, assist the press release work for promotions and power point presentations such as Christmas. Moreover, I have worked on broadcasting promotions through social media. Lastly, I have also done some reservations of the arrival guests.

1.3.2 Benefits to the student

Throughout the whole time, I have got an idea about the corporate culture of an organization. Before internship I was not that much confident about my communication skills. Nevertheless, I got a chance to communicate with a large number of guests that help me a lot to improve my conversational skill. Making and listening phone calls become easier and easier for me as the time passes. Additionally throughout the entire time, the ability to work under pressure in a team frame environment has been developed at a large scale. I have also learned how to handle the guests in critical situation.

1.3.3 Problems/Difficulties

For the very first time, I have worked in an organization. At the beginning, I was very afraid since it's a new place as well as new people. So it was challenging for me to adjust with the new environment quickly. Moreover, every hotel has their own reservation system. The whole process seemed quite difficult at the first place. However, the difficulties and challenges that I have faced help me to upgrade my ability of instant decision making in unfavorable circumstance. All the team members were cordial enough and helped me to learn quickly.

1.3.4 Recommendations

The overall experience of working with the team is good enough. Yet there can be some changes. As a result, the future trainees will not face that much problems while doing training in the hotel. Such as, there can be a specific chart having everyday-based tasks for the trainee. It would be easier to understand the daily activities and can be prepared according to that. Moreover, in the hotel sector, the internships are non-paid. Therefore, if there is a minimum amount of remuneration for the trainees, they will be more motivated to work. However, in order to do the work smoothly, a trainee should do proper research about the company before joining. If the trainee has proper background knowledge it would be easier to understand the works.

Chapter 2

‘Organization Part’ - Overview, Operations and a Strategic Audit

2.1 Introduction

In the hospitality, industry there is subdivision called the hotel industry. It has some expertise in giving clients with lodging services. These hotels are different from each other's. They are categorized by different segments such as size, function, service and cost. Service level is also divided into three parts. They are limited-service, mid-range service, and full-service. However, star ratings system is more familiar to most of the consumers. It starts from the lowest rating to five being the highest one. In today's world, people all over the world are becoming more interested towards travelling. It has become an integral part of life. A higher growth has been seen in not only leisure travel spending but also in business travel spending over the past five years. The hotel industry's market size has additionally profited by this inundation of travelers seeing steady YOY development.

Hospitality industry has a great contribution in the economic growth of Bangladesh. According to The Bangladesh government by the year 2021, Bangladesh is expected to be a middle-income country. Behind this great movement, along with all other ventures hospitality industry has a great contribution. There are around 8-10 international chain five-star hotels in Bangladesh. Moreover, some local hotels are also providing five star category services. However, Bangladesh has about 600 three and two star rated hotels as well as motels. In addition, many small hotels and home stays are providing services in every area of the country according to the guest demand. A large number of people are working in this industry.

2.1.1 Objective

For this report, the general objective is to prepare an internship report on the effectiveness of marketing strategies for Renaissance Dhaka Gulshan hotel.

In this chapter, the specific objectives are given below

- Give an overview about the company

- To know about different type of service and restaurants of Renaissance Dhaka Gulshan Hotel
- A brief about the organizational culture of the hotel
- Describe the marketing initiatives as well as financial conditions
- To understand different type of operational works of the hotels.
- To identify strength and weakness of the hotel

2.1.2 Methodology

The nature of this report is descriptive with some survey. Moreover, qualitative research has been conducted through observation method. In this report, both primary and secondary data has been used. To prepare this report, both primary and secondary data have been used. They are given below

Primary source:

In order to take information for this chapter, Primary data have been collected through some interviews. Some face-to-face interviews are responded by the associates of the hotel. Moreover, I have talked with my supervisor, assistant director sales & marketing to gather more information, which can be considered as my primary source of data for this chapter. While working here, I have directly observed the overall system that helped me to expand my knowledge about the organization.

Secondary Source:

- Renaissance Dhaka Gulshan Hotel Website
- Marriot International Website
- Company Brochure
- Previous documents in the hotel
- Some publications on online about hotel service

2.1.3 Scope

This report is an attempt to present the effectiveness of marketing strategies taken by Renaissance Dhaka Gulshan hotel. Moreover their whole operation process to maximize the satisfaction level of its guests. Since this is my first industrial attachment, I tried to match and find the difference between the things I learned in the book and the practice in the real world. I have observed the overall work process of the organization as well as measured the guest satisfaction, which help me to understand the results of their marketing strategies.

2.1.4 Limitation

While preparing the report, I have faced some problems. Some of the major issues are given below

- Due the brand's strict guidelines and confidentiality about providing the information, it was quite difficult to take all the necessary data to complete the report.
- Moreover, many data are not structurally distributed. As a result most of the time I have to take the information from the secondary data for example the Company Brochures.
- The duration of the internship is insufficient to know all the activities of the hotel.
- Some guests were not willing to cooperate for the questionnaire survey.
- The sample size of the survey was not sufficient to understand the whole situation.
- Since there were limitations for collecting the information's, some of them there were documents through observation. So personal mistake might be seen in the report.

2.1.5 Significance

This report consists of the information about different service areas of the hotel, which will help to have better understanding about them. Moreover, a wide knowledge will be gathered about the real business operations. This report shows the current strengths, weaknesses, opportunities and threats of the company, which will help to make better strategies further ahead. Since there is a short brief about the managements, this knowledge will help to identify departmental efficiency.

2.2 Overview of the company

Renaissance Dhaka Gulshan Hotel is a chain hotel of Renaissance brand. Marriott international is the parent company of this brand. Recently it has been awarded as the best luxury hotel in Dhaka by Asia Pacific International Hotel Awards.

2.2.1 Marriot International History

Marriot was founded in 1927. It started with only a root beer stand in Washington, D.C by John Willard Marriot and his wife, Alice Sheets Marriot. Gradually they have expanded the business and now they are one of the leading company in the hospitality industry. Back in 1993, Marriot split into two companies. One of them was Marriott international. Marriott International is An American worldwide-diversified hospitality organization. A wide portfolio of hotels and related housing facilities are overseen and franchised by the company. They have 30 brands with 7,500+ properties in 132 nations and regions around the world. The hotels are categorized into four segments.

On basis of available rooms, it is one of the largest hotel chain in the world.



Figure 01: Marriot Brands portfolio

The company has successfully created a brand value in the market. Globally in 1995, Marriot first started offering online booking system for the guests. Moreover, Marriot has its own vision and mission, which helped them to reach through more customers with services of premium quality. Each of the brand of this company promotes unique culture. Additionally the employees are trained

well to give excellent services by maintaining professionalism as per hospitality standard. It is considered as one of the main reason for the global success of Marriott International.

❖ **Marriott's Vision Statement**

“To be the world's favorite travel company”

In today's world, for achieving the amazing progress in the service industry, the founders of the Marriott International emphasized on having a simple vision which is not only difficult to actualize but also follow all through the association .

❖ **Marriott's Mission Statement**

“To enhance the lives of our customers by creating and enabling unsurpassed vacation and leisure experience”

❖ **Marriott's Core Values**

The company takes great pride for its employees and their behavior .Every employees of Marriott International is bound to follow the cores values and culture of the company. They have 5 core values.

