

Report On
Social Media Dependence in Bangladesh buffet restaurant sectors

By

Nishat ShamaPromee
18104225

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
October, 2022

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Declaration

It is hereby declared that

1. The internship report submitted is my/our 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/We have acknowledged all main sources of help.

Student's Full Name & Signature:

_____ **Nishat ShamaPromee** _____

Student Full Name

18104225

Supervisor's Full Name & Signature:

_____ **Mr. Saif Hossain** _____

Assistant Professor, Brac Business School

Brac University

Letter of Transmittal

Mr. Saif Hossain
Assistant Professor,
Brac Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Internship report submission on completion of the course BUS400 in summer 2022.

Dear Sir,

It gives me great pleasure to present information on the recruitment and selection process used by ClockWork 360 for my entry-level position. In order to complete the report in the most significant, compact, and thorough way possible, I have done my best to include the pertinent information and suggested recommendations.

I have faith that the report will fulfill expectations.

Sincerely yours,

Nishat ShamaPromee
18104225
BRAC Business School
BRAC University
Date: October, 2022

Non-Disclosure Agreement

This agreement is made and entered into by and between ClockWork360 (Mother Company is “Paragon Ceramics Industries Limited”) and the undersigned student at BRAC University.

I agree that, in consideration for access to the information of the company I have been working for,

1. I did not disclose, copy, clone, or modify any important information related to the company and agree not to use such information without obtaining consent.
2. I have only written about the information that I have been instructed to and with official consent.

Acknowledgement

First and foremost, I want to give the Almighty my sincere gratitude for his generosity in enabling me to successfully finish this internship report while maintaining my health. I gained help from a few of my acquaintances who helped me to finish our projections on time during the entire time I spent writing this paper. Their assistance meant a lot to me. I want to thank those people from the bottom of my heart. Additionally, I want to thank Mr. Saif Hossain, my teacher, for his advice and help with this paper's preparation. This paper would not have been complete without his help. I also want to thank ClockWork 360, my field supervisor, for teaching me the route and assisting me at every turn. Last but not least, I would like to express my sincere gratitude to everyone of the current workers at Paragon Ceramics Ltd. for collaborating with me and giving their insights, knowledge, and experience, which helped me finish the study. Finally, I want to thank my family for their unwavering support and wisdom. They have my gratitude forever.

Executive Summary

In Bangladesh, restaurants are becoming excessively popular thanks to the use of social media sites such as Facebook, Instagram, Twitter, and others which have become a low-cost effective way of marketing and attracting customers to boost the businesses' sales.

Paragon Ceramics Industries Limited manufactures and exports High Quality Porcelain Tableware. It is equipped with the most up to date, cutting edge machinery from SKK, TAKASAGO- Japan, TCK- Taiwan, Modena and COTO-China with over 1600 highly qualified and motivated employees. Paragon Ceramics tries to ensure top quality service to their customers at a low-cost effective way to meet the customer's needs. In this era of digital revolution, Paragon Ceramics have developed and established business solution systems in the ceramics industry to keep up with the rapid changes.

Through Paragon Ceramics, the importance of social media for restaurants has been emphasized in this report along with some recommendations and limitations.

Key words: Marketing, Customer

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Chapter One

Overview of Internship

1.1 Student Information

Name: Nishat Shama Promece

ID: 18104225

Major: HR

Minor: Marketing

1.2 Internship Information

1.2.1. Internship Period: July 17 2022 to October 17 2022

Company Name: Clockwork 360 (mother company is “Paragon Ceramics Industries Limited”)

Address: House No. 43/B, Road No. 123, Gulshan Ave, Gulshan-1, Dhaka-1212

1.2.2. Internship Company Supervisor’s Information:

Company Supervisor: Md. Al-Amin

Designation: Manager

Email: alamin.clockwork@gmail.com

1.2.3. Job Scope:

I worked in the marketing agency of Paragon Ceramics Industries Limited (Clockwork 360). Marketing is an integral part of any company for the growth and prosperity of the company. The scope of the job includes developing and managing marketing ideas for short term and long term. I was also involved in the marketing plans, developing the brand's strategy and to help the supervisor to achieve the company's goals as well as work with other people in a collaborative and cooperative manner. I used to reply to the queries of 13 different brands also.

1.3. Internship Outcomes:

1.3.1. Student's Contribution to the Company

- Assist in marketing plans, promote, and advertise through using social media, direct mail, and the web
- Gather quantitative as well as qualitative information from marketing campaigns
- Assist the marketing team in everyday activities
- Help to allocate marketing materials
- Update and manage the company database and customer relationship management system
- Organize marketing programs
- Conduct research and market analysis on competitors
- Make promotional presentations

1.3.2. Benefits to the student:

Throughout the whole internship I gained a lot of knowledge and acquired new skills to help me in my future career. My supervisor kept a watchful eye on me and provided proper guidance whenever I made mistakes. This internship taught me how to complete tasks within the given time which helped me to improve my time management skills. Even while performing task, I had to convey the information to other employees which taught me to improve my communication skills as well. Working under pressure in a short notice and nearing deadline helped me to learn how to work with a calm mind under pressure which will always be a valuable lesson for me and will help me in my personal life and help me to find success in future jobs.

