

AN OVERVIEW OF THE  
WESTIN DHAKA  
(FROM SALES &  
MARKETING PERSPECTIVE)

*INTERNSHIP REPORT ON*  
*AN OVERVIEW OF THE WESTIN DHAKA*  
*(FROM SALES & MARKETING PERSPECTIVE)*

**Submitted To:**

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**BRAC UNIVERSITY**

## Letter of Transmittal

5<sup>th</sup> July, 2012

Mr. Md. Intisar Alam  
Academic Supervisor  
BRAC Business School  
BRAC University

Subject: Submission of the internship report on “Overview of The Westin Dhaka  
(from sales & marketing perspective)”

Dear Sir,

It was a great opportunity for me to work at The Westin Dhaka as a Sales Executive to gather real world experience. I am highly delighted to submit the internship report on the Overview of The Westin Dhaka (From Sales & marketing Perspective) that assigned by my organization supervisors. I have chosen this topic because I thought it will help me to know about the Information that I needed. The report contains detailed information's of The Westin Dhaka focusing to the sales and marketing department. This project was quite interesting and I hope that it will help me in the future as well. I have tried my best to prepare an effective report and hope that my report will give you the idea of how The Westin executes its business.

I therefore hope that you will find this Internship report worth. It would become a pleasure for me to answer your query if any you have. Your valuable feedback will help me to improve further.

Thank You,

Sincerely Yours

Taaka Mokaddesa    08104117

## Acknowledgement

First of all I would like to express my gratitude to the Almighty Allah, whose invisible guidance helped me to complete this report.

This report has not only gave me some invaluable experience, at the same time it has made me indebted some extremely helpful and knowledgeable people. By working there as an intern I have collected so many information that are necessary for preparing my internship report.

At first I would like to thank my honorable internship supervisor Mr. Syed Yameenul Huq, head of sales, for assigning me such an interesting and practical oriented task. I am also very much grateful to Mr. Al-Amin, BDM of Sales Department and Mr. Mamunur Shumon, Sales Manager. Without their help I won't able to finish my internship report properly

I am also thankful to Mr. Azem Shah, General Manager of Westin Dhaka who helped to get all the ideas on the sales and marketing procedure of The Westin Dhaka. Not only that I would like to thank Mr. Mostafa Safa, Head of Marketing, Mr. Mehran, Graphics designer, Ms. Sabrina, Marketing Co-ordinator. These people of Marketing Department trained me a lot about marketing of Westin. Then I like to thank Mr. Arif, Head of Catering Sales, Mr. Asraful Alam, Catering Manager, Ms. Munira Aman Catering Co-ordinator. I am also very much grateful to Mr. Aftab Ansari , Finance controller, Rajib Vhai, Saju Vhai and Jaman Vhai of Finance & Credit department. Then I like to thank Mr. Shawon, Head of reservation, Mr. Abu Syed, SPG Manager, Imran Vhai, IT Manager, Mojibur Vhai. Associate of F&B and specially our famous Chef Mr. Tony and Mr. Jahid, Manager of F&B help me a lot. Then I like to thank the Front Office associates and specially Mejbah Vhai, Front office Executive who really insist me to join at Westin and help me a lot in every step.

Finally, I want to express my deep gratitude to my Academic Supervisor Mr. Md. Intisar Alam without whom this report would not be possible to accomplish. I am so honored to have his as my supervisor who taught me about professionalism and empathy which are key factor in corporate success.

I really enjoyed a lot every moments like internship period to preparing final report. I hope that it will help me in my future professional work. Moreover I like to thank everyone who was helped me for preparing this report.

## Executive Summary

The Westin Hotel is a story of a little hotel chain that grew from 17 properties in the Northwest to become a world leader. The parent company of Westin is Starwood hotels & Resorts. In 1930, hotel owners Severt W. Thurston and Frank Dupar, both of Yakima, Washington USA, formed a partnership in order to manage their hotels more efficiently. Today Westin have over 120 hotels in 25 countries, including some of the world's most prestigious properties. Westin maintained its commitment to quality, people, consistency and innovation.

The Westin Dhaka Hotel's Mission began under the strong supervision of Starwood Hotels and Resorts worldwide, which had its soft opening on 31<sup>st</sup> July 2007 with 100 rooms in operation. The owner of The Westin Dhaka is Unique Hotel & resorts Limited. The hotel is officially opened on the 12<sup>th</sup> September of same year. Today the hotel has established itself as one of the leading hotel in terms of revenue. In the field of the hospitality industry of Bangladesh the Westin is one of the world class properties which provide international standard service to its guests and customer.

Throughout the globe Westin properties are the symbol of luxury which got its unique standard and modern technologies. The hotel is located in the central business hub of the country which got the leading corporate head offices around, which get most of foreign visitors. The Westin Dhaka is steps away from renowned shopping malls, foreign mission, restaurant, art private clubs and multinationals.

The Westin Dhaka can provide innovative programs and instinctive services which transform every aspect of a guest's stay into a revitalizing experience. Indulge in a deliciously wholesome menu including exclusive SuperFoods dishes. Energize in the fitness studio with the industry-leading Westin WORKOUT. Revive in the Heavenly Bath where luxurious touches create a spa-like experience. And of course, experience truly restorative sleep in the world-renowned Heavenly Bed an oasis of lush sheets, down, and patented pillow-top mattress. Whether an epic city center location or refreshing resort destination, Westin ensures guests leave feeling better than when they arrived.

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## INTRODUCTION

### **1.1 The Westin Dhaka:**

In the field of the hospitality industry of Bangladesh the Westin is one of the world class properties which provide international standard service to its guests and customer. Westin are the destinations where guests are understood and feel that this is a place where “I can be at my best”. When guests arrive, they feel the Westin ambience and are welcomed by “hosts” who help them get the most out of their stay. Yet, with more than 180 Westin locations in 37 countries, here life is soothing, nurturing, inspiring. With every touch point designed to inspire a guest's well-being, Westin is unique in the upper-upscale category. A timeless and refined design aesthetic plus an unsurpassed guest experience foster exceptional loyalty among affluent guests.

Industry-acclaimed innovation is a signature of Westin, and a powerful asset for every developer partner. The first hotel brand to create, name and market a superior bed product, The Westin Heavenly<sup>®</sup> Bed turned sleeping into celebrity, and launched a retail collection proving Westin loyalty extends beyond our hotels.

### **1.2 Foundation and Growth:**

In 1930, hotel owners Severt W. Thurston and Frank Dupar, both of Yakima, Washington USA, formed a partnership in order to manage their hotels more efficiently. Together with Peter and Adolph Schmidt they formed Western Hotels, with seventeen properties, all but one in the state of Washington.