1. Putting people first
2. Pursuing excellence
3. Embracing change
4. Acting with Integrity
5. Serving the World

❖ **Marriott's loyalty program**

The loyalty program for Marriott International Inc. is known as Marriott Bonvoy membership. To be the member, the guest needs to do free registration through online and they will have their membership account. There are several benefits for the registered Marriott Bonvoy members. Through this membership, if they directly book though Marriott, they will get complimentary internet service in-room. The more the members will take the service, same time some points will

be added to their accounts. Through these points, they can get discounts on foods, room services or any facilities to any of the Marriot hotel. The membership is categorized into some segments.

Member Benefits At-A-Glance

Below is an overview of the benefits for each member tier. Details for each benefit are described in the following pages; these details include the applicable member tiers, member restrictions, on-property delivery expectations, and participating and nonparticipating properties and brands.

MEMBER BENEFITS AT-A-GLANCE	
0-9 QUALIFYING NIGHTS/YEAR	MEMBER <ul style="list-style-type: none"> Complimentary In-Room Internet Access Member Rates Mobile Check-In/Services
10-24 QUALIFYING NIGHTS/YEAR	MARRIOTT BONVOY SILVER ELITE <i>Enjoy all the benefits of Member, plus:</i> <ul style="list-style-type: none"> 10% More Points Priority Late Checkout Ultimate Reservation Guarantee (No-Walk Policy) Gift Shop Discount
25-49 QUALIFYING NIGHTS/YEAR	MARRIOTT BONVOY GOLD ELITE <i>Enjoy all the benefits of Silver Elite, plus:</i> <ul style="list-style-type: none"> 25% More Points Complimentary Enhanced In-Room Internet Access (EDITION® excluded) Elite Welcome Gift of Points (250/500 Points, Varies by Brand) 2 p.m. Late Checkout (Based on Availability) Enhanced Room Upgrade (Based on Availability, Does Not Include Suites)
50-74 QUALIFYING NIGHTS/YEAR	MARRIOTT BONVOY PLATINUM ELITE <i>Enjoy all the benefits of Gold Elite, plus:</i> <ul style="list-style-type: none"> 50% More Points Elite Welcome Gift for Platinum Elite and Above (Choice of 500/1,000 Points, Breakfast Offering or Amenity, Varies by Brand) Lounge Access (with Breakfast at JW Marriott®, Marriott Hotels®, Delta Hotels by Marriott™, Autograph Collection® Hotels, Renaissance® Hotels, Sheraton®, Westin® and Le Méridien®); for Resorts, Refer to the Lounge Access Benefit Detail Guaranteed 4 p.m. Late Checkout (Based on Availability at Resorts and Convention Properties) Annual Choice Benefit (5 Suite Night Awards™ or Gift Option) Enhanced Room Upgrade, Including Select Suites (Based on Availability) Guaranteed Room Type Dedicated Elite Support
75+ QUALIFYING NIGHTS/YEAR	MARRIOTT BONVOY TITANIUM ELITE <i>Enjoy all the benefits of Platinum Elite, plus:</i> <ul style="list-style-type: none"> 75% More Points 48-Hour Guaranteed Availability Additional Choice Benefit (5 Suite Night Awards or Gift Option)
100+ QUALIFYING NIGHTS/YEAR (and US\$20,000 revenue)	MARRIOTT BONVOY AMBASSADOR ELITE <i>Enjoy all the benefits of Titanium Elite, plus:</i> <ul style="list-style-type: none"> Ambassador Service Your24™

Note: Participating Design Hotels™ should refer to their Program Guide supplement for more information on benefit participation. On-property Elite benefits are not available at Marriott Executive Apartments® and ExecuStay®.

Figure 02: Benefits of Bonvoy Membership

2.2.2 Renaissance History

Renaissance was established in 1981 as Ramada Renaissance in Denver Colorado as an upscale division of Ramada inn. In 1989, the brand was launched again as Renaissance Hotels by New world Development. In 1997, Renaissance became a part of Marriott International. According to the report of June 30, 2020, Renaissance hotels have 176 destinations with 55,501 Rooms.

According to the brand, Renaissance infused local culture. A global lifestyle hotel brand that seeks to inspire and provoke its guests wants to enjoy unscripted moments. Renaissance hotel always give an

open invitation to explore the newness with worth retelling stories to the guest. To introduce the newness, the brand always come up with new pictures which are related with the business tagline as well as make the guest feel special when they are traveling for business or pleasure. It defines when the guests are visiting the hotels in particular country, they will get to know about the culture of that particular country. Each hotel's design is unique and embraces the brand's core values. The Hotels are designed for the neighborhood, featuring design signatures that deliver unexpected moments of discovery throughout, making each hotel unique, yet connected to the brand by shared principles around discovering micro local experiences.

Renaissance Hotels are diverse, however tied together by the brand's strategy, guest satisfactions, unique services, central promotional strategies including an accentuation on guest excitement and good experience on food & beverage services. Moreover, the hotels have some special programs. Such as

- Navigator (conciierge): Serves as the “soul of the neighborhood.” Connects guests to the culture, ideas and people of the neighborhood
- Evenings at Renaissance: Celebrating the neighborhood through intriguing on-property events and experiences like the evening bar ritual.
- R.E.N. Meetings: Meetings designed to engage groups the moment they arrive through locally inspired food, customized meeting rooms with stimulating sensory elements, private events and a dedicated team to take care of every need.

❖ **Renaissance Hotels Core value**

- Intriguing

(Around every corner, Renaissance experience inspires and provokes the guests to taste, see, feel, sip, hear, do and try something wonderfully new.)

- Indigenous

(Renaissance echoes and embraces the destination from a local point of view, acting as a gateway to an authentic experience of the destination through local expertise.

- Independent

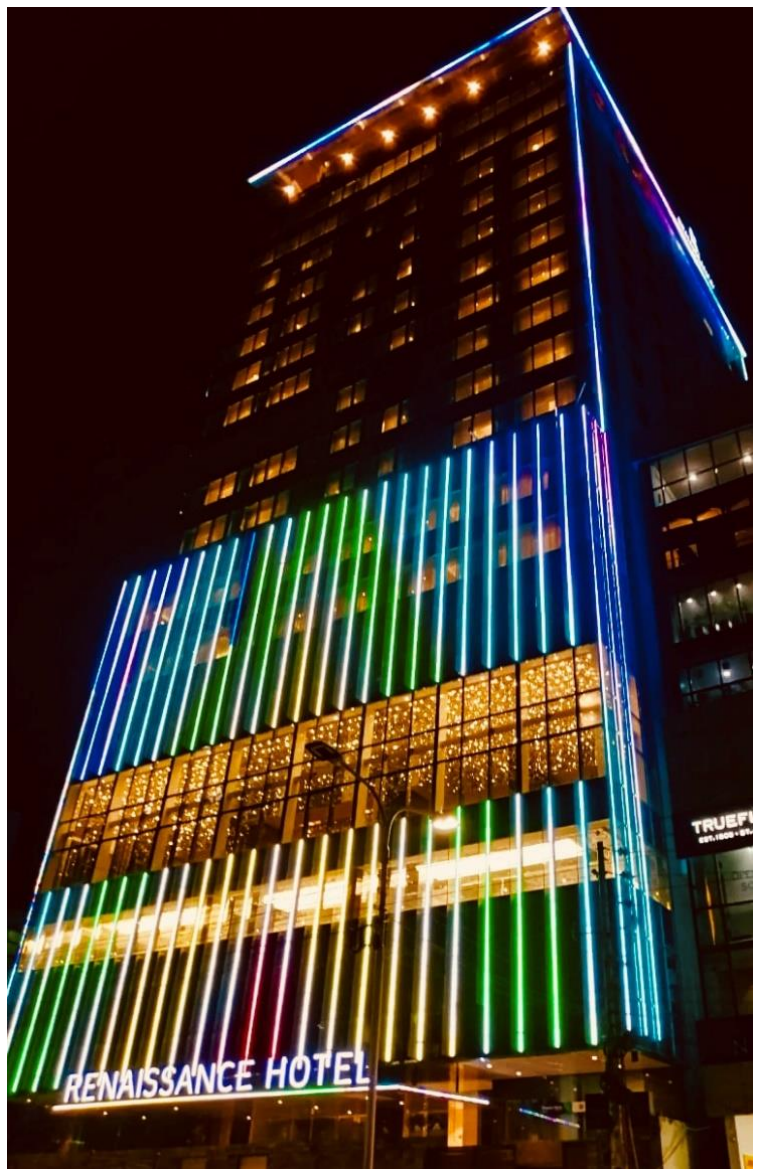
(Guests will encounter interesting design and locally inspired elements in each Renaissance hotel along with unique experiences that make every stay their own.)