1.3.3. Major Limitations/ Difficulties:

In my opinion working in Clockwork has been a huge opportunity for me but there are some difficulties that I have faced which I think if these areas can be improved then the company can prosper more, and these limitations are:

- ineffective training
- technological knowledge of employees
- Shortage of the proper equipment
- Some employees are dissatisfied
- Lag in providing quick and prompt service to customers

1.3.4. Recommendation:

Working in this company is a major learning experience for interns as they help in acquiring and improving skills. My recommendation to Paragon Ceramics for more success and growth would be to provide more effective training to employees, be prompt in providing customer services, ensure the proper computer literacy of customers, and ensure that employees are motivated and satisfied in the work they do.

Chapter 2

Organization Part

2.1 Introduction

Paragon Ceramics has built its name as a well renowned brand within a short period of time. Paragon Ceramics have become one of the top manufacturers in the ceramics industry and has become an evolution. PCIL believes in the idea of interacting with its customers and identify their needs and provide ultimate customer satisfaction. They try to deliver their products with the utmost excellence and conducts strategy planning to gain competitive advantage over its competitors. The main objectives of the company are to provide high quality ceramic goods to consumers domestically and internationally, provide innovative excellent design, quality, differentiate ceramic production and manufacturing services (Joshi, 2022). Company plans to maintain and conduct its business operation with proper ethics and plans to become a pioneer in the domestic and international ceramic industry (Hayes, 2022). The direct distribution policy is the method that is followed by Paragon to make their product available in the market. Paragon's own sales force are distributing their ceramic products and the distribution activities of Paragon are covered by dealers in Bangladesh (Justin, 2022). Ceramic products are collected from large scale dealers by small scale dealers. These small dealers sell ceramic products to the ultimate users. Paragon Ceramics tries to keep their employees motivated by maintaining a friendly working environment.

2.2 Overview of the Company

2.2.1. Company Profile:



Figure 1: Paragon Ceramics Factory

2.2.2 Mission and Vision:

The most successful brands understand the importance of providing customers (and employees) with a memorable and fulfilling experience on all levels. A powerful mission statement does more than just explain your company's goals to consumers; it also helps you connect with them.

2.2.3. Products of the Company:



Figure 2: Ceramic Mug



Figure 3: Dinner Set by Paragon Ceramics.



Figure 4: Mug Set by Paragon Ceramics

2.2.4. About the company:

The company I selected for my internship was Paragon Ceramics where I worked under the marketing agency which started at 2020. Paragon Ceramics also known as Paragon Ceramics Industries Limited (PCIL) specializes in manufacturing and exporting High-Definition Porcelain Tableware from Bangladesh and is equipped with the most advanced state of the art and latest equipment and machinery from SKK, TAKASAGO in Japan, TCK-Taiwan, Modena, COTO-China and has about 1600 highly skilled and motivated employees. PCIL was first registered in Bangladesh on 12th June 2008 with commercial production end in 2010. The factory is situated in Mirzapur, Gazipur and has all the industrial facilities available (Hayes, 2022). The company has a total investment of over USD \$16 million.

PCIL has maintained its reputation of being one of the most environment friendly tableware plants in the area (Justin, 2022). Paragon Ceramic is furnished with the top-of-the-line Testing and Quality Control Laboratory Facilities and owns captive gas-based Power generation capacity as well as water supply through Deep Tube well as well as medical and sanitary facilities (Needles, 2013). About 10 acres of land has been used to set up the factory and total area covered of more than 20000 sqm. Approximately 65000 pieces of top-notch porcelain tableware is produced at PCL each day which is approximately 22 million pcs production each year including body formulation, forming, decal printing, and glazing, packaging, and decorating.

When the requirement is significant by customers, Paragon Ceramics has the ability of producing Mix n Match that consists of any colored body and/or colored glazed (Patel, 2021). Paragon Ceramic is producing per month about assorted 160,000 pieces with an extra capability to supply 4 color printed cartons.

2.3 Management Practices

The management practices followed by Paragon Ceramics are crucial in determining the success of the company and to become a top name in the country with a good reputation. The leadership style followed by Paragon Ceramics is transformation leadership style. This style motivates, encourages, and inspires employees to develop innovative products and take steps towards changing the success of the company. Paragon Ceramics does its best to encourage their employees to feel attached and attracted to the vision of the organization and provides employees the independence and ownership in the general objectives and goals of the company (Justin, 2022). Paragon Ceramics provides an ethical working atmosphere with clear standards, identifies their priorities and values.