The Westin Dhaka Hotel’s Mission began under the strong supervision of Starwood Hotels and Resorts worldwide, which had its soft opening on 31<sup>st</sup> July 2007 with 100 rooms in operation. The hotel is officially opened on the 12<sup>th</sup> September of same year. Today the hotel has established itself as one of the leading hotel in terms of revenue. Throughout the globe Westin Properties are the symbol of luxury which got its unique service standard and modern technologies. The hotel is located in the central business hub of the country which got the leading corporate head offices around, which get most of foreign visitors. The Westin Dhaka is



steps away from renowned shopping malls, foreign mission, restaurant, art private clubs, and multinationals. It is also only eight kilometers from Zia International Airport.

Refreshing and contemporary, 241 spacious guest rooms and suites offer modern amenities. Restore the body and expand the mind with the pure relaxation of our signature Heavenly Bed®. The oversized four-fixture bathroom with Heavenly Shower® ensures you feel refreshed. Every guest room offers a generous workspace and High Speed Internet Access.

Five contemporary meeting venues offer over 2,000 square meters of functional space. This includes state-of-the-art meeting and banquet facilities featuring LED lighting for an extensive variety of lighting effects, customized projections, and a sound system in the Westin Grand Ballroom.

Replenish in The Westin Dhaka bar or six restaurants. Revitalize in temperature controlled poolside recreational area that offers spa facilities, steam room, sauna, and Jacuzzi. Our state-of-the-art fitness center offers endless possibilities for guest's wellness. The Westin Dhaka ensures that the guests will leave from hotel rested, energized, enriched, and renewed.

The Westin Dhaka is owned by Unique Hotel and Resorts Limited (UHRL) which is one of the pioneer business strengths of our country.

<b>Founded</b>	1930
<b>Founder(s)</b>	Severt W. Thurston Frank Dupar
<b>Parent</b>	Starwood Hotels & Resorts Worldwide

### 1.3 Timeline:

In 2005, Westin Hotels & Resorts® celebrated its 75th birthday, proving that intuitive service and luxurious comfort are never out of style. The Westin name graces more than 180 hotels in 37 countries and continues to drive new ideas and innovative services across the hospitality industry.

See how Westin has made history with a series of industry firsts throughout the years.

1930	As luck would have it, two hotel competitors found themselves having breakfast at the same diner in Yakima, Washington. They struck up a conversation, formed an alliance and Western Hotels was born.
1946	The first guest credit card is issued by Western Hotels.
1947	The "Hotel type" reservations system is introduced, allowing Western to instantaneously confirm guest reservations.
1954	With the addition of a property in Canada, Western Hotels evolves into Western International.
1969	Western Hotels is the first hotel to offer 24-hour room service
1978	The first in-house hotel training program for Executive Chefs is developed by Western Hotels.
1980	The company commemorates its 50th birthday by changing its name to Westin Hotels & Resorts.
1983	Westin is the first major hotel to implement a comprehensive credit card reservation and check-out system.
1991	Westin guests are offered personal voicemail service - a first in the hotel industry.
1994	"Westin Kids Club®," the first children's program serving infants, debuts, features a broad range of services and facilities for all children under the age of 13.  "Service Express®," the first program of its kind, is introduced, allowing guests to request all hotel services with just one call.

1999	Westin proudly introduces The Heavenly® Bed and changes the industry paradigm of a superior sleep experience.
2001	<p>The heavenly family of innovations grows with the Heavenly® Bath featuring dual showerheads and more elbow room. In addition, Westin's Heavenly Bath includes spa towels, custom bath amenities, and Heavenly Shower Curtains and Egyptian cotton-velour robes.</p> <p>The Heavenly® Crib is created to surround babies in comfort and encourage a full night's sleep.</p>
2003	WestinWORKOUT® fitness centers are introduced as the ideal solution for those dedicated to fitness, even when away from home.
2004	Fitness equipment is added to guest rooms in response to the growing demand for more personalized workout options.
2005	Westin Hotels & Resorts celebrates its 75th anniversary, providing guests with exceptional service and memorable experiences around the world.
2006	Westin adds sensory elements to its arrival experience including a signature scent, music, lighting and botanicals.
2007	<p>Westin elevates the hotel spa experience with the introduction of Heavenly Spa by Westin(SM) as well as in-room spa services.</p> <p>Westin debuts Unwind...A Westin Evening Ritual(SM), inviting guests to participate in relaxing evening rituals that highlight the culture of each destination.</p>
2008	<p>Westin adds SuperFoodsRx® items to its breakfast menu to help guests be their best on the road.</p> <p>Westin partners with United Airlines to bring Heavenly bedding to select flights and opens Renewal Lounges in select United Red Carpet Club® locations.</p>

## **1.4 STARWOOD:**

Starwood Hotels is one of the leading hotel and leisure companies in the world with more than 1,000 hotels reaching across nearly 100 countries through nine world-class brands, backed by the dedication of 145,000 employees. Starwood is a fully integrated owner, operator and franchisor of hotels, resorts and residences with the following internationally celebrated brands: St. Regis<sup>®</sup>, The Luxury Collection<sup>®</sup>, W Hotels<sup>®</sup>, Westin<sup>®</sup>, Le Méridien<sup>®</sup>, Sheraton<sup>®</sup>, Four Points by Sheraton<sup>®</sup>, and the recently launched Aloft<sup>SM</sup> and Element<sup>SM</sup>. Starwood Hotels also owns Starwood Vacation Ownership, Inc., one of the premier developers and operators of high quality interval ownership resorts.

## **1.5 Mission Statement:**

Westin Dhaka will exceed customer expectations and service, quality and value maintaining a safe and clean environment honoring the dignity of all associates contributing to the community and ensuring maximum return to the owners.

## **1.6 Core Values:**

Westin Dhaka's core values are: Personal, Instinctive and Renewal.

### **(i) Personal:**

Westin recognize that behind every reservation is an individual with a unique set of needs. We customize care and attention on all guests to create an intimate and individualized experience.

### **(ii) Instinctive:**

Westin proactively anticipates guests' needs instead of simply reacting to them. Our culture inspires associates to unleash their own personal judgment and engage with guests to intuitively and proactively recognize and responds to their diverse needs.

### **(iii) Renewal:**

Recognizing the rigors of the road, Westin is a retreat offering tranquility and rejuvenation. Whether alone or in an energized environment with others, the array of services and special touches help restore the body, refresh the mind elevate the spirit. The aim is for guests to check out not only rested, but also renewed and enriched.

## **1.7 Company Values**

At Starwood, they call their shared values “promises.” These promises guide everyday’s actions and ensure a common understanding of what can expect from one another.

Starwood’s values are:

- **Go the Extra Step** by taking actions that builds lasting connections and loyalty
- **Play as a Team** by working globally and across all teams in the company
- **Do the Right Thing** by using good judgment, respecting our communities, associates, owners, partners and the environment.

Starwood committed to creating a company that is a great place to work and provides wonderful guest experiences, great returns to shareholders.