2.2.3 Renaissance Dhaka Gulshan Hotel

Renaissance Dhaka Gulshan Hotel is located in Gulshan 1 which is just an 11 km (15 minute) away from international gateway. The hotel focus on bringing the local neighborhood. It is an international lifestyle brand providing unique services and every stay offers unconventional programs that help business travelers discover rich, local experiences.

Renaissance Dhaka Gulshan Hotel is part of Premier Group of Companies, which consists of bank, insurance, leasing, manufacturing, cement, petroleum & lubricants, training, distribution house, aviation, medical Center, steel, super Market, travel & tourism. As a part of the travel and tourism industry Premier Hotel Management Co. Ltd. was formed & Dr. H. B. M. Iqbal is the honourable chairman of Premier Group of Companies who is the entrepreneur of Renaissance Dhaka Gulshan hotel. He has one more project on Hilton Dhaka which is on the pipeline. Both of them are international five star upscale hotel.

Renaissance Dhaka always tries to ensure that every stay is transformed into an unforgettable journey for any of the guest. The Renaissance Dhaka Gulshan has 211 stylish and sophisticated guest rooms



as well as suites designed with a focus on local culture, finishing in an elegant atmosphere to allure global and native travelers alike.

Every corner of this hotel has a touch of local culture. For example in lobby, the Royal Bengal Tiger’s head can be seen on the reception desk as well as tiger’s statue with red lotus chair in the main sitting area. Moreover, Zig Zack textile thread works can be seen in the lobby landing area. The well-appointed deluxe rooms are infused with Macramé (textile thread work done and hanged on bamboo stick), lotus carpet significant to the Bangladesh culture, head boards made of Jamdani work where blue color is for guest rooms, and green color for suites. Suites also have a beautiful crystal ball embossed with the figurine of Royal Bengal Tiger. Color Palates used in the hotel are – red, blue, green, orange, yellow, cyan. A wide range of amenities and services are available in all the room such as with luxurious bedding, high speed internet access and 43” LED TV, multi charging port, in room dining service, working station with ergonomic chair.

❖ Room Categories

Room Types	Rooms	Area (SQ.M.)
Deluxe	24	28
Superior Twin	40	32.56
Superior king	80	35
Premium king	17	41
Club King	16	35
Club Twin	8	32
Junior Suite	21	50
Premium Suite	4	60
Presidential Suite	1	96

Table1: Room type

Total: 211 Rooms

2.2.4 Food & Beverage Venues

- ❖ Gulshan Baking Company (GBC) – Lobby Level
(Offers freshly brewed coffee, variation of teas, salads as well as our in house selection of gelatos, a deli that serves easy to grab food options including delectable desserts, as well as fresh-baked bread.)
- ❖ Multi-Cuisine Resturant “Bahar” – Level 3
(Consider as an ideal place to enjoy a buffet breakfast, lunch and dinner or a la cart dining experience from local to hand-picked international cuisines. Also, have live kitchen stations serving fresh pasta along with variety of seafood options)
- ❖ Sear – Level 18
(Specialized international fusion cuisine fine dining restaurant. Food focuses at SEAR lies on perfect execution.)
- ❖ SEAR BAR – Level 18
(It is the only jazz bar in town. Groove to the rhythmic beats of Jazz as our expert mixologist creates the perfect cocktail to set you for a perfect evening.)
- ❖ R Bar- Level 19
At the top floor, R-Bar is situated with the breathtaking city view. One of the most preferred place for a professional business meet or a relaxed evening with friends with signature-handcrafted cocktails.

2.2.5 Events at Banquet & Conference meetings

- ❖ Total Meeting space- 6,563 Sq.ft
- ❖ Includes Multi-functional meeting rooms with natural day lights
- ❖ Have 03 small meeting rooms and one-ball rooms that can be further divided into 05 sections.
- ❖ No matter what is the group size or event purpose, A dedicated event team will be always there to handle all the requirements and serve beyond the guests expectations
- ❖ According to the demand, there is interactive table settings, which keeps the guests engaged, motivated and inspired.

- ❖ R.E.N. Meetings are designed to create an experience beyond traditional meeting, with custom-curated local menu.

Banquet Details									
Details (Pax)									
Name	Square Feet	Banquet	Conference	Reception	Classroom	Theater	U-shape	Hollow Square	Dinner Dance
R Events Ballroom (1+2+3)	3444	152	120	280	108	288	78	84	160
Events Ballroom - 1	1337	48	48	90	45	96	33	87	64
Events Ballroom - 2	844	32	24	40	24	48	21	24	32
Events Ballroom - 3	1263	72	48	150	36	84	30	36	64
Events Ballroom - 4	941	32	48	40	30	54	27	24	48
Events Ballroom - 5	1191	72	48	150	45	70	33	36	64
Pre-function Area :	987.95	Celling	8.5 Sq. Feet						

Table2: Banquet capacity

2.2.6 Other Facilities

- ❖ Provides R-signature spa treatments such as body scrub, facials, manicure & pedicure, body wrap, foot massage, couple’s massage at the R-Spa center.

- ❖ Saloon service is also available
- ❖ An experience of a rewarding work out in the fully functional renaissance fitness center
- ❖ Temperature controlled Infinity rooftop pool gives the best skyline view of the city
- ❖ Guests who are staying in the club and suite rooms will have an access to the club lounge situated on the 17th floor, which will enhance their experience with the cities panoramic view.

2.3 Management practices

Renaissance Dhaka Gulshan hotel has total 8 departments. Some hotel policies have been set here and all the associates are bound to follow that. According to Marriott International guidelines, the organizational culture needs to be people centered for long-term business success. If the associates of the organization are skilled and satisfied, they will be able to provide good services to the guest that will make them happy.