2.3.1 Human Resource Planning Process of the Organization:

Human resource planning is an integral part of an organization as it enables a company to build a strategy which would help the company to recruit and retain skilled employees to meet the company's requirements. The first step that Paragon Ceramics follows is

- i) Identifying the company's current human resources supply

The first step is to examine the labor supply and identify the company's strengths based on the employees' knowledge and skills, benefits, performance levels and positions.

- ii) Paragon Ceramics then forecasts labor demand

Paragon Ceramics tries to forecast the future needs of the company and the HR department takes into consideration issues such as promotions, transfers, retirements, and layoffs

iii) Estimating the employment demand

Paragon Ceramics conducts a gap analysis which mentions the specific needs to bridge the gap between the supply of the employees and the future demand.

iv) Establishing and implementing the plan

Paragon Ceramics takes steps to implement the plan by estimating a budget, putting efforts to implement the plan and takes a collaborative approach with other employees as team to put the plan into execution.

2.3.2 Recruitment and Selection Process:

Recruitment is the process of looking for possible employees to fill open positions inside a business, while selection is the process of selecting the best candidate from the pool of applicants. Successful candidates can make the company prosper and carry out the business operations.

1. Need evaluation

To determine which area, it is necessary to hire employees for in order to meet its targets and objectives; the company conducts a need assessment. Market expansion, increased production capacity, the launch of new products, and the introduction of new systems must be taken into consideration when conducting their assessment.

2. Examining the available hiring possibilities

Internal

An important source of hiring for entry-level positions is current employees. Promotion, transfer, job rotation, and friends and family of current employees are examples of internal sources.

External

When a position cannot be filled internally, the HRD must search outside of the company for qualified candidates. Included among the external sources were advertisements, job firms, and college recruiting (Hayes, 2022). The company provides advertisement for their external hiring. They mostly post notices of open positions on employment sites and in newspapers which are published in both Bangla and English.

3. Applications' Screening and Short listing

Sorting and screening are done based on the responses to the adverts. Both the cover letters and the resumes are evaluated. The criteria used to evaluate applicants' applications which include experience, education, computer literacy, etc.

4. A written exam

It is the least significant and most useful instrument for evaluating applicants. The written exam consists of behavioral competence, communication skills, and an IQ test.

5. Interview

The selection interview is a formal, in-depth discussion used to examine how well-suited a candidate is.

2.3.3 Compensation system:

Payment based on corporate policies. The guidelines are as follows:

Total: Basic + Housing + Medical + Transportation + Food + Technical Allowance.

Paying employees based on the Bangladesh Law. The guidelines are as follows:

Basic plus housing rent plus health and welfare benefits plus technical pay plus shift pay equals total

2.3.4 Training and development initiatives

The company uses the latest technology to develop the skills of the employees to facilitate informal learning in the work environment. The company identifies the needs and provides high quality solution within a short period of time. They have taken initiatives to ensure that their employees are correctly equipped and are skilled to attend the customers. The company is also dedicating physical space to encourage teamwork, knowledge, and creativity.

2.3.5 Performance appraisal system

The company provides managerial reviews which include individual employee ratings, provides peer reviews which determines a worker's ability to work well with other employees. They also provide customer reviews which help employees to improve their performance.

2.4 Marketing Practices

a) Marketing Strategy

The marketing strategy of the company involves identifying the customer's needs by using proper research and analysis. The company then analyzes the market by using the market information for future market growth and trends. The company then analyzes its competitors to upgrade their product quality, design etc(Rasel, 2018). The distribution channels are not direct, and customers mostly collect the products from the dealers and not directly from the company. The company then analyzes the financial performance of the company and then reviews and revises the strategies for better marketing and promoting their products.

b) Target Customers, targeting and positioning strategy

The target audience of this is the people who like to try out new food items with a lot of variety without having to worry much about the bill. Office crowds are another target market as they often look for lunch/ dinner options. Families with children are also another target audience and lastly students are another major contributor to the profits of the buffet restaurants.

Positioning is the process of creating a unique image of the product or service in the customer's mind(Rasel, 2018). This image should set it apart from competitors' offerings and clearly state to the target market that it will meet their needs more effectively than rival products(Jahan, 2010). Paragon Ceramics is advertised as a product that provides users with unwavering quality protection. The customer's awareness of the fair price, superior quality, ease of use, appealing design, and additional features, among other things, is important.

c) Marketing Channels

To get the ceramic product on the market, Paragon Ceramics uses a direct distribution strategy. Through its own sales team, Paragon Ceramics distributes ceramic goods. Dealers handle all aspects of Paragon Ceramic's distribution throughout Bangladesh. Large-scale sellers sell ceramics to small dealers, who then purchase it(Jahan, 2010). These small retailers sell ceramic goods to end users.

d) Product/New product development

Qualified professionals are doing in-depth material and doing design research & development to produce high-quality and attractive products. At first the idea is generated and screened. After the idea has been generated and screened, the concept development takes place next, and a market test is conducted. The marketing strategy is then developed and finally a new product is developed.