## **1.8 Five Human Truths**

1. We need to be **understood.**
2. We want to **belong.**
3. We long to feel **special.**
4. We crave **more control over our life.**
5. We dream of **reaching our potential.**

## 1.9 SWOT Analysis:

SWOT analysis enables an organization to have a comprehensive insight about position in the industry compared to its competitors. It provides the organization a scope to strategically improve its position in the market. Here, I discuss the internal strength and weakness of The Westin Dhaka as well as the external opportunities and threats comparing with Ruposhi Bangla Hotel, Radisson Blu Water Garden Hotel and Pan Pacific Sonargaon Hotel.

### a) Ruposhi Bangla Hotel

#### Strength:

- ❖ Well known Brand Hotel
- ❖ Newly built meeting venue to accommodate any of the guest needs.
- ❖ Long experienced service system
- ❖ Located at cities most VIP area.
- ❖ Dedicated and experienced associates.
- ❖ Spacious meeting places including pre function areas.
- ❖ Choice of restaurants 3 and bars 1 and close to government secretaries.

#### Weakness:

- ❖ Very old interior of the lobby. Poor renovation of large function halls.
- ❖ Old property, which made its customers monotonous.
- ❖ One hour drive from airport.
- ❖ Outside damage.
- ❖ Air, Sound pollution.

**Opportunities:**

- ❖ For becoming an old property they can play with price.
- ❖ By renovating the property with modern technology Sheraton again can comeback.
- ❖ Prestigious brand to local people.

**Threats:**

- ❖ Traffic congestion
- ❖ Relocation of Business hub.
- ❖ SPG losing due to the Westin Dhaka.

**b) Radisson Blu Water Garden Hotel:**

**Strength:**

- ❖ Globally brand new hotel, beautiful location.
- ❖ Dedicated entry to the ballroom.
- ❖ Close to the airport and business zone.
- ❖ Free from traffic congestion.
- ❖ Extensive meeting facilities with two big ballrooms.
- ❖ Beautiful landscape.

**Weakness:**

- ❖ Away from city center, thus guest needs to travel long on the busy road to reach to the workplace.
- ❖ Transportation facility is not good or limited for all types of guests.
- ❖ Inadequate suites to accommodate high profile delegation.

**Opportunities:**

- ❖ Growing market.
- ❖ Guest demand for new property new location.
- ❖ Good safety security as owned by army.
- ❖ Guest preference to stay near to airport.

**Threats:**

- ❖ Small hotels, convention center nearby location.
- ❖ SPG loyalty program.
- ❖ Rate dilution with the opening of the Westin Dhaka to hold market share.
- ❖ Strong competitors from nearby The Westin Dhaka, Sarina Lake Shore.

**c) Pan Pacific Sonargaon:**

**Strength**

- ❖ Strong support by Japanese guests.
- ❖ Car parking for 450 cars.
- ❖ Renovated meeting rooms.
- ❖ Spacious lobby.
- ❖ New equipments.
- ❖ Dedicated entry.
- ❖ Good relationship with government.
- ❖ Newly built recreational facilities.

**Weakness:**

- ❖ Traffic congestion.
- ❖ 25 years old employee, average age of staff is 45.



- ❖ One hour drive from airport.

### **Opportunities:**

- ❖ Strong relationship with government official.
- ❖ World class renovation.
- ❖ Closer to Petrobangla, BGMEA and other business houses.

### **Threats:**

- ❖ Strong competition from other hotels, as Dhaka Sheraton, Westin and Radisson Water Garden Hotel.
- ❖ Spg Program.
- ❖ Guest demand for new Banquet venue.
- ❖ Rate dilution with the opening of the Westin Dhaka to hold market share.

## **d) SWOT of “The Westin Dhaka”**

### **Strength:**

- ❖ Westin is a new hotel with strong brand name.
- ❖ Unique meeting rooms.
- ❖ Located in the business area.
- ❖ Impressive atmosphere of the Ballroom with discreet high tech installations, such as LED lighting which changes colours and an integrated control panel.
- ❖ Variety of setup options with new equipments.
- ❖ Service culture of the Westin Brand.
- ❖ Reservation system.
- ❖ Less turbulence during political agitation.
- ❖ Near to airport.

- ❖ New business hub.
- ❖ Near to Embassies, Foreign missions and Multinational companies.

**Weakness:**

- ❖ Service experience.
- ❖ Limited car parking facility.
- ❖ Less space at lobby.
- ❖ Pillars inside the Ballroom.
- ❖ Entry of function hall.
- ❖ Less VIP rooms.
- ❖ Vertical building less space.

**Opportunities:**

- ❖ Competitors are slow to adopt new technologies.
- ❖ Starwood preferred Planner.
- ❖ There is opportunity to develop new style of catering service.
- ❖ Strong safety and security facilities.
- ❖ Reputation for world class service.
- ❖ As the location of Westin being near to many multinational companies it should be easier to make them as Westin's corporate client.

**Threats:**

- ❖ Three five star hotels nearby with different dimensional meeting facilities.
- ❖ Competition is increasing almost daily
- ❖ Many small hotels, convention center at nearby location.

**Outcome:**

After considering all the analysis, The Westin Dhaka holds a safe and secure position among the competitors because it possesses some very unique features with best qualities which minimize its risks and ensure the place at the “Top of the mind” position to secure heart share, mind share as well as the market share. Most importantly, the competitive environment is favorable for future growth of The Westin Dhaka.

## 2.0 Job Descriptions

I have been assigned as an intern at THE WESTIN DHAKA for 3 months to fulfill my academic requirement of Bachelors of Business Administration (BBA) degree. The duration of my Internship program was 3months which started on February 7, 2012 and finished on May15, 2012. Though my internship supposed to be finished at 7<sup>th</sup> May, but on that time political condition of the country was not so good. So many Hartals were taken place and I can't go the office properly. For that reason my supervisor extends my finishing date till 15<sup>th</sup> May. In my internship period I have worked on Sales & marketing department. Not only that I also worked for almost all department at THE WESTIN DHAKA. Now I am going to discuss different aspects of my experience and learning about THE WESTIN DHAKA.

### 2.1 Departments of The Westin Dhaka:

As The Westin Dhaka is the most expensive 5 star hotel in Bangladesh, they divide their activities into 10 different departments. Those departments are:

1. Sales & Marketing
2. HRM
3. Finance & Credit.
4. Reservation.
5. Catering & Sales.
6. Housekeeping.
7. Front Office.
8. Safety & Security.
9. Kitchen
10. Engineering.

The Westin has no branch in Bangladesh.

## **2.2 My Work Experience & Specific Responsibilities of My Job:**

In my internship period I was assigned to perform my Internship on sales department of The Westin Dhaka. But as per their rules and regulation I have to work almost all departments. Before going to give the description of my working experience I must say that the working environment of The Westin Dhaka is very pleasant and all the associates are very much friendly and helpful. On that period I was the only intern of the organization. When I first went there I was very much nervous as I had no idea that what to do. Not only that on that time I was the only female associate on that department which made me more nervous But all the people over there helped me a lot to cope up with the environment. Initially there was some communication gap but after a while it becomes alright. They gave me right instructions what to do. And slowly I adjusted with the corporate culture. . Another thing is that all the associate of the Westin have to wear specific uniform. As per rules I also have to wear suit. Though at first I was not used to wear that uniform, for that reason they allow me 2 weeks to wear any dress. Slowly I adjusted with the dress code and feel free and make a part of them. In every step they help me a lot.