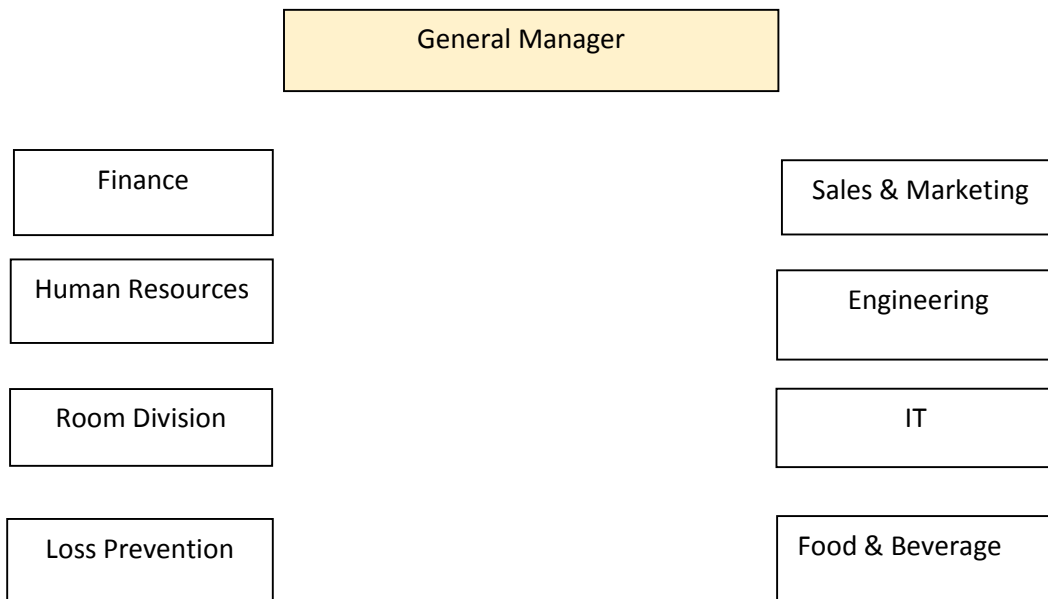


Table3: Organizational hierarchy

The democratic decision-making policies are followed here which defines before taking any decision there is always meeting held with the respective department heads. Each of them are individual and report directly to the GM. After taking everyone's opinion, they finalize the decisions. Along with the decision-making policies, there are some other management practices among the associates in the organization. Such as

- 60 hours of training on Marriott global source to develop the associate's skills.
- The management arranges some in house training on monthly basis for the associates.
- There are some yearly-based performance growth evaluations. Based on the performance the associates get promotion.
- Every month a get together has been arranged for the associates that are known as "Town Hall Meeting". All the associates starting from bottom line to top management they share their opinion, experience. Moreover, in this event they celebrate the associate's birthday as well.
- Have an 'employee of the month' program where the best performer associates get appreciation letter for their outstanding performances.
- A common dining space named 'R-Adda' is open for all the associates of every hierarchy. Equality is the must here and everyone respects each other. During lunch, tea break or dinner every associates from different departments sit together and interact with each other. This is how people from every department know each other and makes the organizational culture more strong.
- Fire drill has been arranged for two times in a year. The guests along with the associates also participate here.
- The associates are given training on fast aid treatment. Certificates are also provided here.
- There is an in house doctor for all the time. For any kind of emergency, he is ready to give primary medical treatment.
- Weekly training on safety & hygiene that is known as 'Safety toolbox'. Every week team members discuss on a specific topic such as how to prevent accidents, safety measures during Covid19 or the ways to face any sudden difficulties in the organization.

2.4 Marketing Practices

Sales and marketing are the major part for the development of the hotel business. This department consistently attempts to bring new and potential guests as well as the guests from their competitors. Just like other hotels Sales & Marketing department of this hotel is continuously working to get more customers as well as expand the business to greater extent. This department is a combination of three sections. They are Sales, Marketing & Reservation. All of them are inter connected with each other.

2.4.1 Sales

- Firstly, the core sales team focus more on room sales both for the corporate and travel agents.
- They also focus on the catering sales. It has two parts. One is ‘in house meetings & events’. Another one is ‘outside catering’ service.
- The sales team conducts sales call on daily basis. Moreover, if any corporate client wants to visit the property, they also arrange site inspections for them.
- Their work is to identify new markets and business opportunities that will help to increase revenue.
- This team gathers a clear knowledge about hotels business strategies after doing the market survey and the set goals along with action plans to meet the target.
- They maintain good relationships with key internal and external stakeholders so that they can offer new sales proposal as well as acquire more potential business.
- Corporate agreements have been conducted with the targeting key accounts.
- They not only propose the rate but also work closely with Revenue management team to ensure a match between the negotiations & the financial needs of the hotels.

2.4.2 Marketing

- Just like the sales team, marketing team has significant impact on the profitability of the business

- Marketing team plays a very important role for promoting the brand as well as let people know about the services and offers of the hotel.
- They are supporting the sales team by providing innovative ideas or business packages to meet customers need as well as do all the visual creative to represent the ideas.
- By following the renaissance brand guideline, they come up with exciting new promotions both for F&B as well as for accommodation. For example, BOGO offers for the guest in association with the different banks in both weekend as well as weekdays. Recently 09 bank is working as BOGO deal partners.
- They have strong communication skills as well as maintain public relationship with the social media partners. Such as Radio, Television, newspapers or even social media influencers for the benefit of the company.
- Every day they are updating the available promotions and offers through digital marketing. Such as room package for year, Christmas, national days, religious festivals or any special occasion.
- They are promoting the services though different Online travel Agent (OTA). Such as trip advisor, booking.com, Expedia as well as Agoda etc. The guest can book through these sites. The marketing team continuously monitors & keeps updating the info's through these sites. They also check the guest's feedbacks and response to them that helps to make a good customer relationship also.

2.4.3 Reservation

All major hotel chains have a reservation system. Just like that, Marriot do the reservation through their own reservation system, which is known as MARSHA. It is an acronym for Marriott's Automatic Reservation System for Hotel Accommodations. It is a powerful reservation network and demand management tool. MARSHA enables all the reservation associates to make reservations at any property within the Marriott portfolio of the brands. It is also used as an inventory and revenue management system by the revenue leaders at each property or controlling office. It is directly linked with Marriott.com website. An individual guest can book/change/cancel reservations and receive email confirmation of their reservations directly through Marriot's hotel

website. Same system is followed by Renaissance Dhaka Gulshan Dhaka. Not only the hotel's website but also the guests can book through different online travel agent.

Moreover, after the booking before the guest arrival the reservation team follows up with them for final confirmation as well as if the guests have requirements, they also update those on the software like opera and pass the message to the front office. They also do the market survey and analysis about prices and offers of other competitors and according to the forecast, help to set up the revenue budget.

2.5 Financial Performance & Accounting practices

Generally, some key terms are used to measure a company's performance. For Renaissance Dhaka Gulshan Hotel, the organizational performances are measured by utilizing the key financial ratios as well as looking at the revenues made at the end of the year. The finance department of this hotel is a combination of some sub sections where everyone is responsible for different type of work. The key functional works are conducted by four sections. They are Accounts receivable, Accounts payable, Income audit, F&B control team.

The 'purchase and receiving' department works directly with the finance department. According to the requisition, they send the purchase orders to the suppliers. When the purchase orders arrive to the hotel, the receiving department checks everything while receiving. Then he send all the documents such as invoice, Vat copy, purchase order, receiving report to the accounts payable team. They check everything on through the 'Birch street' software. Once all the information's are matched, they input the data on the 'Sun System' Software. It is an updated financial management software that is not only easy to use but also powerful enough to support the financial activates. Moreover, this software is more flexible for finance. This software has been used in all the Marriot hotels. Later Accounts payable team pays the bills by maintaining the payment terms. This is called 'The purchase & payment procedure'. Then the 'Accounts receivable' team who always keeps on reconciling the guest's payments that have done through credit cards. They follow up with the bank. Moreover, for the sell in any outlet if the payments are done through cash, it directly goes to the general cashier account. General cashier deposit the credit in the bank and prepare a report. Later this report is submitted to the accounts receivable team. It is to mention that all the

transactional reports are also updated in the sun software. Another important work of finance is to document all the revenue that the business receives which is known as ‘Income audit’. On daily basis, the income audit team keeps on monitoring all the reports, which are related to the revenue of the hotel, and makes the gross revenue report. Lastly, there is another section of finance department which is ‘F&B’ Control’. This team does the comparison along with the actual cost as well as total revenue. Their work is to analyze variance ratio, product price, the total consumptions amount etc. Lastly, the top management of finance reports the update to the company chairperson as well as Marriot regional office.