2.5 Financial Performance and Accounting Practices

2.5.1 Financial Performance:

The financial performance of the company has improved by a lot in 2021 when compared to previous years 2020 and 2019. The liquidity situation has improved vastly but it has not fully normalized due to the Covid 19 situation. The company believes that the financing of operating activities and repayment of amount can be achieved and hence the short term and medium solvency of the company is fully secured. Hence the company is assessing the efficiency in terms of financial performance (Jahan, 2010). EBITA of the company has increased and hence the profitability has been forecasted to be between 12% to 15%.

2.5.2 Accounting Practices:

New accounting principles have been applied to Paragon Ceramics which are compatible with the business operations of the company. In essence, PCIL uses the standard inventory costing method(White, 2022). This is due to the average cost of goods, which is determined using both the starting inventory and purchases made over the accounting cycle, being computed using this approach. On the basis of this typical cost of purchases, the ending inventory is appraised. This

approach is more intricate and requires more data to calculate. However, by just informing the program what value method you'll be utilizing, the majority of inventory management systems will perform the accounting valuations.

In addition, the company continues to use the normal costing methodology. In general, choosing to use the standard costing approach for the new organization is a crucial choice. In accordance with their fiscal year policy, which runs from July to June, PCIL also follows this schedule.

2.6 Operations Management and Information System

Operations management helps an organization to achieve their highest level of efficiency possible within an organization while Information systems are made up of people, tools, and processes that collect, assess, and deliver timely and accurate product information to marketing decision-makers. Regarding the internal network system, information system is crucial. The information system of Paragon Ceramics will provide information on how information system is used in day-to-day company operations.

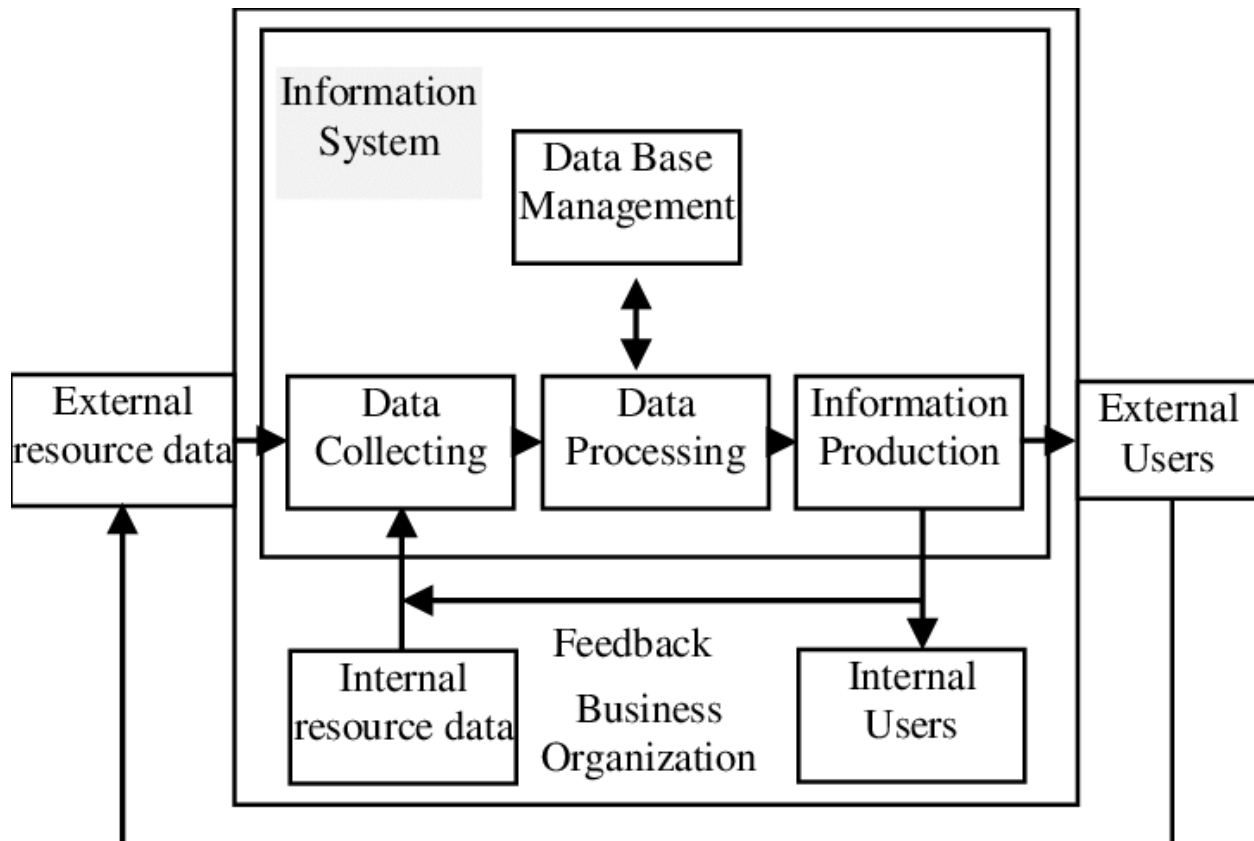


Figure 5: Information System

2.7 Industry and Competitive Analysis

2.7.1. Porter's Five Forces Analysis

Competitive Rivalry within the industry

Plants, capacity development, market expansion and product development sectors were lagging first in the initial stages when compared to abroad but now there has been immense growth in this sector. There are many prospects in this sector for market expansion as there was less competition in the beginning which attracted new competition. Now, there are equally balanced competitors in this sector with high industry growth as well as high exit barriers. Foreign ceramic industry gives domestic sector stiff competition while strategic stakes are moderate.

Bargaining Power of Buyers:

Ceramics industry in Bangladesh has created a name for themselves in the international markets but the tendency to switch to substitute is high. The bargaining power of international buyers is quite high and strong when it comes to negotiating for price concession and that too with more favorable terms as they can switch to low-priced suppliers hence individual buyer in domestic market does not have much power to exercise bargaining power. Moreover, as production costs are consistently increasing bargaining power of buyer do not get affected much.

Bargaining Power of Suppliers:

Raw materials are imported for producing ceramic waves in Bangladesh and this account for approximately 35-40% of the total production cost of the ceramic products. These raw materials are usually imported from China, India, Germany, Rumania, Italy, and Indonesia. As there is a shortage of raw materials, machineries and equipment in the ceramic industry, suppliers get a power to charge more price but the number of suppliers in the ceramic industry are high which is why the supplier power gets weakened.

Threat of New Entrants:

Ceramic industry has had tremendous growth in Bangladesh in the past decade as the demand for it is increasing as people's income have also increased increasing their affordability. Moreover, the price of gold has risen so instead of giving gold jewelry as presents, people are resorting to giving ceramics as presents instead. Existing companies offer a wide range of variety, and their requirement of capital is strong (Jahan, 2010). Distribution channels are strictly monitored and structured with low switching cost for low ceramics goods. Government also has a favorable

policy with zero expected retaliation. As the government is supportive, barriers to entry is low hence there isn't much pressure in competition on the manufacturers.

Threat of Substitutes:

The ceramic industry in Bangladesh faces fierce competition with cheaper priced sanitary ware, tableware and tiles which mostly come from China and also there is strong competition of substitute products from firms in other industries. Melamine wares, steel kitchen wares, plastic wares, glass wares are some of the low priced, efficient, and attractive substitutes of ceramic tableware. Mosaic is another popular substitute as it is still used in many households, but ceramic tiles are more popular (Joshi, 2022). Availability of low-cost substitutes is almost zero and about only 2% people use marble stone, wooden sheets, epoxy flooring and glass flooring hence the competitive pressure is moderate.

2.7.2 SWOT analysis

Swot analysis helps to scan the internal and external environment of how a company can prosper by identifying its strengths (S), weaknesses (W) which are the internal to the environmental factors while external factors include opportunities (O) and threats (T).

Strengths:

PCIL has a competitive advantage in terms of resources and capabilities as PCIL is a strong brand image and has a commendable reputation among its customers, has exclusive access to renowned natural resources and has favorable access to distribution networks.

Weaknesses:

PCIL has weaknesses along with its strengths which include not getting access to the best natural resources, expensive cost structure, and high cost of importing raw materials as well as limited of access to key distribution channels

Opportunities:

PCIL has a lot of scope in terms of opportunities as they can invent products with advanced technology by identifying unfulfilled consumer needs, removing international trade barriers, loosening regulations, and developing market like marketing on the Internet, Joint Ventures, and Mergers can open up vast opportunities for the company.

Threats:

Threats of PCIL include changing consumer's tastes, availability of substitute products at a cheaper price, new regulations imposed on trade barriers, price wars with other competitors, competitors producing high quality innovative products and taxation imposed on the company's products can prove to be great threats to the company if not handled properly.

2.8. Summary and Conclusion

Paragon Ceramics Industries Limited is a well renowned brand all over Bangladesh and has built their name as fashionable and elegant in household items. Paragon Ceramics have introduced a trend in ceramic production in Bangladesh by producing high quality tableware. After analyzing the financial and as well as accounting performance of the company, it can be said that the company is performing well and has a lot of opportunities for growth and prosperity. A Porter's Five Forces Model and a SWOT analysis has been conducted to see the threats and analyzing the

external environment of the company which overall provides a good picture for the company. The overall ceramics sector in general is contributing a lot to the economic progress of the country as this sector has contributed to the growth through increasing export earnings, foreign currency savings and have created employment which is very commendable and has been possible through the help of the government who have supported this sector with due diligence. If the government continues to provide this sector with their immense support, then this sector can overcome its challenges and Paragon Ceramics can produce better quality products at a cheaper price with more research and development.

2.9 Recommendations/Implications

Although Paragon Ceramics are prospering at an immense rate, here are some of the recommendations that they could improve on for more success.

1. The company can provide more effective programs for improving the skills of the employees as well as improve customer satisfaction
2. More trained and skilled employees should be hired
3. More focus should be emphasized on exporting high-definition products
4. Inspection should be conducted with the proper skilled manager who are able to evaluate properly to control situations
5. More proactive efforts should be made in order to maintain an appropriate manufacturing capacity and to meet the requirement for certain products.
6. Level of inspection should be high as possible when it comes to choosing inventory

7. Sensitive departments have to be kept under efficient and consistent surveillance
8. In order to achieve the intended accounting strategy, higher authority officers, staff, technicians, and labor have to establish good relationship.
9. PCIL should maintain honesty and integrity to meet domestic and international demand

Chapter 3

Project plan

3.1 Introduction

Social media is now an integral part in our lives, and it plays a very significant role in shaping the restaurant industry globally today. Restaurants use social media to attract customers in fun, useful and invent creative ways to boost their businesses. Instagram, TikTok, Twitter and more social networking sites are most popular when it comes to advertising for restaurants as they post high quality pictures of their menu. In Bangladesh, social media is the most popular way in which customers discover new restaurants and get to know where there are offers going on. With the opening of new restaurants, restaurants majorly rely on social media to promote their menu and even offer discounts on buffets to attract and retain customers. Some restaurants even use influencers such as Khudalagse and RafsanTheChotoBhai to promote their food and encourage them to post reviews. Positive reviews bring new customers and retain old customers while negative reviews create a bad image for the restaurant and its reputation. Hence there is a growing dependence on social media for restaurants. People don't just want good food and service, they want a good place, atmosphere, serving, tangibles, and the interior design of the overall restaurant hence social media plays a good part in ensuring that a restaurant provides all this and not just quality food and service. Although poverty is a major issue in Bangladesh but increasing number of people like to eat out at different restaurants and are happy and satisfied if they feel that the buffet was a good value for the money they spent on the food. Therefore, restaurants are dependent on social media for the success of the restaurant.

3.1.1 Background/ Literature Review

Fast foods are now widely popular in Bangladesh and easily accessible even people don't even have to go to restaurants as services such as Foodpanda and Pathao have made it easy for people to enjoy food at home. Social media marketing helps to create a brand image as it helps to gain recognition and raise revenue as social media use more visibility which helps to attract more customers and get more opportunities(Joshi, 2020).

The internet is low cost-effective way of reaching more customers and promoting their food items as discounts are always attractive to customers. Buffet restaurants have the ability to review their customer feedback and monitor what is being said about the restaurant online. (Dr. Suvarna Sathe, Mr. Mahesh Randhave, 2018). Doing this, will also help identify what kind of foods customers prefer so that restaurants can include those food items in their menu as well.

Positive reviews can also help build a good reputation for customers as new customers will rely on the feedback provided by older customers when trying out a new restaurant (Le, 2019). Buffet restaurants should monitor the feedbacks and take these into consideration to improve the performance and quality of food in the restaurants.

Moreover, social media sites such as Facebook, Instagram, Twitter, and others can help to establish a good relationship with existing customers and build new ones with new customers. In addition, by being active on social media and interacting with the customers, restaurants can build a good online image for the customers which can bring in more customers (Needles, 2013).

Restaurants have the main objective of reaching new customers, then reaching their current customers but those who are not loyal yet. They put less focus on loyal customers because

restaurants feel that as the customers are already loyal to the restaurants these customers are less dependent on socialmedia(Needles, 2013).

About 75% of independent restaurants use social networking sites to market and promote their restaurants while approximately 59% of chain restaurants do so. It has been found that chain restaurants are better at marketing on the social media than individual restaurants as individual restaurant seem to lack the proper skill and knowledge when it comes to marketing on social media(Deshwal et al, 2017).

3.1.2 Objectives

The objectives of this report are:

- To identify the activities on social media of different buffet restaurants.
- To understand the impact of those activities on sales.
- To examine the challenges on social media marketing of buffet restaurants.
- To propose solutions in increasing brand awareness through social media for buffet restaurants.

3.1.3. Significance

Social media use is very important for restaurants as social media can improve the effectiveness where different social media platforms are used to promote and advertise their businesses especially in today's time where restaurants industry is contributing to the GDP of the country.

Moreover, the use of social media is enhancing the way in which restaurants are interacting with their customers therefore building a brand reputation for the company.

3.2. Methodology

This report was compiled using research methods that fall within the descriptive category. This is a quantitative report. We have taken a survey on the social media and also used primary and secondary data from various sources. The secondary data that was used in this study came from a variety of internet sources including websites, journal articles, and newspapers. Interviews with managers from a variety of buffet restaurants in Dhaka served as the primary source material for this study article. Additional information has been compiled from the pages listed below: Gulshan Shooting Club, Aylanto, Culinary, Fortune Square Convention Hall, and Paragon Convention Hall are some of the venues that are available. Tame The Dragon, Absolute Thai, Grillers, Ajwah Events, and Paragon Ceramics Industries Limited are some of the companies that we are currently working with.

3.3. Findings and Analysis

As this is a quantitative report here, we have taken online survey and also collected data from the restaurants and online engagement on buffet interests

The survey was sent out to a total of 250 different dining establishments, each of which was requested to take part in the study. There were a total of 250 restaurants, and out of those 250 restaurants, 34 of the phone lines were disconnected, 2 of the mailed surveys were rejected as being undeliverable, and 4 of the managers said that only corporate could answer the survey. As a direct result of this, the total number of respondents who could be reached was 210. We called

the people in charge of running restaurants and asked them over the phone if they would be willing to take part in the research if it was presented to them. They were asked which method of responding to the survey they would prefer: (1) orally over the phone, (2) by filling out a printed copy that was mailed to them, or (3) by filling out a Web form survey on the internet. After determining whether or not they were willing to take part, we asked them whatever method of responding to the survey best suited their needs and preferences. Out of a total of 210 managers that were contacted, 55 managers responded to the questionnaire. Total managers contacted: 210 As a direct consequence of this, just 26 percent of participants replied to the survey. The last component of the questionnaire was labeled "Demographics," and its purpose was to collect information about the respondent's gender and age, as well as his or her job title and the city and state in which the restaurant in question was located. Male respondents made up 51% of the total, while female respondents made up 24% of the total. Fourteen of the respondents, or twenty-five percent, opted out of providing an answer to this survey item about gender. It was feasible to collect replies from persons ranging in age from very young to very old. 18% of respondents said that they were between the ages of 31 and 35, 16% indicated that they were between the ages of 36 and 40, and 11% indicated that they were older than 45. There were nine percent of responses in each of the following age groups: less than 25, 26–30, and 41–45 years old. Twenty-seven percent of the respondents, or fifteen people, did not provide their age. There was a diverse variety of job titles held by the respondents, including the following: 48% held the position of unit manager, 9% held the post of assistant manager, and 7% oversaw shifts. 19 respondents, which accounts for 35% of the total, did not state their position. Out of the 55 individuals who participated in the study, 32 (or 58%) stated that the eatery they frequent did not make use of social media platforms such as Facebook, Twitter, or Fishbowl, while 23 (or 42%) stated that they did. In order to determine which social media platforms the organization's personnel utilized, respondents were given the opportunity to select "other" in addition to any others that applied to them and were instructed to select all that applied. According to the findings, among the dining establishments that made use of social networking sites, 16 (or 70%) utilized Facebook, 9 (or 39%) utilized Twitter, and 7 (or 30%) utilized other Social networking sites similar to Facebook. According to the research, the top three reasons these restaurants used social media were to market their products, identify new people (also known as recruitment), and engage with present and potential customers. Customers were questioned about the types of

dishes they believed the restaurant should highlight on its various social media platforms. The investigation revealed that promotions were run for 52% of products on featured menus, 52% of items on newly launched menus, and 52% of featured events.

It was found that limited-time specials (52%), new menu items (52%), and limited-time events (52%) were the sorts of promotions that were advertised the most frequently on social media. According to a significant number of respondents, one method that has proven fruitful for businesses is communicating with customers on an ongoing basis through electronic newsletters and email. According to the respondents, 35% of their restaurants used social media as a recruiting technique, while 26% also used Craigslist and 9% utilized other online job boards.

The respondents said that their restaurants have also utilized Mind Share (9%), Open Table (13%), and various other feedback forms (4%). The usage of social networking sites by certain restaurants to collect customer feedback accounted for 26% of the total. Open Table was highlighted as a technology that is used to drive repeat business. Social networking sites were mentioned by 9 percent of respondents as a technology that is used to drive repeat business.

n = 23 (respondents may check all that apply)

Question: Which social networking site(s) do you use . . . ?	Facebook	Twitter	FishBowl	Corporate website
to advertise	13 (57%)	8 (35%)	7 (30%)	12 (52%)
to find employees	0 (0%)	0 (0%)	0 (0%)	6 (26%)
to obtain customer feedback	6 (26%)	3 (13%)	1 (4%)	10 (43%)
to provide coupons	5 (22%)	3 (13%)	4 (17%)	7 (30%)
to encourage customers to dine on birthdays or anniversaries	6 (26%)	3 (13%)	3 (13%)	1 (4%)
to encourage repeat customers	9 (39%)	5 (22%)	5 (22%)	6 (26%)
for public relations	11 (48%)	7 (30%)	3 (13%)	8 (35%)
to build customer relations	14 (61%)	8 (35%)	4 (17%)	7 (30%)
to get new customers	11 (48%)	9 (39%)	4 (17%)	9 (39%)
for internal communication	3 (13%)	0 (0%)	1 (4%)	9 (39%)

Table 1: How do Restaurants use social media

The participants were each given a survey, and one of the items that was asked was whether or not they thought that marketing through social media contributed to increasing the size of the existing client base. Thirty-two respondents (or 58% of those surveyed) answered that they believed it would expand the size of their client base, whilst seven respondents (13% of those polled) stated that they did not hold this idea. Thirteen of the respondents, which is 24 percent of the total, said that they feel a manager's age has any impact on whether or not they utilise social networking, whereas 28 of the respondents, which is 51 percent of the total, disagreed with this statement. The managers' points of view on a variety of areas of online social networking are broken down in further detail in Table 2, which may be seen below.

TABLE 2 Managers' Perceptions on the use of Social Networking

Statement: I believe using social networking sites . . .	<i>n</i> = 55					
	Strongly agree	Agree	Disagree	Strongly agree	Unsure	No response
increased the number of customers	4 (7%)	17 (31%)	4 (7%)	2 (4%)	13 (24%)	15 (27%)
increased revenue	4 (7%)	18 (33%)	4 (7%)	1 (2%)	12 (22%)	16 (29%)
reduced money spent on advertising	1 (2%)	19 (35%)	14 (25%)	2 (4%)	4 (7%)	15 (27%)
made advertising easier	4 (7%)	18 (33%)	6 (11%)	1 (2%)	11 (20%)	15 (27%)
made it easier to find employees	0 (0%)	11 (20%)	12 (22%)	1 (2%)	15 (27%)	16 (29%)
improved menu items	0 (0%)	11 (20%)	19 (35%)	2 (4%)	6 (11%)	17 (31%)
improved customer service	0 (0%)	19 (35%)	11 (20%)	3 (5%)	6 (11%)	16 (29%)

Table 2: Manager's perception of social media use.

As a result of an open-ended inquiry, participants also shared their opinions on the following.

Internet-based social interaction,

- May be beneficial in reaching customers under 35 years old.
- Has given us a way to reach people where they socialize.
- Makes us more personable and available to the guests.
- Has potential in attracting a younger crowd to our restaurant.

- Made a huge difference in all aspect of our business.
- Helped increase exposure to potential guests and employees without increasing budget.
- Increased employee socialization outside of work.
- Broadened ability to reach customers.
- Has a definite potential—a lot is not tapped, but it may be gone in three years.
- Created buzz about out restaurant.
- Opened new avenues to reach potential customers.
- Changed the way we interact and made it easier.
- increased business; and
- Still leaves me unsure about the results of its use.

3.4. Summary and Conclusion

From the findings and analysis, it has been found that restaurants are highly dependent on using social media platforms for promoting and advertising their businesses to create a good brand reputation and to attract more customers (White, 2022). Before deploying new technology, restaurants should assess the current state of the industry's offerings in terms of their potential impact on marketing, administration, and human resource management.

So overall, buffet restaurants have been increasing in recent years and are becoming well known due to the use of social media. Competition in this industry is high as there are many competitors who are doing their best to promote their restaurants online by offering discounts, gifts, etc. if the customers come to the restaurants (White, 2022). Buffet restaurants who provide quality food, interact with customers actively, maintain proper hygiene with reasonable price are most likely to profit and become well renowned restaurants.

3.5 Recommendation/ Implications

The restaurant industry in Bangladesh is growing vastly and is gaining a lot of popularity there still remains some limitations which are causing the restaurant industry to lag a bit behind and these are:

- The top priority of customers is the quality of food. Social media may portray that quality food is being served but in reality, restaurants fail at maintaining it hence the quality of food has to be ensured
- Customers usually come to buffet restaurants for a wide variety of food as represented in the social media hence restaurants have to cater to those needs and provide food items by identifying the customers choices
- Some restaurants charge very high prices although the cost of buffet items are very high but, in some cases, it seems very unreasonable hence pricing must be done keeping the customers as the main focus
- Restaurants have to ensure the proper hygiene as it is very important to the health of customers,so restaurants have the moral obligation of providing a healthy atmosphere with the proper hygiene and all other aspects maintained.

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