Now I am going to describe the specific job responsibilities of my job and the chronology of my internship at The Westin Dhaka.

### **❖ Orientation:**

After joining at The Westin I have stated work under the supervision of Mr. Yeamin who is the head of sales department. In sales department there were two more person they are Mr. Al Amin who is the Business development Manager and another person is Mr. Mamunur Shumon who is the sales manager. Before starting my work they gave me an orientation schedule. On that schedule they listed the work which I have to learn from different person.

Westin have some rules for every associate who ever join there. Before starting his/her work they have to participate at orientation program, which given by the HR department. Though it is a business hotel so every month Westin hire new associates. HR department gave the orientation every month who ever join on that month or previous month. In my time I was the alone so I have wait for 2 weeks for my orientation.

This orientation program is most important for every associate, because there have so many rules to follow. Different rules for different department. As Westin is a hotel and most of the guests are foreigner so all the associate of the hotel have to be very careful all the time. Because, by the mistake of any associate, total hotel reputation can be damaged. For that reason orientation is so much important for new associate. This orientation program is pretty interesting. They show us the entire restaurant and every floor of the hotel. As the Westin has 23 floors, so it takes whole day to observe the entire hotel. On that orientation we also have to visit every department and meet every departmental head. They describe us shortly what their specific work is and how they have done the work. After finishing orientation they reach every new associate to their own department. Then he/she can start their routine work.

#### ❖ **Sales Department:**

As I mention earlier that my supervisor gave me a list which I have to complete within my internship period. Besides that the main aim was to help the sales department as I joined at sales department. The main task of sales department was to handle the client. As Westin is the business hotel our main product is rooms, restaurant and meeting room. I basically learn how to sell the room.

Before selling any room to the client I have to identify that, who is the client? Is he/she our new or client? If he /she is old or corporate client then I have to check the record, then I have to check the room whether that room is available or not. Basically this task is done by the reservation department. If the client is new then we have to do lots of work.

- At first if the client wants to be our corporate client then he/ she have to be mail us to mentioning that he wants to be our corporate client.
- Then we have to check and analyze that how many guest they can provide us and really they have the ability to be our corporate client, we can also check their previous record.
- If everything is alright then I have to make a corporate rate for them. Taken approval by General Manager and also Head of Sales of Westin. Then send the contract paper to the organization via E-mail or post. Then if the organization accepts the offer then they have to sign the contract paper and send it back to us. After finishing the entire task that

organization will be our corporate client. Finally that offer is applicable only for their organization which only they can use being stay in the hotel.

- For example: if Airtel wants to be our corporate client then they can mail to the sales department. They can mail any of them who ever in the sales department. Then we analyze their position according our rules. Then we make a corporate rate for them for specific room and take approval by the General Manager and also taken the approval from the Head of Sales. Then send that copy to the Airtel who mailed us. If they accept all the terms and condition they signed it and send it back to us. After that Airtel will be our corporate client and validity of that offer is one year. After one year they need to be renewing the contract.
- That was the main task which I have to do almost every day. Besides that most of the time I have to give solution over phone to the customer. Most of the requirement of the customer was about corporate rate and reservation for rooms. I always tried my best to give the solution to customer according to the organization rules.
- Another important task that I have done for sales department is database management. During those 12 weeks I have prepare almost 1000 database for them. There were different categories of database. That was the easiest task that I have done for them. By preparing database I have learned so many things about Microsoft Excel.

#### ❖ **Marketing Department:**

At Westin they consider marketing department separate from sales department. But for working purpose they worked together. At Marketing Department Head of Marketing is Mr. Mostasa Safa. Graphics designer is Mr. Mehran and Marketing Coordinator is Ms. Sabrina Mridha.

At marketing department actually I have not any work to do. But as per their rules they trained so many issues.

- First and most important task of marketing department is to make a bridge between organization and customer. This department also takes the responsibility of promotional activities. The main aim of this department is to expand Westin's names to

a greater extent. For that they arrange different food festival of different countries, promotional activities of new food items and so many things.

- During my time period of internship I also help them arranging those festivals. Most exiting festival was “Maxican Food Festival”.
- Besides that so many events organized by marketing department during my internship period. I take part in every event and try to help them as I can. Those events are
  - ✓ Valentine Day celebration
  - ✓ Earth hour
  - ✓ Pohela Baishakh
  - ✓ Earth day
  - ✓ International Sandwich promotion
- Another important task of marketing department is maintaining close relationship with media. For that reason Westin also take part in the program that is organized by media. Such as, the anniversary of TV channels, promotion of new TV channel etc.
- Westin warmly wish at the anniversary of any TV Channel by giving them a anniversary cake from “Treats”. I personally get two channels anniversary, one is Channel I and other is Bangla Vision. On that time I represent The Westin to participate their program.
- There was not specific work for me in marketing department. But I worked for them as their helping hand. I feel very proud and also enjoying the work at marketing department.

#### ❖ **Finance & Credit Department:**

It is a very large department, which includes IT, Credit department, and purchasing department. All these departments work very closely with each other and report directly to the Finance Controller.

At my internship period I took training from finance department but not actually work for them. The training session was one full day. The training was given by finance assistant Mr. Jamanuddin.



Credit department has 3 mode of payment. They are

- Cash
- Credit
- City ledger

❖ **Front Office:**

It is the most important department of the hotel. Guest check in & check out, the billing any queries about rooms, guest transport and so many other duties are perfectly handled by the front office associate. Front office divides their work into many wings. The wings are:

- Front desk
- Back office
- Concierge
- Business center
- Service express.
- Main door.
- Airport
- Bell desk/ transport.

- ✓ Front desk is main part of the front office. The associate of the front office welcomed the guest in the hotel. The guest's check in or check out activities is done by the front office.
- ✓ Back office basically controlled the front office or front desk. If any problem occur in time of guest check-in or check-out then back office try to solve the problem. They work as helping hand of front desk
- ✓ Concierge department basically look after the luggage of the guest.

- ✓ If any in house guest wants to arrange any personal business meeting they can use business center. Business center take all the responsibilities of arranging the meeting.
- ✓ This is the section which will receive all phone call that comes from outside to the hotel. Then service express forward the call to the specific person. They also receive the call from in house guest and then transfer the call to specific person. When I get training from this department I learned how to receive the call of the guest. Working at service express was great experience for me. They also gave me whole day training.
- ✓ Main door means basically the main entrance of the hotel.
- ✓ If any foreign guests want help from the hotel when they arrive at airport, hotel provides their associate to receive the guest from the air port.
- ✓ Bell desk is just at the entrance of the hotel. They receive the guest and instruct the guest after arriving the hotel. They also control the transport of the hotel. If any guest or any associate of the hotel need transport, bell desk take the responsibility of that.