Due to Marriot guidelines and internal policies, the finance department did not share any data regarding their financial performances.

2.6 Operation Management & information system practices

The success of an organization in the hotel industry is highly dependent on their operation management system. If the process goes smoothly, there are higher chances to grow. For being a productive hotel, there are four must have elements that need to be included in the strategic planning. They are facilities, materials, quality and technology

Now for Renaissance Dhaka Gulshan Hotel, in the operation management, four functions are coordinated and controlled.

2.6.1 Supply & Food production cost:

The most essential one is ‘food production’. Starting from the purchase to the culinary sector all are interrelated here. By maintaining all the hygiene, the supply chain management is related with this area. Then the ‘purchase and receiving’ department basically deals with the suppliers and vendors. Among all the suppliers in the market, they choose some specific ones who offer to provide the raw materials in the lowest available rate with higher quality. For example, AKIJ, Fresh, Bengal Meat etc. This department is also interrelated with the culinary department. With the knowledge of the raw material costs, the executive chef along with his team members calculate the food costs concisely planning the menu card.

2.6.2 Food and beverage service:

This is another most important function. Starting from the purchase of wines and beverages, directly meeting with guests as well as listen to their orders, give services according to the queries all are included in this functions. The servers here are directly meeting with the guests. So the service quality is continuously monitored here.

2.6.3 Housekeeping:

This is also equally important like other functions. The team members of housekeeping are responsible for the cleanness, maintenance and the visual standard of a hotel. In this hotel, the primary work of housekeeping is to prepare and decorate guest rooms and public areas. Not only that, they are also responsible for the source for staff uniforms to restaurant linen and flowers. Providing proper room amenities and cleanliness gives a standard look of the guest's room. By this time, the guest is better able to judge and decide if the service meets with the requirements and the satisfaction level.

2.6.4 Front Office:

Another efficient function is “front office operation”. The service of this function should be run smoothly since front office is connected with some other departments. In the hospitality industry, it is important to serve the visitors, guests and clients in a warming and welcoming manner. The associates who are working in the front office of this hotel, they receive guests, allocate the room, keep their (guests) accounts, update the guests latest information as well as handle with guests complaints. Moreover, they help towards secretarial services, handles with flights and other ticket confirmations. They are ready to take all other queries from any of the corner. Finally realizes payment from the guests by rendering their best cordial service. The very first impression that the arrival guests get comes from the reception. Reception is also a part of front office. So they always need to be cheerful and ready to welcome the guests. Their one effective communication can change the perception of the customers.

2.6.5 Information System Control

Just like every other hotels, Renaissance Dhaka Gulshan hotel has a department who basically does all of the work of information system. The whole system is a combination of people, process, machines & technical works. They give two type of support. One is ‘guest support’ and another one is ‘office support’ for the associates. Both are separately controlled. The admin network is fully controlled by Marriot.

- **Guest support:** The guests have many requirements as well as sometimes face technical difficulties. For example, connected the WIFI with laptop, mobile or any of their personal device. The cables sometimes do not work or they guest may face problems regarding TV connections and these type of problems are be solved by the technical team. Engineering and IT department both gives support to each other.
- **Office support:** The end users sometimes face difficulties while doing the work. Such troubleshooting on laptop, computer and other electronic device etc. They check all the networking issue and update software’s for all the departments. The admin network is very strong here and the guidelines are strictly followed. For the security purpose they have also blocked some online sites for the internal security policy. The software’s that are used in various departments are Marsha, PMS, Opera for reservation & front office work, Birch Street software support for purchase, Sun System software for finance, Transcendent software for the maintains departments etc. Moreover the have installed the NVR system for CCTV.

2.7 Industry and Competitive Analysis

In the service related industry customer satisfactions is the number one priority to be successful in the long term. In the hospitality and hotel sectors, it is necessary to provide topnotch service with high quality to earn customer’s loyalty. Renaissance Dhaka Gulshan Hotel is one of the most luxurious five starts hotel in Dhaka. They are known as one of the true Marriot hotel in the area. However, along with Renaissance Hotel, there are some other hotels in Dhaka. These days, while travelling there are so many options to stay. Before choosing any option, the customers cross check

the price as well as facilities with standard quality. To increase the guest loyalty, the hotels always need to provide the best services. As a result, the competition among the hotel, industries are growing at a high rate.

2.7.1 SWOT Analysis of Renaissance Dhaka Gulshan Hotel

SWOT analysis is a strategic planning tool that is used for analyzing the overall company strengths, weakness, opportunities and threats. The SWOT Analysis is given below

Strengths

- It has worlds one of the strongest and reputed parent company.
- It has fabulous facilities for corporate travelers with spacious meeting, conference and banquet space
- Use of the technology like ‘MARSHA’ reduced the time consumed in negotiating and booking rooms.
- Excellent internet service with up to date information on reservation, rooms and rates
- All the foods are exclusively made in house by the executive chef and his team
- L shape banquet hall that can be divided into 05 segments.
- Unique facilities & programs like navigator, R- Rituals
- Most of the staffs are from hospitality background
- Situated in the main diplomatic area.
- Temperature controlled infinity swimming pool.
- Sear is the only jazz bar in town.
- Have signature spa treatments, saloon as well as well-equipped GYM.
- 24 hours room service along with wide range of amenities.
- Aesthetically designed F&B outlets with a touch of local culture.
- Business center with broadband Internet facilities.

Weakness

- Limited amount on expenditure budget is allocated advertising
- Lack of coordination within sister hotels
- Food costs are comparatively high
- Less space for parking
- Lower ceiling height of the banquet hall and less capacity than other competitor hotels
- Less number of lift as well as no stairs which creates problems when the guest number is high
- Roadside building and inadequate at the entrance
- Focus more on the foreign business traveler's than local guests.

Opportunities

- Brand new property and new brand image that will attract the guests.
- More emphasize should be given on packages to maximize the revenue.
- Utilize the foreign guest as well as local guest to maximize the revenue.
- Local market can be targeted for more food & beverage consumption as well as spa, pool & GYM services.
- To reach out more prospective customers as well as the corporate business travelers, social media marketing can be used more.
- Agreement can be done with more known corporate business companies for providing travel and accommodation service.

Threats

- Extraordinary fulfillment among the worldwide hotel chains.
- Travel management trends are changing day by day.
- Competitor five star hotels may provide exciting offers
- Some three stars hotels are offering services with lower rates as well as many resorts are opening near Dhaka or many other tourist spots.

2.7.2 Porter's five forces analysis

Threat of New entrants:

In Bangladesh, the growth of tourism industry is very high. As a result, the international hotel chain is planning to enter in this country. For Renaissance Hotel Gulshan Dhaka threat of new entrants are high. The upcoming hotels that can be threats are

- Hilton Hotel
- Sheraton Dhaka
- The Swissotel Dhaka
- Crown Plaza
- J.W. Marriott Hotel
- Holiday Inn Hotel

Competitive rivalry:

The existing five start hotels are continuously fighting with each other to be the market leader in the industry. The hotel does the competitive analysis through the Smith Travel Report (STR) and gets an idea about the market situation. The existing top market competitors are

- The Westin Dhaka
- Le Meridian Dhaka
- Radisson Blu Dhaka
- Dhaka Regency
- Pan Pacific Sonargaon
- Four Points by Sheraton
- Lakeshore Hotel
- Amari Dhaka

Bargaining power of Suppliers:

Renaissance Dhaka Gulshan hotel being one of the luxurious hotel in the town has a huge advantage on bargaining power over the suppliers. A huge number of potential suppliers want to work with them. Here the suppliers are divided into some categories. Every suppliers propose their prices and the best bidder having the lowest price with premium quality products gets the contracts. Mainly it has done through tender approval. However, these suppliers are working with other hotels. Here the overall bargaining power of suppliers is low.

Bargaining power of Customers:

More premium hotels in Dhaka like Renaissance Dhaka Gulshan Hotel are providing services with many offers. The customers have lots options now. They compare the price and facilities with each other's and according to the preference, they can choose. So here, the bargaining power of the customers is high.

Threats of Substitutes:

The potential substitutes for the hotel are other forms of leisure accommodation. It can be any lower star hotels, guesthouse, motels, resort near Dhaka or any house rent services etc. Nevertheless, in terms of service and quality, none of these can be compared with the facilities of Renaissance Dhaka Gulshan Hotel. However, accommodating the large group of people not only for travelling but also businesses is very challenging. Therefore, the threats of substitutes are low here.

2.8 Summary and Conclusions

Some elements need to be followed to expand the business in the hotel industry. If the associates are well trained and have good management, they can be able to good services. Moreover, the business can be expanded by selling the products. The market growth for this industry is increasing day by day.

Renaissance Dhaka Gulshan Hotel is one of the newest five star property in the town. They are now providing their best services to the customers. People are showing interest to take services

from this hotel. The hotel is located in the business zone in Gulshan, Dhaka. Their aesthetically designed F&B outlets with elegant meeting rooms, infinity rooftop pool with the best skyline view of the city can meet the expectations of the guests. They have an adequate management team and maintain the organizational culture here. Every decisions are taken after having everyone's opinions. By using latest technology, they are operating all of their services. In spite of having lots of competitors in the market, within a very short time, they have reached towards more people through continuous promotions and PR communications, sales meeting etc. The results can be seen by the increasing numbers of guests in hotel day by day.

2.9 Recommendations

- The decision making process of the hotel is critical and sometimes it takes more time for the final decision. As a result, there is a higher chance of losing the business and other competitors may take the advantage.
- The allocated budget for digital marketing need to be increased.
- Since there is a shortage of car parking in the property, if possible the management can hire any nearby parking space for the benefit of the guests.
- Managers need to be trained in various hospitality skills to achieve the target.
- More amusement programs need to be organized for the associates. Such as annual picnic, outdoor conference etc. can be arranged.
- Lack of communication between the departments. The management should add more interacting session for each of the departments.
- Numbers of associate training should be increased.

Chapter 3

Project Title: Effectiveness of Marketing Strategies for Renaissance Dhaka Gulshan Hotel

3.1 Introduction

3.1.1 Background

Renaissance Dhaka Gulshan Hotel being the chain hotel of Renaissance Brand always tries to follow the hotel guidelines and give services according to that. However, there are many competitors in the market who are providing similar type of service as a result the customers have lots of option. For any of the service providing company the main target is to provide such an amazing quality that will make the client left with no other choice other than picking this brand. Proper marketing can make the process easier. More people can get to know about the service of the company through this. For Renaissance hotel, it has been important to find out their market condition as well as the responses from the customers so that they can take better step for long-term profit.

The purpose of this study is to find out the current market position of Renaissance Dhaka Gulshan Hotel in terms of marketing strategies.

3.1.2 Objective

The main purpose of this report is to find out how the marketing strategies are working in order to reach more customers as well as the effectiveness of those strategies for Renaissance Dhaka Gulshan hotel. To fulfill the main objectives, there are some specific objectives of this report which are given below

Specific Objective(s)

- Identifying the target customer
- Satisfactory level of the guest
- To find out the reasons of dissatisfactions
- Guest expectation on the overall service quality

- Identify the mostly taken service type
- To understand how to improve operation
- Provide service to the guest as per Marriot standards

3.1.3 Significance

The study has conducted based on the real experience and opinion of the customers regarding the service of Renaissance Dhaka Gulshan Hotel. It shows how the marketing strategies influence the consumer's behavior to take the services. It can be sometimes through social media promotion, sales call or any campaign etc. Moreover, this chapter represents the service efficiency as well as the customer's perspective towards the hotel industry specifically Renaissance Dhaka Gulshan Hotel. It also gives an idea about the target consumers of the top five star hotels, their mostly taken services as well as their expectations. The data analyzed here with the help of descriptive statistics. Moreover, the overall survey will give an idea for the development of the marketing strategies not only for Renaissance Dhaka Gulshan Hotel but also for any others hotels.

3.2 Methodology

In this chapter, to get an idea about the effectiveness of marketing strategies for Renaissance Dhaka Gulshan Hotel, I have conducted a survey. The sample size was 40 and it was a descriptive research. The questionnaires have been responded by the regular guests who have already taken their service as well as helped me to understand the results of marketing strategies. Through this survey, I was able to get the proper picture of guest's opinions regarding their service. The guests were able to share their opinion as well as expectations. Moreover, to complete the report I have taken information from the secondary sources. Necessary information regarding marketing strategies have been taken from newspaper articles, online sources to conduct the analysis

3.3 Findings and Analysis

I have conducted the survey based on some specific factor. Here to understand the effectiveness of marketing strategy, I tried to incorporate the factor of income, age, buying preference etc. Throughout the analysis, I tried to understand what types of marketing strategies are helpful for

the hotel to reach more people. Moreover, another in the questionnaire there was another option where the customers shared their thoughts about the marketing strategies as well as service of the hotel. For any business, customers are considered as the king. Proper marketing plan and execution can change the buying behavior of the potential customers. The findings & analysis of the survey has been given below

- Gender and Age:** Among all the respondents 65% were male. Rest of them were female. On average 65% belong to the age group of 35-45 years. Moreover, 25% of the guest were in the age group of 25-35 years and few numbers of guest belong to 45-55 years.
- Profession and Monthly Income:** The sample size was very small as a result there was less variation in profession. About 55% of them were Businessman by profession and 42% were professionals. Moreover, the average income from the survey was in between 45,000-65,000 (TK) and about 37% income was more than 65,000 (TK).
- Source to know about Renaissance Dhaka Gulshan Hotel:**
 This survey shows that about 43.6% of the respondents heard about the hotel from different social media. Moreover, the sales and marketing team continuously doing the sales call which results in about 17.9% of the respondents from the survey got to know about the hotel from the team. However, some promotions are done through TV, Radio as well as newspaper. Again, 12.8% people get to know about the hotel from company website. Besides that, a smaller portion of the respondents can be seen who get to know about the hotel from others. It shows the hotel gets more customers through social media and marketing on social media is quite stronger.