❖ **Reservation:**

The responsibly of reservation department is maintain proper reservation for the guest. Reservation department is strongly related with sales department. Though this department work separately but they basically work for the sales department. For doing the reservation activity they use software named “Opera”. This software not for use guest reservation, it can also keep records of the guest who ever stayed at The Westin Dhaka.

At my internship period I have to take training from reservation department. The training was given by Reservation Manager Mr Shawon. He shows me how to reserve the rooms for the client. It was little complicated so many task have to do. As per Westin rules I have no access at the Opera software. So I cannot do the reservation for the guest.

Besides that, from every department I take training, but there was no work for me without observing them. For that reason I am not going to describe other departments.

### 2.3 List of my work & training

<b>Topic</b>	<b>Assigned Trainer</b>
Work process of sales department	Mr. Al Amin
Industry orientation & competitor information	Mr. Yameen
Basic Sales technique	Mr. Shumon
Opera orientation	Mr. Al Amin
Catering sales	Mr Arif
Delphi Orientation	Mr. Asraf
Reservation	Mr. Shawon
Front Office Operation	Duty manager
Marketing Orientation	Mr. Mostafa
Credit Issue	Mr. Istiak
Database Management	Mr. Al Amin
In person Sales call	Mr. Shumon

### 2.4: Different Aspects of Job Performance:

Job performance depends on many factors like job responsibility, working condition, knowledge and expertise on the work activities; job satisfaction etc. The specific responsibilities of my job were not so tough to do. The working environment at The Westin Dhaka was very friendly, which helped me to consider myself as a part of my jobs with greater satisfaction. Sometimes the job seems much boring. I could perform well due to the cordial assistance from all of the associates of The Westin Dhaka.

On my three months of internship period on The Westin Dhaka I have taught practically lots of things those I have learned on theoretical courses. Though there I got differences sometimes but there were also some similar things. Really this practical experience helped me a lot to learn more new things. In my future life all these will be a valuable experience for me.

## **2.5 Observations and Recommendations:**

After working three months in The Westin Dhaka I have found something really very impressive about the Hotel. On the other hand from my observation of last three months I would like to recommend them something that can give them another thought.

### **Some Impressive Aspects:**

- The associates of The Westin Dhaka of Sales department are usually very gentle in behavior.
- Some of the regular and priority customers as well as guests are given very good treatment so that they feel respected and attached with the organization.
- Associates of the hotel are very sincere on their work. They always get done their work clearly. I have seen associates come on weekends to complete those tasks if needed.
- Organizations like Airtel, Grameen Phone, Nokia, Standard Chartered Bank and so many organizations is regular client of The Westin Dhaka. From their perception this hotel is very convenient and friendly to them in terms of service
- Associates of The Westin Dhaka are very friendly among themselves. In the office they are like family.
- Newcomers are treated quite well unlike many other organizations.

### **❖ Some aspects that need rethinking of The Westin Dhaka.**

- Customers might have a lot of problems, also they might make mistakes. But no matter how wrong they are. As I have already mentioned The Westin Dhaka is very helpful and friendly with customers but sometimes I have seen there were certain

misunderstanding between customers and associates of the hotel. In most cases mistakes were from client's end. But quite a few times it has seen that fault was caused by associates also. So for avoiding this situation associates have to be cool and tactful.

- In Sales department huge number of client mail every day. Some clients want their corporate rate instantly which is not possible. On that time handling that client is very difficult.

## 3.0 Project

### Chapter One

#### 3.1 Introduction:

A hotel is an establishment that provides lodging paid on a short-term basis. The provision of basic accommodation, in times past, consisting only of a room with a bed, a cupboard, a small table and a washstand has largely been replaced by rooms with modern facilities, including en-suite bathrooms and air conditioning or climate control. Additional common features found in hotel rooms are a telephone, an alarm clock, a television, a safe, a mini-bar with snack foods and drinks, and facilities for making tea and coffee. Luxury features include bathrobes and slippers, a pillow menu, twin-sink vanities, and Jacuzzi bathtubs. Larger hotels may provide additional guest facilities such as a swimming pool, fitness center, business center, childcare, conference facilities and social function services.

The Westin Dhaka is not out of this. The Westin Dhaka Hotel's Mission began under the strong supervision of Starwood Hotels and Resorts worldwide. . In the field of the hospitality industry of Bangladesh the Westin is one of the world class properties which provide international standard service to its guests and customer. Throughout the globe Westin Properties are the symbol of luxury which got its unique service standard and modern technologies. The hotel is located in the central business hub of the country which got the leading corporate head offices around, which get most of foreign visitors. . Westin's state-of-the-art fitness center offers endless possibilities for guest's wellness. The Westin Dhaka ensures that the guests will leave from hotel rested, energized, enriched, and renewed

#### 3.2 Origin of the Report:

As a student of Bachelor of Business Administration (BBA) every student has to conduct a practical orientation in any organization for fulfilling the requirements of the 12 weeks Internship Program. The main purpose of the program is to introduce the students to the real corporate world. My place of internship was "The Westin Dhaka", leading five star hotel of Bangladesh. I have worked for 12 weeks at Sales department. I was placed as an intern on The

Westin Dhaka on 7<sup>th</sup> February 2012 and I have finished my internship program on 15<sup>th</sup> May 2012. For the completion of my BBA program of the School of Business on BRAC University I have prepared this report The Westin Dhaka from Sales & marketing perspective. I hope that my report contains all the necessary information needed to complete a successful internship report.

### **3.3 Objectives:**

The objective of this report is divided into two parts. This report has both primary and secondary objectives. These are specified below:

#### **❖ Primary objectives**

A general objective is to gain the practical knowledge on the range of activities, policies associated with hotel industry, categories of service provided at different level of customer of the hotel. This report will also give the opportunity to relate our theoretical understanding with actual scenario in the light of hotel industry & state my findings & recommendation. So this report will show an actual face of fiction & fact.

#### **❖ Secondary objectives**

- To give a brief overview of The Westin Dhaka.
- To have a close view as well as analyze the performance of the specific department of the hotel.
- To know about different categories of rooms as well as restaurants of the hotel.
- To find out and provide recommendations for the internal and external lacking that would help to The Westin Dhaka for more progress.
- To study the activities of leading five star hotel of Bangladesh.
- To know how the hotel build customers relationship.

### **3.4 Scope:**

The scope of this report is limited to the Westin Dhaka. The scope of the report is also limited by the information given by the associate of Westin as there has some confidential matter. As the report is mainly based on practical observation, the scope was limited to the related department of this report.

### **3.5 Limitations:**

- The Westin Dhaka maintains strict confidentiality about provide their financial information, profit loss figure, and any statistical information. Therefore, it was quite difficult to obtain all the necessary data that was required to complete the report. Thus in those cases there could be a certain level of inaccuracy.
- Major part of this report is based on the face to face interviews, which consists of view and opinion of those people. In some cases some of them were not able to provide concrete facts or figures. In these cases as well some assumption had to be made.
- Since Hotel personals were very busy they could provide me very little time.
- Due to time limitations many of the aspects could not be discussed in the present report.

The nature of information of the project part is somewhat critical to analyze. It was quite difficult to have the sufficient knowledge and understanding in that particular field, in a short period of internship program.



## Chapter Two

### 3.6 Literature Review:

In the sector of hotel industry Bangladesh is not at good in position. There only few five star hotel in Bangladesh. So they can easily leading the business. The Westin Dhaka is the one of the five star hotels in Bangladesh. It is basically a business hotel not leisure hotel. Most of the customer of Westin Dhaka are business people and they stay here for attain important meeting for their business purpose. So to satisfy the guest hotel rooms and restaurants are the main asset of the hotel. With the customers' perception as well as satisfaction, the mirror image of service quality in five star hotels can be obtained. Every moment Westin try improving their quality and bringing new ideas for them. Westin are destination where guests are understood and feel that this is a place where "I can be at my best". When guest arrive they feel the Westin ambience and are welcomed by hosts who help them get the most out of their stay.

From the beginning of the operation of The Westin Dhaka they are very much concern about customers satisfaction. From the past they are dealing with customer's satisfaction and time to time they are improving themselves and upgrading their service quality to satisfy their customers. They also try to bring new food items in the restaurants not only that they always try keeping the super service quality in room service. As sales and marketing department play a big role for hotel so that I have chosen the topic of Overview of The Westin Dhaka from Sales and Marketing perspective for my report.

### 3.7 Features & Amenities of “The Westin Dhaka”

The hotel has 235 luxurious guest rooms, including 23 suits and a presidential suite. The guest rooms are among the largest in the city, each room displaying a view of the downtown business district. All the rooms are appointed with the Westin’s signature amenities and services:

• 24-Hour Room Service	• Satellite Channels
• Make-up/Shaving Mirror	• WestinWORKOUT® Room
• The Heavenly Shower/Bath®	• Room with Sitting Area
• Direct Dialing	• Mini Bar
• Free Newspaper	• Disability Accessible Room
• LCD Flat Panel Television	• Cable Channels
• Dual-Line Speaker Telephone	• Refrigerator
• The Heavenly Crib (SM)	• Individual Climate Control
• High Speed Internet Access (Complimentary)	• Desk
• Signature Bath Amenities	• Rollaway Beds
• Hairdryer	• Iron/Ironing Board
• Coffee and Tea Maker	• Ergonomic Desk Chair
• Bathrobes & Slippers	• Westin Executive Club Level Room
• In-Room Safe	• Non-Smoking Room
• Connecting Rooms Available	• Westin's Guest Office® Room
• The Heavenly Bed®	• Maid Service
• Wake-up Service	

Westin's Room Types are follows:

Room Type	Rack Price (\$)
1. Deluxe	325++
2. Renewal floor room	345++
3. Executive club floor room	385++
4. Junior Suite	550++
5. Executive Suite	780++
6. Chairman Suite	1200++
7. Presidential Suite	1500++

*\*\*All above rates are subject to 10% service charge & 15% VAT per room night*

**The Room Rate Includes Complimentary:**

- One buffet breakfast per room per night.
- Use of Westin Workout, Swimming Pool, Sauna & Jacuzzi.
- Two bottles of local mineral water per day (500 ml)
- Daily English Newspaper

**In Room Amenities:**

- 26 inch LCD TV in each room.
- Iron with ironing board
- Electronic safe.
- Tea/Coffee Maker with a coffee plunger.

## Description of Different Rooms:

### 1. Deluxe Room:

Our distinctive 32-square meter deluxe rooms are some of the most spacious guest rooms in Dhaka.



Number of Rooms	: 166 rooms
King Bed	: 121 Rooms
Twin Bed	: 45 Rooms
Floor	: 6 <sup>th</sup> to 18 <sup>th</sup> level.
Location	: Even numbers are north facing and uneven numbers are south facing.

### 2. Renewal Room:

All the rooms of 19<sup>th</sup> floor are known as the Westin Renewal Rooms.

Number of Rooms	: 13 rooms
King Bed	: All Rooms
Twin Bed	: None
Location	: North east Corner, beside Executive Suite, wide round shape room.



Facilities for Westin Renewal Floor Rooms:

- ❖ Free consumption of refreshment center/ mini bar (one time full set per day)
- ❖ 50% discount on laundry (except dry cleaning)
- ❖ Complimentary one buffet breakfast per night at Taste
- ❖ Westin Workout
- ❖ In room Tea/ Coffee.

### **3. Executive Club Floor Room:**

The executive club floor is specially designed for the discerning business traveler where we offer distinguished services in an ambience of refined sophistication plus a host of amenities.

The Club Floor Lounge on the 21<sup>st</sup> floor offers unparalleled luxury with an inviting, intimate atmosphere where all your needs will be taken care of by our dedicated attendants. We have designed this private lounge with only one purpose in mind – to offer you a luxurious oasis of peace and relaxation.



Number of Rooms : 33rooms  
King Bed : 22 Rooms  
Twin Bed : 11 Rooms  
Floors : 19<sup>th</sup> to 21<sup>st</sup> level.  
Location : even numbers are north facing and uneven numbers are south facing rooms.

The following facilities are available for all guests of Executive Club Floor Rooms:

- ❖ Complimentary Continental Breakfast from 7:00 am.-10:00 am.
- ❖ Complimentary Tea/Coffee with assorted cookies throughout the day.
- ❖ Complimentary one hour use of meeting room (subject to availability).
- ❖ Complimentary Hors D'oeuvres and Cocktails from 5:30 pm.- 7:30 pm.
- ❖ A Variety of intl. & local newspaper & magazines.
- ❖ Complimentary local telephone calls and facsimile.
- ❖ Email & internet service.
- ❖ Complimentary printing facility (10 pages max).
- ❖ On request secretarial service.
- ❖ Complimentary travel related services.

### **Facilities in the Room**

- ❖ Wake up Tea/Coffee with daily English newspaper.
- ❖ Complimentary four (04) pieces laundry per day per room, except dry cleaning.
- ❖ Late Check Out till 4:00 pm
- ❖ Deluxe fruit basket
- ❖ Complimentary Tea/Coffee making facilities in the room

### **4. Junior Suite:**



Number of Rooms	: 08 Rooms
King Bed	: All Rooms
Twin Bed	: None
Floors	: 7 <sup>th</sup> , 9 <sup>th</sup> , 11 <sup>th</sup> , 15 <sup>th</sup> , 17 <sup>th</sup> , 19 <sup>th</sup> , 21st level.
Location	: South west corner of the building.

### 5. Executive Suite:

Every suite type has its own unique design. Executive Suites feature a powder room, master bedroom with an amazing bathroom, and a separate living area.



Number of Rooms	: 14 Rooms
King Bed	: All Rooms
Twin Bed	: None
Floors	: 6 <sup>th</sup> to 19 <sup>th</sup> level.
Location	: South east building



## 6. Chairman Suite:

Be uplifted at Chairman Suite with special features at The Westin Dhaka and carry a memorable experience with Revitalizing view of the city skyline.



Number of Rooms : 01 Suite, King Bed  
Floors : 20<sup>th</sup> level.  
Location : East corner of the building.

## 7. Presidential Suite:







Our 131.1-square meter Presidential Suite, on level 22, invites you in with contemporary artwork and décor. Relax in the living room's seating area, dining room, or conference area with 10-person seating capacity. A private library, kitchenette, and bedroom with the signature Heavenly Bed® are also featured as well as a private bathroom with Jacuzzi.



Number of Rooms : 01 Suite, King Bed  
Floors : 21<sup>st</sup> level.  
Location : East corner of the building.

## Restaurants and Lounges:

The Westin Dhaka offers nourishing dining for every taste and style from fresh, authentic Italian to Pan Asian and international cuisine. Guests can enjoy the unique culinary experiences at the numerous restaurants' from the freshest of ingredients, including preparations from live cooking stations. Our six restaurants and are as follows:

1. Daily Treats	
2. Seasonal Tastes	
3. The Living Room	
4. Splash	
5. Prego	
6. Prego Bar	

# daily treats



The gourmet shop serving freshly baked pastries to sinfully delicious homemade chocolate pralines and truffles. This is a 24 hours open delicatessen that offers a range of coffee, bakery items, signature chocolates, inspired mocktails and beverages. Throughout the year, seasonal food promotion also happening at “treats”

The outlet has a spacious seating arrangement for every segment of customers. There are separate corner for couple and youth can also enjoy their free time in very comfortable atmosphere. The cozy feeling gives a pleasant experience to our guest while they are at “treat”. This is a unique place where people can spend time with their family and hangouts with friends as well.

- ❖ Location : Ground Level.
- ❖ Cuisine : Serving a variety of pastries, coffees, ice cream.
- ❖ Operation Hours : 24 hours in 7 days.
- ❖ Atmosphere : Casual

# seasonal tastes



Seasonal Taste is the most contemporary restaurant in the city. All day dining restaurant offers a unique combination of modern Asian and international cuisine with live cooking station. The Pan Asia interactive dining complex serving a modern style buffet on induction and signature Ala-Carte. With a 200 seating capacity which has individual buffet section for hot, cold, dessert and a noodle counter. Live cooking station for tandoori, hot plate and griddle section.

The star of taste is the Molteni Podium 3, which is known as the only one in Asia Pacific. Not only that, it is one of the most expensive kitchen podiums in the world.



Location : Level-2  
Cuisine : Pan Asian  
Operation Hours : 6:00am to 11:30pm  
Atmosphere : Friendly and Informal

## THE LIVING ROOM:



The Living Room is a place where guests can unwind with a selection of creative light meals and refreshing tea/coffee and beverages with entertainment. Unwind is the evening rituals of The Westin Dhaka. In the evenings the outlet emphasizes on soothing Piano Music and also soft flute in music to have a relaxing evening and after dinner. This restaurant serves a variety of Pan Asian, Arabian, Buffet European and English bite like snacks plus the ever famous afternoon tea during the afternoon. Its plush interior creates a renewing atmosphere.

Location	: Lobby Level
Cuisine	: Pan Asian, Mediterranean, European and English.
Operation Hours	: Daily 8:00 AM - 1:00 AM
Atmosphere	: Relaxed



Splash is a casual lifestyle poolside restaurant. Closely associate with SPA where lunches and snacks are going to be included in the various SPA packages. Gathering place after work for a relaxing drink and enjoying the outdoor weather overlooking the pool.

Great outlet for a leisurely brunch, lunch, dinner and or just unwinding with Cocktails Mocktails or watch a weekend afternoon ball game at the bar. The Splash will also work closely with the Westin Workout and the Business Center where they are both situated at the same level. Healty meals will be prepared by the chefs where a variety of cuisine from Mediterranean to Asian will be available.

Location : Level 5  
Cuisine : Health Food  
Operation Hours : 7:00 AM - 12:00 AM  
Atmosphere : Sporty



Offering great selection of food suited to all tastes. Open kitchen concept displaying wood burning Pizza oven, Pasta counter and Rotisserie. Extensive Italian and new world wine list with a vast selection of wine by glass. Delight your taste buds at our Italian restaurant and experience authentic Italian flavors in a lively atmosphere.

“Prego” create a relaxed yet stylish ambience for everyone from family with kids, business groups to romantic couples. Offer a “food live” experience from show kitchen to guests with authentic, modernly presented Italian food in vibrant atmosphere. Prego is the highest dining complex in the country.

Location : Level-23  
 Cuisine : Italian  
 Operation Hours : Daily 12:00 PM - 3:00 PM; 6:30 PM - 11:00 pm  
 Atmosphere : Contemporary and Sophisticated





Located in a corner of Prego Restaurant, this is a sophisticated bar and lounge for the modern generation. Prego bar serves a variety of cocktails. The supreme collection of finest Wines and Champagnes are fabulous. Mood lighting and live music set the stage. Live it up in the lively bar or sit in the romantic open-air terrace by the garden.

Location : Prego Restaurant  
Cuisine : Light Fare  
Operation Hours : 12:00 PM - 12:00 AM

These are the prominent six outlets of Westin Dhaka which assure the ultimate comfort and luxury for the guests.

## Meetings & Weddings

At The Westin Dhaka, unique places inspire unique ideas. Stimulating venues, extensive facilities, and superior service create the ideal setting for your next business event or social function.



Five contemporary meeting venues totaling over 2,000 square meters of functional space can accommodate events and social occasions for up to 450 guests. Depending on the function, the Westin Grand Ballroom can be divided into three separate rooms. Embrace calm at the wonderful pre-function areas in front of the Westin Grand Ballroom.

Our facilities offer sophisticated and contemporary centerpieces, state-of-the-art sound and lighting system with LED lighting effect, which are unique among the hotels in Dhaka.

Number of Meeting Spaces: 6

- Westin Grand Ballroom
- PDR Gold
- PDR Silver
- Bronze Room
- Profino
- Pnoroma

Largest Meeting Space: 5,500 sq. ft. (510.97 sq.m)

## **FEATURES**

- Wireless High Speed Internet Access in All Meeting/Event Facilities (Charge)
- Public Address System
- Video Conferencing Services
- Audio Visual Equipment and Technicians
- Non-Smoking Meeting and Event Facilities
- Pre-Function Space
- Meeting and Event Facilities

Some of the services and facilities above may not be available on a 24-hour basis or without advance request. Fees on certain facilities/services may apply.

## **RECREATIONAL FACILITIES**

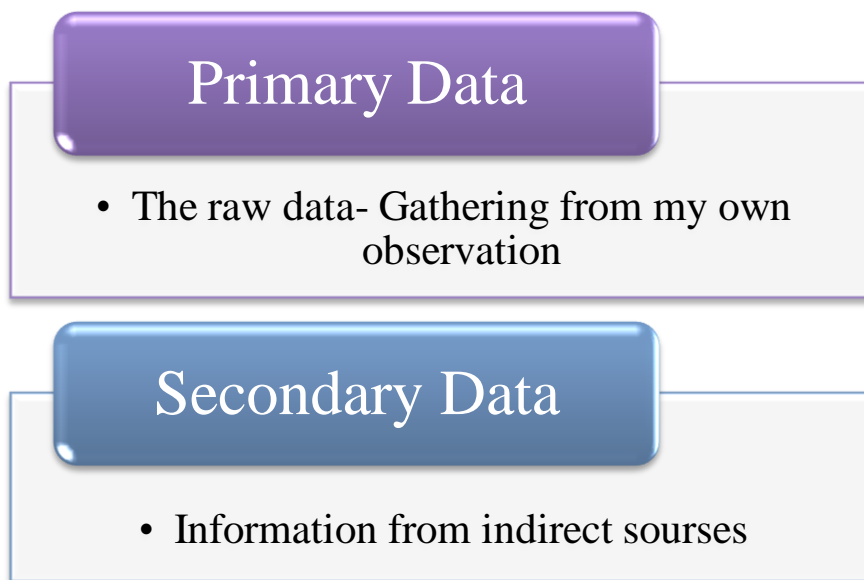
- Westin WORKOUT provides all the equipment you'll need for a satisfying workout, from dumbbells to fitness magazines, headphones, local area maps, complimentary bottled water and more.
- Westin Spa, to indulge in a range of Wellness and beauty treatments.
- Temperature controlled swimming pool.

## Chapter Three

### 3.8 Methodology

The methodology includes the methods, procedures, and techniques used to collect and analyze information. To prepare this report I have used two methods. And those methods were effective in preparing this report.

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



Information collected to furnish this report is both from primary and secondary sources. This report is mainly based on primary data. But I have also used secondary data from different sources.

#### ➤ **Collection of Primary Data:**

Many of the data and information were collected from my practical experience and queries from the associates while doing my internship at The Westin Dhaka. Besides that, most of the necessary information has been collected by face to face interview with the major clients of the hotel while I visit their organization in purpose of “Sales Blitz”. Not only that I have to maintain

regular diary for the daily record. As I mentioned earlier that I have give solution over phone to the customer so then I get chance to collect so many information. What type of problem can be arising and what would be the solution for them? Sometimes I can't give the solution properly then I have get help from my supervisor or associate of the department. Another thing is that, every day before left the office I have to report to my supervisor Mr Yeameen sir. On that time everyday he provides me so many solutions and also the information that I needed.

❖ **The primary sources are:**

- Practical observation.
- Face to face conversation with Head of sales, associate of sales department.
- Information provided by the other department associate at the training session.
- Conversation over phone with the existing and new customers of The Westin Dhaka.
- Relevant document's studies as provided by the officers concerned.
- Personal diary (That contains every day experience in office while undergoing practical orientation).

At end I can say that for collecting primary information, regular diary and the training session of my internship period help me a lot.

➤ **Collection of Secondary Data:**

Many of the data in this report also has collected from some secondary sources. The main secondary sources are the website. Besides that Westin provide me so many reports, brochure and associate book where I get the formal information about the hotel.

❖ **The secondary sources are:**

- Sales Report.
- Website.
- Relevant books, Research papers, newspapers and journals.

## Chapter Four

### 3.9 Finding & Analysis with Recommendation

#### **Sales Department:**

Sales department basically handle hotel room business. For that reason they have to maintain a good relationship with their corporate client as well as new client. For being a corporate client of Westin corporate rate is most important part. Most of the times I have to busy with preparing corporate rates for the clients.

#### **Corporate Rate:**

- Step1: receiving mail from the new client.
- Step2: analyzing the position of the organization in the market. Then, take the decision that will they be our corporate client or not.
- Step3: preparing a suitable corporate for the specific organization.
- Step4: take approval from the General Manager and any associate of the Sales department of The Westin Dhaka.
- Step5: send the corporate rate to client via mail or post.
- Step6: if everything all right then again receive approval mail from the client.
- Step7: finally the new client would be our corporate client.

In The Westin Dhaka, Sales Department is doing well for the following reasons:

- At The Westin Dhaka, the associates have a very good communication skill. At the time making new corporate rate they analyze so many things with technical way.
- The associates are always try to offer best corporate rate for their client. At the same time they maintain good relationship with the new and old client.

However, at the same time they have some lacking in the process of opening accounts. These are listed below:

- There is less number of associate in the sales department but they have lot of pressure. Sometimes they don't get enough time to prepare corporate rate properly.
- Sometimes it has been seen that there is a lack of sincerity among the associate of sales department, they don't check the mail properly. So for that reason they loss so many client.

### **Recommendation:**

In recommendations, certain suggestions can be followed. They are given below:

- Associates should be more sincere about their responsibility.
- Associates should be more careful about their duties. Customer satisfaction is a big deal, but they should also keep other activities in mind as well so that operational lapses cannot be occurred.
- To reduce the number of pending E-mail they can use proper software for preparing corporate rate.
- Finally to reduce the work pressure they can increase the associate of the sales department.

### **Databases maintain:**

Maintain proper database of the client was another important task for me at The Westin Dhaka.

Step1: collecting business card from the client who is the client of The Westin Dhaka.

Step2: preparing separate database for sales department.

Though they maintain database properly but sometimes problem arise.

- They maintain separate database for them. For that reason same client's information would be entry twice.

- Sometimes client are changing their contact number or organization. Then huge problem arise.
- Database are preparing manually so it takes many times.

**Recommendation:**

- Sales department can be use one master database for them. Then double entry problem cannot be arising.
- They can also use proper software for maintaining database which can reduce the time.



## Chapter Five

### 3.9 Conclusion

The Westin Dhaka is a new five star hotel, conveniently located within the prime diplomatic and commercial zone of Gulshan in Bangladesh. It has a superior name in the world. With its art and amenities it is performing very well in the hospitality industry from the beginning. Every aspect of Westin is carefully selected to create an emotional connection with the guests. The sensory welcome greets the guests with warm lighting, beautiful botanical arrangements, signature music, and calming white tea scent. For that reason guests can enjoy a soothing retreat at The Westin Dhaka. I hope that, it will be the best hotel in Bangladesh and of the top most hotels around the world.

## References:

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- ❖ Google
- ❖ Yahoo

### Websites:

- ❖ <http://www.starwoodhotels.com/>
- ❖ <http://www.starwoodhotels.com/westin/index.html>
- ❖ <http://www.starwoodhotels.com/westin/property/overview/index.html?propertyID=1394>
- ❖ <http://www.facebook.com/The.Westin.Dhaka>

### Brochures & Journals:

- ❖ Brochures of Westin Dhaka
- ❖ Brochures of Starwood Hotels and Resorts.
- ❖ Monitor