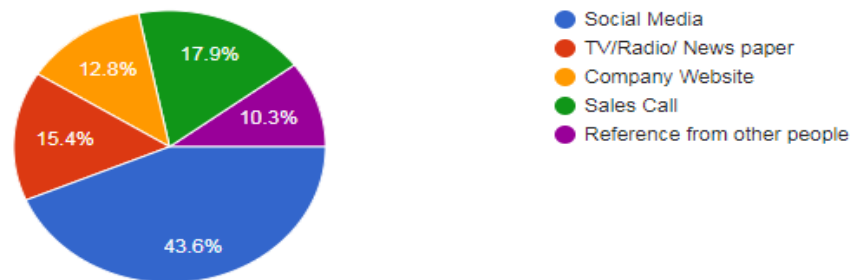


Figure3: Source of knowing about the hotel

- **Most taken service from the hotel:**

The observations after conducting the survey is about 50% respondents have taken service from different 'F&B' Outlets of the hotel. Most of the local guests are attracted by this service. On the other hand, 27.5% of the guest has taken the accommodation service. Most of them are business travelers. Moreover, about 15% of the respondents have taken the catering service. Some of them taken outside catering service as well as some had taken in house catering service for the social events. Since the hotel is giving business center facilities some people has also taken that.

40 responses

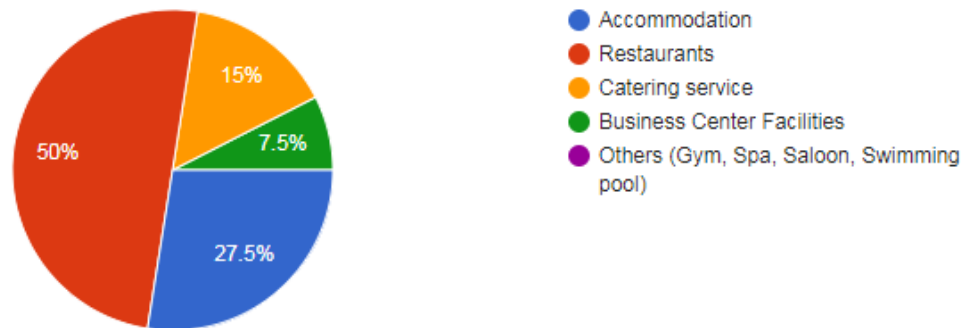


Figure4: Most taken service from the hotel

- **Satisfactory level regarding the quality of the products & service and driven factors:**

Renaissance Dhaka is one of newest hotel in the town. Their focus is gain more loyal customers. The survey shows that about 57.5% of the guests are somewhat satisfied with their service & products. Moreover, about 30% of the respondents are highly satisfied. It shows a positive sign about the overall quality & service. However, some of the guest's satisfactory level was not up to the mark.

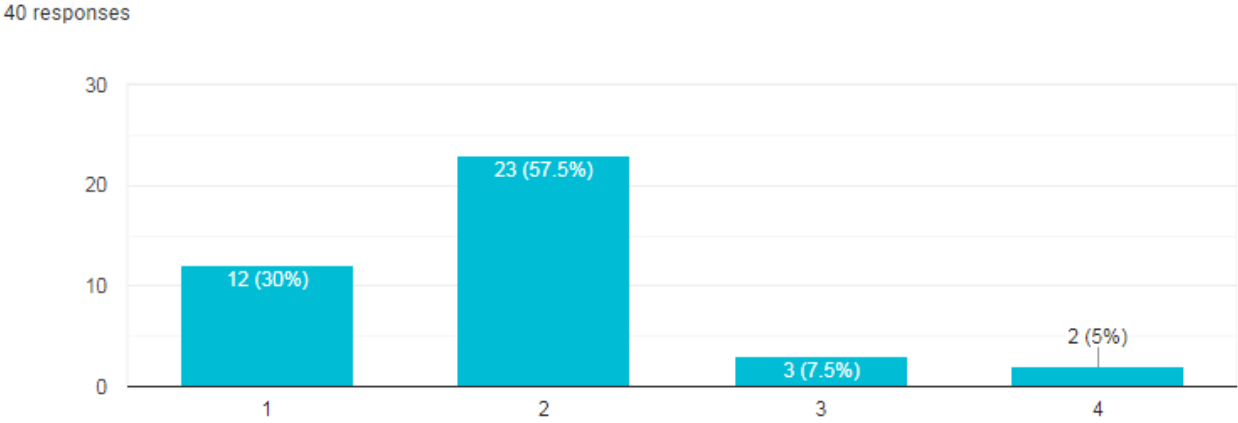


Figure5: Satisfaction level of the guests

Now there are some driven factors behind the satisfactions of the guests. According to brand guidelines, Renaissance hotel gives the highest priority to their guest needs. The reflection can be seen in the survey. About 57.5% of the respondents think the customer care responses & service is one of the main reason of being satisfied. Moreover, sometimes offers and the promotions works as driven factors.

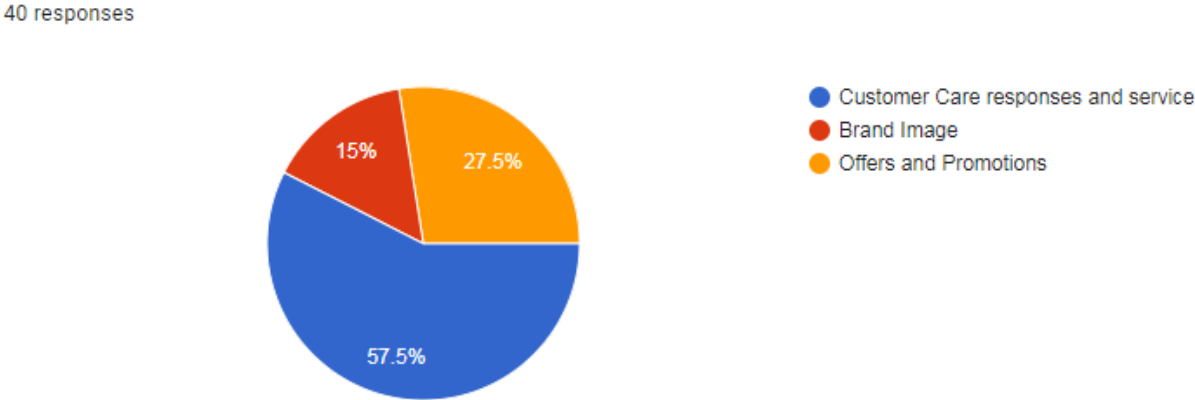


Figure6: Driven factors behind customer satisfaction

On the contrary, it has been found that some respondents were not satisfied. About 56.4% respondents think the price is very high in comparison of the service, which makes them

dissatisfied. Moreover, according to them the hotel is providing less facility that could not meet their expectation level. The team should work on it.

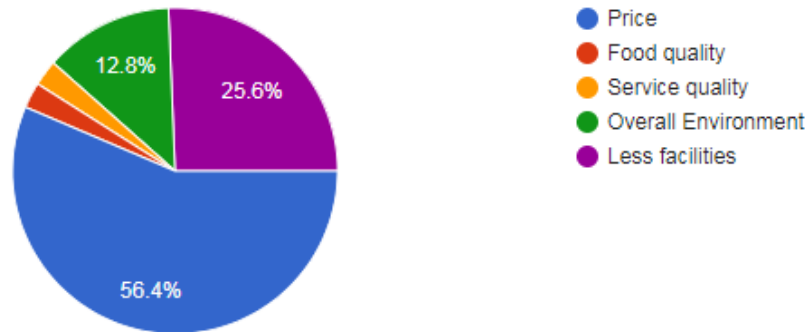


Figure7: Factors behind dissatisfaction

- **Hygiene and safety measures for COVID19**

Due to Covid19 people are becoming more conscious about hygiene and safely measures. Being one of the top luxury hotel in the town Renaissance Dhaka Gulshan Hotel has also taken safety measure. The satisfaction result can be seen through the survey. Among all the respondents about 70% of the guests, strongly agree that the hotel has taken proper safety measures during the Covid19. They have also mentioned that the foods are not only served with proper hygiene but also every corner of the hotel, there is sanitation system for the guests.

40 responses

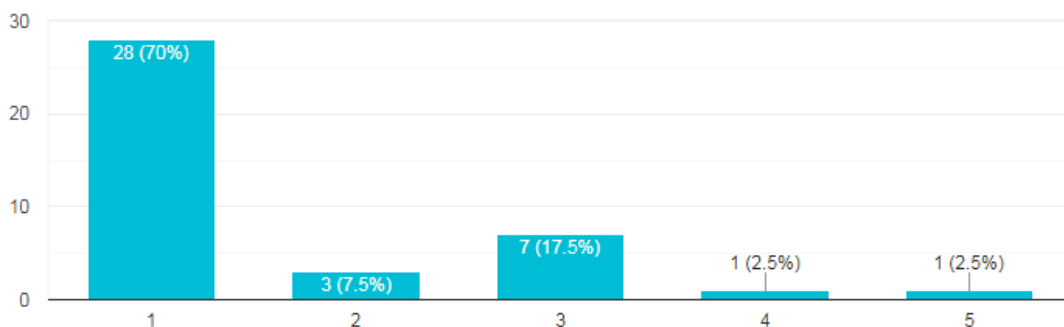


Figure8: Hygiene Factors during Covid19

Lastly, since the overall satisfactory level is higher, about 55% of the guests said that probably in future they would recommend others to take the services from the hotel.

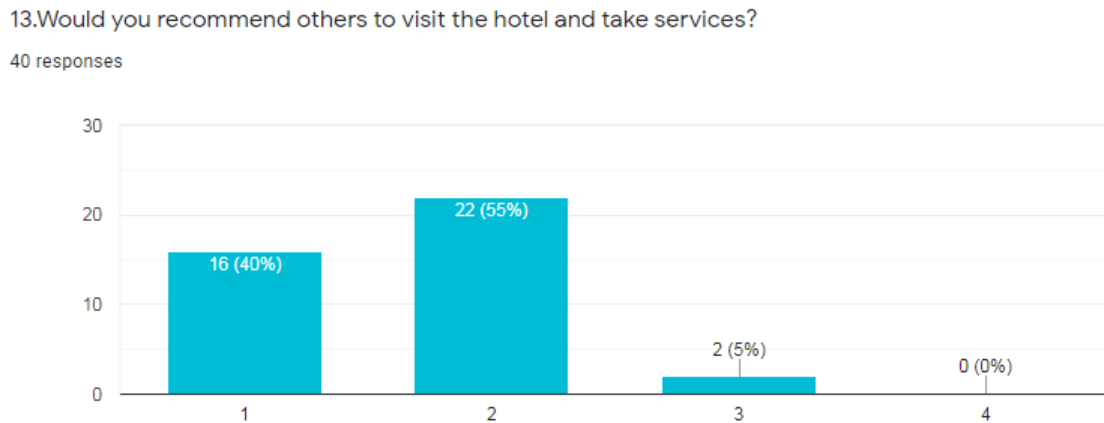


Figure9: Future Recommendation

3.31 Major Findings

After analyzing the responses, I have come up with the following findings

- The effectiveness of marketing strategies can be seen more on social media promotion. On the other hand, the responses through promotions from the website as well as radio, TV, newspaper is very less.
- In general, the guests take the restaurant service more rather than other services like business room facilities or spa, pool, GYM etc. Less number of guests takes this service.
- Do not provide BOGO offers for cash payment as well as buffet items are very less.
- The guests are more satisfied due to the customer care responses and services rather than the brand image, offers.
- Limited numbers of room packages for the local guest. The room facilities are less compared to the price

3.4 Summary and Conclusions

One of the positive thing about the hotel industry is they are very much cordial and no matter what happens they are always ready to serve with a happy smile. Being the hotel chain of Marriott International, Renaissance Dhaka Gulshan Hotel focuses on long-term profit. To reach that goal they are providing premium services to the guests to enhance their lives. They try to make the guest feel comfortable and have amazing experiences with full enjoyment. The moment the guest will enter into the hotel area, they will get premium service in everywhere. To reach the customers effective marketing is necessary. If it is not properly done, there is a higher chance to lose more potential customers. Sales & Marketing team continuously working on it to make the people know the about the hotel more. Being one of the newest hotel, they already have a wide range of potential customers. Still there are some obstacles regarding the service and lack of marketing communication that need to be monitored and planned again.

3.5 Recommendation

- More PR promotions with the celebrities as well as well-known local food bloggers should be conducted on weekly basis.
- On the special occasion, some contests can be arranged especially for the millennial and give gift vouchers.
- They can pair up for collaboration with different companies. For example any cooking shows or competitions. Moreover some delicious cooking recipes presented by the executive chef of the hotel.
- Discounts offer should be included for the website bookings. It will not only increase revenue but also more engagement in the company website.
- Food price should be reduced as well as the buffet menu items should be increased.
- The banquet menu does not have that many varieties according to the price. It should be increased and promoted through various IMC.
- New updates and offers should be frequently promoted through newspaper, TV, Radio on weekly basis.
- The room rates are too rigid. It should be less.

- There should be more offers for the locals at a minimum lowest rate.
- ‘BUY ONE GET ONE’ offer on cash payment should be given.
- They should host more public events in the hotel.
- More promotion through email and WhatsApp broadcasting of weekly basis

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Appendix

❖ Questionnaire

‘Effectiveness of Marketing Strategies for Renaissance Dhaka Gulshan Hotel’

This form is created to get an idea about how the marketing strategies help to let people know about Renaissance Dhaka Gulshan Hotel as well as how much effective these strategies are to get more potential business. The survey will be used to conduct an internship report of Renaissance Dhaka Gulshan Hotel on "Effectiveness of Marketing Strategies"

*** Required**

1. Gender

- Male
- Female

2. Age

- 25-35
- 35-45
- 45-55
- 55<

3. Profession

- Student
- Businessman
- Professionals
- Others

4. Monthly Income (TK)

- Below 25,000
- 25,000-45,000
- 45,000-65,000
- 65,000<

5. Do you know about Renaissance Dhaka Gulshan Hotel?

- Yes
- No

6. From where have you heard about Renaissance Dhaka Gulshan Hotel?

- Social Media
- TV/Radio/ News paper
- Company Website
- Sales Call
- Reference from other people
- Others

Answer:

7. What kind of service have you taken from this hotel recently?

- Accommodation
- Restaurants
- Catering service
- Business Center Facilities
- Others (Gym, Spa, Saloon, Swimming pool)

8. How satisfied are you with the quality of their products & service?

- Highly Satisfied
- Somewhat Satisfied
- Neutral
- Dissatisfied
- Suggestions (any)

Answer:

9. What are the driven factors of being satisfied with the service of Renaissance Dhaka Gulshan Hotel?

- Customer Care responses and service
- Brand Image
- Offers and Promotions
- Others

Answer:

10. If not satisfied with the service and products, what are the reasons?

- Price
- Food quality
- Service quality
- Overall Environment
- Less facilities
- Others

11. If you reported any problems, how satisfied are you with the resolution from the hotel.

- Excellent
- Average
- Below Average
- Very Poor

12. Did the hotel maintain accurate hygiene and safety measures for COVID19?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

13. Would you recommend others to visit the hotel and take services?

- Definitely would
- Probably would
- Probably wouldn't
- Definitely wouldn't

Answer:

14. Any Suggestion on marketing strategies that the hotel should follow to reach more clients.*

Answer: