

# 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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**Submitted By:**

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**Date of Submission:**

**7<sup>th</sup> May, 2013**

**BRAC UNIVERSITY**

## **Letter of Transmittal**

7<sup>th</sup> May, 2013

Suntu Kumar Ghosh  
Assistant Professor  
BRAC Business School  
BRAC University

**Subject:** Submission of Internship report

Dear Sir,

This is my great pleasure to submit the Internship report “Overview of The Westin Dhaka (From sales & marketing perspective)”. It is prepared depending on my three months long Internship program in The Westin Dhaka at Gulshan-2. This report has been prepared to fulfill the requirement of my internship program at my assigned organization in The Westin Dhaka.

I have put my best effort to make this report a successful one. It has been joyful & enlightening experience for me to work in the organization & prepare this report. However this has been obviously a great source of learning for me to conduct similar types of studies in the future.

I would like to express my sincere gratitude to you for your kind guidance & suggestions in preparing the report. It would my immense pleasure if you find this report useful & informative to have an apparent perspective on the issue. I shall be happy to provide any further explanation regarding this report if required & please do not hesitate to call me if you have any query on this report or any other relevant matters.

Thanks and Best Regards,

Sumaiya Noor  
ID: 09304022  
Department: BBS  
BRAC University

## **ACKNOWLEDGEMENT**

It is said that “Two heads are better than one”. So accomplishing a noble object is not possible as sole. This internship report is an accumulation of many people’s endeavor. I would like to express my sincere gratitude to everyone who contributed towards preparing & making this study successfully.

First of all I would like to express my Sincere & immense gratitude to my internship supervisor Suntu Kumar Ghosh, Assistant Professor of BRAC Business School, BRAC University. I am deeply indebted to his whole hearted supervision to me during the Internship Period. His valuable suggestion & guideline helped me a lot to prepare the report in a well organized manner.

I would also like to thank the authority of The Westin Dhaka for giving me the opportunity to do my internship in their well renowned five star hotels. The experience & knowledge gained in The Westin Dhaka helped me to understand different elements related to my study. I would like to give thanks to:

- **Mr. Syed Yameenul Huq**, Head of Sales (The Westin Dhaka)
- **Mr. Mostafa Noor E Safa**, Head of Marketing (The Westin Dhaka)

In order to accomplish my report I also visited Lake Shore Hotel, Dhaka Regency, and Washington Hotel. So I would like to express my Sincere & immense gratitude to:

- **Md. Tanvir Hassan**, Sales Coordinator (The Westin Dhaka)
- **Ms. Sabrina Mridha**, Marketing Executive (The Westin Dhaka)
- **Mahmud H Rabbani**, Sales *Executive (Dhaka Regency)*
- **Ms. Munira Sultana**, Marketing Executive (Washington Hotel)
- **Md. Anisul Haque Sarker**, Sales Executive (Lakeshore Hotel)

## **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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## **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 Bangladeshi market is now in a situation where the market is opening up for International Investments. Like the telecom industry the five-star Hotels are also booming. So, a major area regarding the market sustainability is always on the horizon.

Now we are living in a global and digital world. Like all other modern countries of the world, Bangladesh also has to compete with the modern trend. Bangladesh has many five star hotels. All the five star hotels are also providing good services like all other five star hotels outside Bangladesh. As a result Bangladeshi people can also get new and updated facilities like the foreign people. People can also feel comfort to visit in Bangladesh, as now we have many five star hotels in our country. It has made easier to earn foreign currency. At the same time, it has helped to accelerate the pace of economic development.

Recent times in Bangladesh, five star hotels have been contributing a lot in the total economic growth in the country; and this sector has proven itself as a profitable venture with its superior products and customer services.

### List of the Hotels of Bangladesh

<u>Division</u>	<u>Hotel's Name</u>	<u>Ratings</u>	<u>Address</u>	<u>Avg price/night</u>
<u>Dhaka</u>	• Radisson Water Garden Hotel	5 Star	Airport Road, Dhaka Cantonment, Dhaka 1206, Bangladesh Hotel Rating	US \$ 256-468
	• The Westin	5 Star	Gulshan-2, Dhaka	US \$ 335
	• Pan Pacific Sonargaon Hotel	5 Star	107 Kazi Nazrul Islam Avenue GPO Box 3595 Dhaka Bangladesh	US \$ 182-242
	• Platinum Suites	4 Star		US \$ 195-265
	• Ruposhi Bangla (Formerly Dhaka Sheraton)	5 Star	1 Minto Road Dhaka 1000 Bangladesh	US \$ 240
	• Hotel Purbani Int. Ltd.	3 Star	Dilkusha Road, Dhaka	US \$ 175-195
	• Dhaka Regency Hotel & Resort	5 star	Gulshan, Dhaka	US \$ 202-212
	• Hotel Orchard Plaza	3 star	Naya Paltan, Dhaka	US \$ 109
	• Hotel Sarina	4 star		US \$ 197-267



<b><u>Rajshahi</u></b>	• Parjatan Motel,	4 Star	Rajshahi, Bangladesh
	• Kazihata	3 Star	Rajshahi, Bangladesh
	• Haq's Inn, Railway Station	3 Star	Rajshahi, Bangladesh
	• Hotel Mukta International, Shahebbazar	3 Star	Rajshahi, Bangladesh
	• Hotel Nice International	3 Star	Rajshahi, Bangladesh
	• Hotel Sukarna, Shahebbazar	3 Star	Rajshahi, Bangladesh
	• Hotel Gulshan, Railgate	4 Star	Rajshahi, Bangladesh
<b><u>Bogra</u></b>	• Akboria	4 Star	Bogra, Bangladesh
	• Hotel Naz Garden	3 star	Bogra, Bangladesh
<b><u>Chittagong</u></b>	• Hotel Agrabad	4 Star	Chittagong, Bangladesh
<b><u>Cox's Bazar</u></b>	• Hotel Coastal Peace	4 Star	Cox's Bazar Beach , Bangladesh
	• Seagull Hotel	5 Star	Cox's Bazar Beach , Bangladesh
	• Hotel Sea-palace	5 Star	Cox's Bazar , Bangladesh

<b><u>St. Martin Island</u></b>	• Hotel silver shine	4 Star	Cox's Bazar Beach , Bangladesh
	• Hotel Kollol Bangladesh	4 Star	Cox'sBazar, Bangladesh
	• Coral Blue Resort	4 Star	
<b><u>Sylhet</u></b>	• Hotel Roseview	4 Star	Sylhet, Bangladesh
	• Hotel Supreme	3 Star	Sylhet, Bangladesh
		3 Star	Sylhet, Bangladesh
	• Zakariya City Resort		
	• Nazimgarh Resorts	4 Star	Sylhet, Bangladesh

**Source:** [Bangladeshtrades.com](http://Bangladeshtrades.com)

Hotels those are located near to Hazrat Shahjalal International Airport Dhaka:

Hotels with an airport shuttle service near Shahjalal International Airport:

Ratings	Name of Hotel	Distance
5	Dhaka Regency Hotel & Resort Limited	2.8 km
3	Hotel Milina	3.3 km
3	Babylon Garden Serviced Apartments	3.8 km
3	Hotel Grand Dhaka	3.8 km
4	Green House Guesthouse	5.7 km
3	Innotel	5.8 km
3	Hotel Rose Garden	5.8 km
4	Hotel Golden Deer Ltd.	6.2 km

**Source:**

[http://www.agoda.com/asia/bangladesh/dhaka/airport/hazrat\\_shahjalal\\_international\\_airport\\_hotels.html](http://www.agoda.com/asia/bangladesh/dhaka/airport/hazrat_shahjalal_international_airport_hotels.html)

## **1.1 Origin of the Report**

Theoretical knowledge does not highlight the reality as clear as practical knowledge. Theoretical knowledge is a guideline but practical knowledge is experience oriented. But both of them are equally important.

The internship report comprises a brief study on “The Westin Dhaka” during three months internship. The report is distributed in many parts according to the constructions of supervisor of report.

The purpose of study is to develop skills through learning various aspects of organization. The study enables to get command on bookish knowledge through practical approach and to understand the difference in both approaches. This thing increases the knowledge and brings betterment in working within organizational environment.

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 bestl. When guest arrive they feel the Westin ambience and are welcomed by hosts who help them get the most out of their stay.

This report would describe the overall Services Marketing implications of The Westin Dhaka. The study would clarify about the Company background, marketing mix, focus on consumer, listening to customer requirements and other supporting activities related to services marketing.

In terms of quality services and value addition to shareholders, The Westin Dhaka is already maintaining its position at the top slot. The hotel has already proved satisfactory progress in all areas of hotel operation and it further expanded and consolidated its customer base both in of its core business and optional perspective. The Westin Dhaka is determined to explore the different ways to accommodate with the needs of its customers.

This report was originated to have knowledge about the various aspects of “Sales and Marketing Service” of The Westin Dhaka. I have done my internship in The Westin Dhaka, located at Gulshan-2, for the period of February to March 2013. I have partly worked in few departments of the branch but mainly focused in two departments: Sales and Marketing department. It has given me a chance to directly communicate and provide professional service to the hotel customers. My report will focus on the different aspects of sales and marketing service provided by The Westin Dhaka with some comparison with other leading hotel’s sales and marketing services.

This report has been divided into two major parts:

### **□ The Organization part**

The organization part includes the company profile, different products and departments of The Westin Dhaka, operational network organogram, visions for the future, i.e. an overall idea about the hotel.

## ❑ **The Project part**

The project part is based on the exploratory study of sales and marketing services of The Westin Dhaka and evaluate its service by comparing with other three five star hotels in Bangladesh.

### **1.2 Objective of the Report**

#### **General Objective:**

The general objective of this report is to prepare an internship report based on sales and marketing services of “The Westin Dhaka.” Furthermore, to find out the Marketing strategy, customer focuses and customer requirements, internal & external factor of **The Westin Dhaka**

#### **Specific Objective:**

The specific objectives of the report are as follows:

- To present an overview of The Westin Dhaka.
- To describe my job part in The Westin Dhaka
- To Shed light on sales and marketing Service of The Westin Dhaka
- Suggestion for the improvement of The Westin Dhaka
- To give a brief overview of The Westin Dhaka.
- To have a close view as well as analyze the performance of the specific
- To know about different categories of rooms as well as restaurants of the
- To find out and provide recommendations for the internal and external gaps that would help to The Westin Dhaka for more progress.
- To know how the Westin Dhaka build customers relationship.

### **1.3 Scope of the Report**

The scope of this report is mostly limited to The Westin Dhaka’s website and websites of Lake Shore, Washington Hotel, Dhaka Regency. There was narrow scope of doing outside surveys for example getting some help from secondary data of other hotels. 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.

## **1.4 Sources of data**

The report is based on both primary and secondary sources of data information. Interviewing the some officers of the hotels, and a questionnaire response are the primary sources of information. Furthermore, different publications of the hotel, annual reports, and hotel's website were the secondary sources of data.

## **1.5 Methodology**

The nature of this report is descriptive with some survey or using sampling method, observation method is used to complete this qualitative research. Most of the necessary information has been collected from websites, face to face interviews and questionnaire responded by the officers working in hotels. Some publications on online hotel service were also followed. My questionnaire is focused mainly on sales and marketing service. But due to limitations my sample size four hotels including The Westin Dhaka. List of the Sample Hotels are:

1. The Westin Dhaka
2. Washington Hotel
3. Lake Shore
4. Dhaka Regency

The methodology includes the methods, procedures, and techniques used to collect and analyze information. In this report we have used two types of data. These are as below:

### **Primary Source:**

Primary data has been collected in the form of interview. A personal interview of Syed Yameenul Huq, Head Of sales, **Mostafa Noor-E-Safa**, Head of Marketing, has been taken.

### **Secondary Source:**

- Website of The Westin Dhaka.
- Company Brochure
- Md.Tanvir Hassan, Sales Coordinator and
- Sabrina Mridha, Marketing Executive

## **1.6 Limitation of the study**

- Hotels maintain strict confidentiality about providing their sales, marketing 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.

- Another important factor is that data are not structurally distributed in the organization; for that reason I have to depend on the secondary data like the Company Brochures.
- The nature of information of the project part is somewhat confidential and critical to analyze; it was quite difficult to have the sufficient knowledge and understanding in a short period of time.
- Publications on sales report are very limited
- The entire system is relatively new in Bangladesh..So sufficient data was not found on this topic.
  
- Inadequacy of information as all information is not present in the online.
- Since Head of Marketing, Mostafa Noor-E-Safa and Head Of Sales Mr. Yameenul Huq were remain very busy, so many information related to the hotels were provided by the two trainers.
  
- Time limitations
- Lack of reliable sources
- Restricted access

## **2. Company Profile**

### **2.1 Company Overview:**

The Westin Dhaka is owned by Unique Hotel and Resorts Limited. This is one of the prime ventures of The Unique Group. The Unique Group in Building a world of happiness, peace and prosperity through its honest and sincere efforts by developing products, services, and facilities in the areas of Real Estate and Housing. Electrical Power Plants, Air Travel, Aviation Services, Tourism, Recruiting Manpower, Vocational Training, Ceramic Products, Hoteling Services, Housing Finance & Investment Services, Hotel Services and through other commercial and industrial projects. With its manifold enterprises and multi pattern activities and its ever expanding activities in hand and its commitments in new fields, the Group desires installation of a sound economic structure for the Country which is urgently needed for the prosperous growth of the nation.

The Westin Dhaka is more than just a hotel. It's the destination where guests are understood and feel that this is a place where they can be their best. When guests arrive, they feel the Westin atmosphere and are welcomed by hosts who help them get the most out of their stay. Westin not only serve in Bangladesh but it also serve in different countries. For example- USA, Spain, Germany, Canada, China, Greece, Pakistan, India, Malaysia, Croatia and so on.

In the field of the hospitality industry of Bangladesh the Westin Dhaka is one of the world class properties which provide international standard service to its guests and customer. The main target market of Westin is the foreign people, the business tycoons of both home and abroad and the upper-upper class people of Bangladesh. The Westin Dhaka is the most expensive 5 star hotel in Bangladesh and to operate successfully they divide their activities into 10 different departments. It offers both products and service in order to satisfy their customers and build a strong relationship with their loyal customers.

The hotel has 241 luxurious guest rooms (235 are sellable), including 23 suits and a presidential suite. The Westin Dhaka has six brand standard restaurants and bar. These are: Treats, The Living Room, Taste, Splash, Prego, and Prego Bar. The hotel offers 5 contemporary meeting and conference venues including the Westin Grand ball room with Lighting effects and projections. The Westin includes two types of workout and those are- Female Workout and Unisex Workout. Besides these, it also includes spa, laundry, swimming pool, free internet browsing, and other services. They do promotions by giving ad on newspaper and online. Moreover, they focus on digital marketing through face book, twitter in order to attract the foreign people most. They offer different packages to different customer according to customers' taste and preference.

In order to discover and fulfill the desire & expectations of the consumers, the Westin Dhaka follows GEI (Guest Exportal Index) and GPS (Guest Personalization Service) technique. Westin is very much concerned about their loyal customers and to maintain a good relationship with the customers they conduct relationship surveys. For Westin, offering the best hospitality and quality service is the core apprehension which is maintained by its associates as well as all other employees.



## **2.2 Background**

Westin Hotels & Resorts are an upscale hotel chain owned by Starwood Hotels & Resorts Worldwide. Currently, Westin operates over 120 hotels in 24 countries. Westin Hotels and Resorts redefine efficient services with an un-compromising style that offers residents a truly unique experience. Starting its operations from the year 1930, Westin defines a luxurious and relentless pursuit of providing optimal services for its clients. Westin Hotels & Resorts are dedicated to ensuring that a customer leave feeling better than when they arrived.

The Westin Dhaka, a newly open five-star hotel in the Gulshan, Dhaka is equipped with all the modern amenities a five-star hotel is expected to offer its customers. The Westin Dhaka possesses a wonderful location - nearby the Zia International Airport which is only 8 kilometers from the hotel. Westin Hotels & Resorts are architecturally inspiring, thoughtfully designed and located in the world's most exciting cities and sumptuous resort destinations.

## **2.3 Founder:**

The Westin Dhaka Hotel's Mission began under the strong supervision of Starwood Hotels and Resorts worldwide, which had its soft opening on 31st 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 12th 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.

## **2.4 Moto of the Westin Dhaka:**

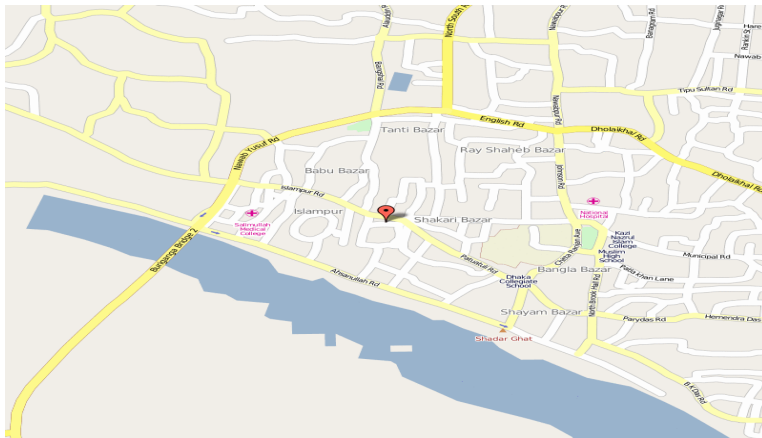
“Relax, Revive, and Experience Renewal at the Westin Dhaka”

## **2.5 The Westin Dhaka at a Glance**

<b>Opening Date</b>	<b>July 2007</b>
<b>Total Rooms</b>	<b>235</b>
<b>Occupancy rate</b>	<b>Almost 70%</b>
<b>Market share</b>	<b>Almost 25%</b>
<b>Room Revenues</b>	<b>30% higher than that of its rivals.</b>

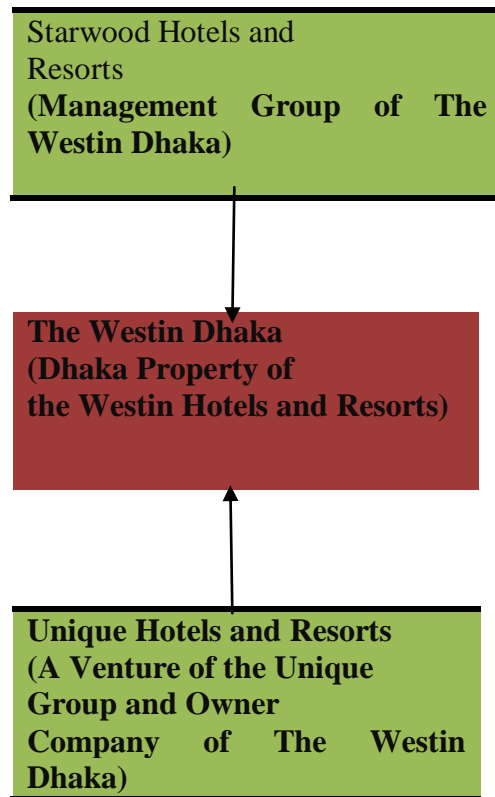


## **2.6 Map Of The Westin Dhaka**



## **2.7 Introduction to Starwood**

Starwood Hotels & Resorts Worldwide, Inc. is one of the leading hotel and leisure companies in the world with over 800 properties in more than 95 countries and 145,000 employees at its owned and managed properties. With internationally renowned brands, Starwood Corporation is a fully integrated owner, operator and franchiser of hotels and resorts including: St. Regis, The Luxury Collection, Sheraton, Westin, and Four Points by Sheraton, W Hotels, Aloft Hotels, Element, Bliss and Le Méridien as well as Starwood Vacation Ownership, Inc., one of the Premier developers and operators of high quality vacation ownership resorts.



## **2.8 The Westin Dhaka**

Gussets love to relax, revive, and experience renewal at The Westin Dhaka – the newly opened five-star hotel in Gulshan. It started its operation from 20 June 2007. Nestled in the new business district, it is steps from renowned shopping malls, foreign missions, restaurant, art, private clubs, and multinationals. 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. The Westin Dhaka ensures its guests will leave the hotel rested, energized, enriched, and renewed.

## **2.9 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:



<u>Number</u>	<u>Department Name</u>
1	Sales
2	Marketing
3	Food & Purchase
4	Engineering
5	Finance & Credit
6	Purchase
7	Catering
8	Human Resource

### **2.10 Slogan**

“A Hotel with a difference by providing best quality service”.

### **2.11 Mission**

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.

### **2.12 Vision**

To be the best hospitality sector and five star hotels all over the world in terms of efficiency, best quality, and great service.

### **2.13 Five Human Truth:**

The Westin Dhaka has 5 Human Truth, they are:

- We need to be understood.
- We want to belong
- We want to feel special
- We crave more control over our lives
- We dream of reaching our potential.

### **2.14 Objective**

The Westin Dhaka has 3 objectives:

- 1) Personal: Provide customized services depending on each customer's need
- 2) Instinctive: Give them surprise and always try to delight them
- 3) Renewal: Refresh them by providing something extra, like music can refresh them.

### **2.15 Core Values**

- **For Customers**

To provide best quality foods with a clean and calm environment as well as by giving the most courteous and efficient service in every area of business.

- **For Employees**

By promoting the well-being of the members of the associates.

- **For community**

- By assuming role as a special responsibility corporate entity in a tangible manner through close adherence to national policies and objectives.
- Upholding ethical values.
- Constantly seeking to improve performance by aligning our goals with expectations.

### **2.16 Goals of The Westin Dhaka:**

At The Westin Dhaka, their main goal is that: "You leave feeling better than when you arrived".

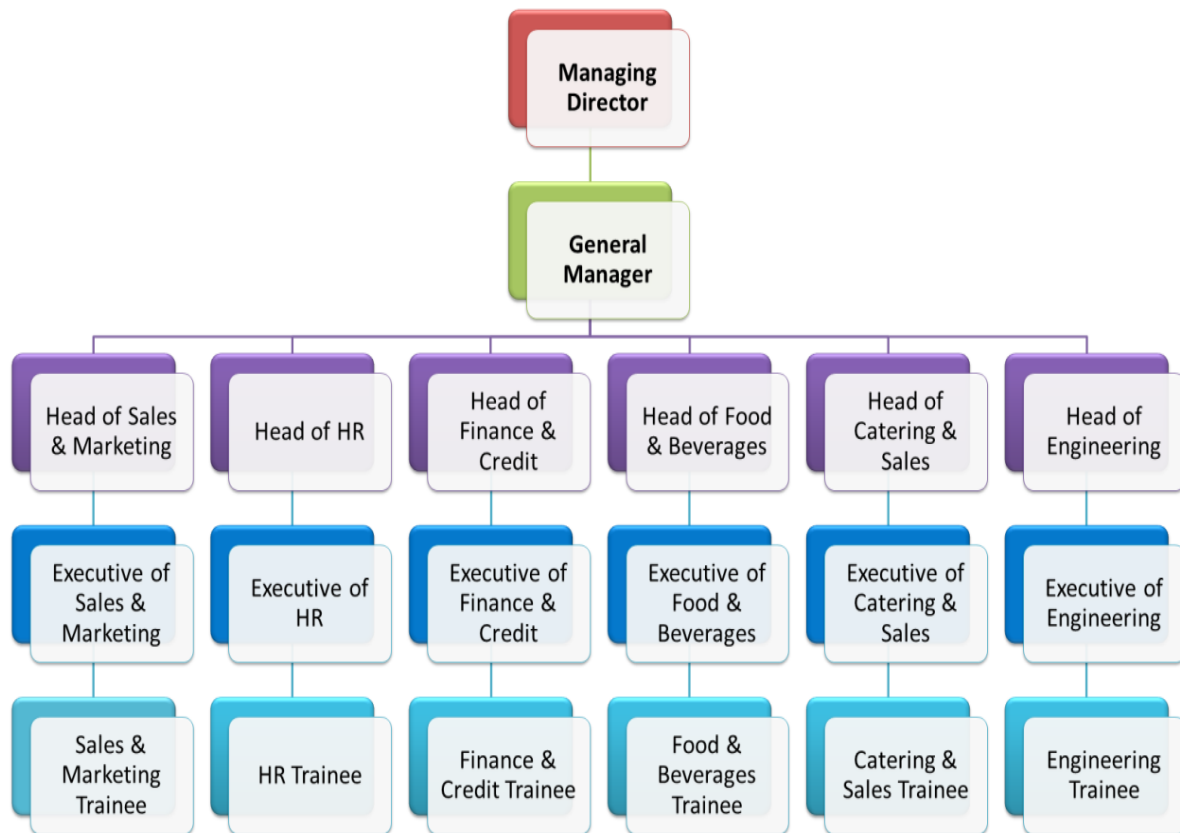
- To build up strong pillar of capital.



- To promote trade, commerce and industry.
- To discover strategies for achieving systematic growth.
- To improve and broaden the range of product and services.
- To develop human resource by increasing employment opportunities.
- To create clean and calm atmosphere so that the customers becomes interested to take services from The Westin Dhaka
- To keep business morality.
- To develop welfare oriented hotel service.
- To offer highest possible benefit to customers.
- As to its position among its counterparts is held high to let the viewers cast their very first look at it.
- To provide best quality foods and also try to delight the customers.

## 2.17 Organization Structure

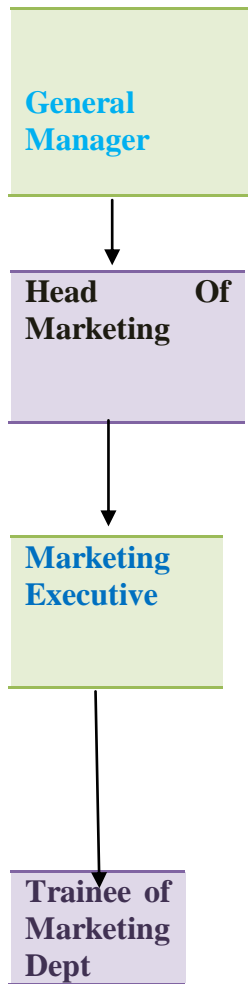
### A. ORGANOGRAM OF THE WESTIN DHAKA'S HEAD OFFICE



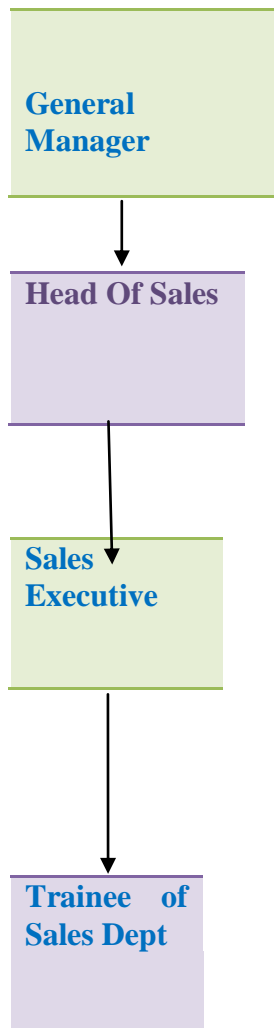
**B. OPERATIONAL NETWORK ORGANOGRAM**

<u>DEPARTMENT</u>	<u>DEPARTMENT HEAD'S NAME</u>
<b>SALES</b>	MR. SYED YAMEENUL HUQ
<b>MARKETING</b>	MR.MOSTAFA NOOR E SAFA
<b>HR</b>	MR ARMAN HUDA
<b>FINANCE AND CREDIT</b>	MR.AFTAB ANSARI
<b>F&amp;B</b>	MR. JOHN NAPOLI
<b>CATERING</b>	MS. RESHMA RAHMAN
<b>ENGINEERING</b>	MR.MOSTAK FARUKI AHMED
<b>PURCHASE</b>	MR.SUVASHISH ROY

**c. Operational Network Organogram For Marketing department**





**D. Operational Network Organogram For Sales Department:****2.18 Company's Major Functions and Business:**

The Westin Dhaka focuses on a wide range of hotel services which include financial, sales, marketing, credit, catering services. Moreover, The Westin Dhaka is a market leader among all five star hotels in Bangladesh, as well as it has a great reputation also outside of Bangladesh. The Westin Dhaka's services and products are following. The product in service marketing mix is intangible in nature. At the same time service Products are heterogeneous, perishable and cannot be owned. The service product thus has to be designed with care. Services that Westin Dhaka provides are-

- 1) Room service
- 2) Restaurants & Lounges
- 3) Gym
- 4) Spa
- 5) Swimming pool
- 6) Laundry
- 7) Events

- The Westin Dhaka's 235 guest rooms and suites are designed for their customer's Personal, renewal, ensuring that they will leave feeling better than when they arrived. Every room offers a unique ambiance and energizing amenities such as high speed internet access, flat screen LCD television, Dual line telephone, and a four fixture bathroom with separate bath and shower.
- The Westin Dhaka offers nourishing dining for every taste and style from fresh, authentic Italian to Pan Asian and international cuisine Restaurants & Lounges. Guests can enjoy the unique culinary experiences at the numerous restaurants' from the freshest of ingredients, including preparations from live cooking stations.
- Westin has committed to help its customer to keep up with their fitness routine. Westin WORKOUT® Fitness Studio offers 1,425 square feet of space dedicated to helping the guest to be their best.
- Guests can travel the ultimate road to renewal with a visit to rejuvenating Heavenly Spa by Westin. From the moment you first enter, senses are stimulated by Westin's inspiring views and graceful decor, aromatic scents, and the sound of soothing waters mingled with music that touches the soul.
- Westin Dhaka has swimming pool facilities for the guests. Guests will enjoy the tranquility of the stylish swimming pool. Heated for year-round comfort and surrounded by inviting lounge chairs with poolside restaurant **Splash**, it's stunningly situated off level 5 near to the Westin WORKOUT® and Heavenly Spa by Westin.
- Westin Dhaka has recently started the laundry service for all guests. For the first time ever in Bangladesh. The Westin laundry service is opening with complementary one pair of Laundry service for the first 500 customers.

- 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.

## **2.19 Visions for Future**

"Starwood's mission is to consistently exceed our guests' expectations in terms of the products and services we provide to our business and leisure travelers."

Starwood is the management Group of The Westin Dhaka. Their future vision is to give customers more service, expand their branch outside of Dhaka, renew their service every year in order to attract the new customer as well as to retain the current one.

## **2.20 The Westin Essence**

**For a better you.™**

At Westin, everything they do is designed to help a customer to feel their best. From our world-renowned Heavenly® Bed and our nourishing Super Foods Rx™ dishes, to their energizing Westin WORKOUT and their revitalizing Heavenly® Spa treatments, every element of customer's stay is created to leave them feeling better than when they arrived.

They do this by:

- 1) **Sleep well:** Westin Heavenly® Bed
- 2) **Eat well:** Super Foods Rx™ dishes.
- 3) **Move well:** New Balance® , Fitness Studio, Run Westin, Gear lending, Westin workout room
- 4) **Work well:** Clutter free meetings, Tangent at Westin, Super Foods Rx Meeting Breaks
- 5) **Play well:** Westin weekend, Westin destination club, Westin kids club
- 6) **Feel well:** Heavenly Spa, Heavenly bath, In-room spa, Sensory Welcome.

## **2.21 Statement of General Manager**

Mr. Azeem Shah, GM of The Westin Dhaka has sharing some views with us:

“Relax, revive, and experience renewal at The Westin Dhaka – the newly opened five-star hotel in Gulshan. Nestled in the new business district, we are steps from renowned shopping malls, foreign missions, restaurant, art, private clubs, and multinationals. Our hotel is also only eight kilometers from Hazrat Shahjalal International Airport. Refreshing and contemporary, our 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 our bar or six restaurants. Revitalize in our 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 your wellness. The Westin Dhaka ensures you will leave our hotel rested, energized, enriched, and renewed.”

## **2.22 Westin Guest Experiences**

Every aspect of Westin is carefully selected to create an emotional connection with our guests. Our sensory welcome greets you with warm lighting, beautiful botanical arrangements, signature music, and our calming white tea scent. Our Heavenly Bed® and Bath help you awaken refreshed and ready for the day ahead. Their Super Foods breakfast restores with delicious options rich in nutrients and taste.

### **Guest Reviews:**

Guest Reviews



4.4 out of 5

5 reviews

5 Stars: 3

4 Stars: 1

3 Stars: 1

2 Stars: 1

Room Comfort



Staff Met My Needs



Room Cleanliness



Facilities Met My Expectations



SPG Recognition



## **2.23 Special Conditions**

### **Currency Fluctuations**

For non-US hotels, rates confirmed in USD may be converted to local currency by the hotel at your time of stay, based on the exchange rate used by the hotel and are subject to exchange rate fluctuations. Credit card charges are subject to additional currency conversions by hotels or credit card companies, which are not within the hotel's control and may impact the amount charged to your credit card. Please contact the hotel if you have any questions.

## **2.24 Hotel Policies**

### **1. Alcohol Policy**

Alcoholic beverage service is restricted to those 18 years or older.

### **2. Age Requirement Policy**

Guests must be 18 years or older with photo identification to reserve a room. Individuals under 18 years of age must be accompanied by an adult.

### **3. Check Policy**

Checks are not accepted for payment. In addition, the hotel does not offer check cashing services.

### **4. Credit Card Policy**

Hotel does not allow cash advances on credit cards.

### **5. Currency Policy**

The hotel accepts the local currency as well as US Dollars, British Pounds, and Euros.

### **6. Early Arrival Policy**

Check-in time is 3pm. Arrivals between 10am and 12pm will be charged 50% of the nightly room rate. Arrivals before 10am will be charged one night's room rate.

### **7. Extra Bedding Policy**

A maximum of one rollaway bed is allowed per room. Nightly fee is charged per bed.

## **8. ID Requirement**

For security purposes, valid photo identification is required at check-in. Acceptable forms include a driver's license, passport, and/or proof of age card.

## **9. Late Checkout Policy**

Checkout time is 11am. Guests checking out between 11am and 6pm will be charged 50% of the nightly room rate. After 6pm, guests will be charged one night's room rate.

## **10. Pet Policy**

Pets are not allowed.

## **11. Smoking Policy**

Smoking is only permitted in designated smoking areas or in smoking rooms.

### **2.25 Rooms:**

The Westin Dhaka's 241 guest rooms and suites are designed for your personal renewal, ensuring that you will leave feeling better than when you arrived. Every room offers a unique ambiance and energizing amenities such as High Speed Internet Access, flat screen LCD television, dual line telephone, and a four fixture bathroom with a separate bath and shower. A variety of room types are available. Our distinctive 123-square meter Deluxe rooms are some of the most spacious guest rooms in Dhaka. 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. Indulge in our Chairman Suite. It offers separate living, dining, and bedrooms, as well as a private bathroom with Jacuzzi. Their 427-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. Outside, you will find a private Jacuzzi. Executive Club Floor guests enjoy exclusive privileges including access to the Westin Executive Club. It offers computers with High Speed Internet Access, a private meeting room, and the Heavenly Shower®. Guests will also enjoy a complimentary continental breakfast, evening Happy Hour, or all-day tea and coffee facilities in the Executive Club.

## Amenities about Room

<b><u>Entertainment</u></b>	<ul style="list-style-type: none"> <li>• LCD Flat Panel Television</li> <li>• Satellite Channels</li> <li>• Cable Channels</li> </ul>
<b><u>Bed Features</u></b>	<ul style="list-style-type: none"> <li>• Westin Heavenly Bed®</li> <li>• Rollaway Beds</li> <li>• Heavenly Crib®</li> </ul>
<b><u>Bathroom</u></b>	<ul style="list-style-type: none"> <li>• Make-up/Shaving Mirror</li> <li>• Heavenly Shower/Bath®</li> <li>• Hairdryer</li> <li>• Bathrobes &amp; Slippers</li> <li>• Signature Bath Amenities</li> </ul>
<b><u>Office/Telecom</u></b>	<ul style="list-style-type: none"> <li>• Dual-Line Speaker Telephone</li> <li>• Ergonomic Desk Chair</li> <li>• Desk</li> <li>• Direct Dialing</li> </ul>
<b><u>Dining</u></b>	<ul style="list-style-type: none"> <li>• Baton Rouge</li> <li>• Mini Bar</li> <li>• Refrigerator</li> <li>• 24-Hour Room Service</li> <li>• Coffee and Tea Maker</li> </ul>
<b><u>Room Features</u></b>	<ul style="list-style-type: none"> <li>• Room with Sitting Area</li> <li>• Non-Smoking Room</li> <li>• Connecting Rooms Available</li> <li>• Westin's Guest Office® Room</li> <li>• Westin WORKOUT® Room</li> <li>• Westin Executive Club Level Room</li> <li>• Disability Accessible Room</li> </ul>
<b><u>Room Amenities &amp; Services</u></b>	<ul style="list-style-type: none"> <li>• Housekeeping Service</li> <li>• Individual Climate Control</li> <li>• Iron/Ironing Board</li> <li>• Wake-up Service</li> </ul>

**Internet  
Access**

- In-Room Safe
- Free Newspaper
- High Speed Internet Access USD 10 per day

Some of the amenities above may not be available in all rooms. Fees on certain amenities/services may apply.

**2.26 Features**

At The Westin Dhaka, we are about bringing you back to the best version of you that you can be. If there is anything we can do to make your stay more enjoyable, please call Service Express®.

The 24-hour business centre offers a wide range of services, including copying, printing, and fax services, as well as a self-service PC and Internet access. Wireless Internet access is also available in all public areas and meeting spaces.

Reenergize in our state-of-the-art fitness center that features top-of-the-line fitness equipment including cardiovascular equipment, weight machine, Jacuzzi, sauna, steam room, and temperature controlled swimming pool.

Restore your body and mind in our spa with our signature treatments custom-designed to nurture you.



**Westin reception**



<b><u>Services and facilities</u></b>	
<b><u>Shopping</u></b>	<ul style="list-style-type: none"> <li>• Shopping Nearby</li> </ul>
<b><u>Transportation</u></b>	<ul style="list-style-type: none"> <li>• Self Parking Facilities</li> <li>• Limousine Service</li> </ul>
<b><u>Guest Services</u></b>	<ul style="list-style-type: none"> <li>• Sundry Shop</li> <li>• Beauty Salon</li> <li>• 24-Hour Front Desk</li> <li>• Disability Accessible Facilities</li> <li>• Shoe Shine Service Available</li> <li>• Childcare Service</li> <li>• Laundry/Valet Service</li> <li>• Express Check-Out</li> <li>• Live Entertainment</li> <li>• Multilingual Staff</li> <li>• Sprinklers</li> <li>• Smoke Detectors</li> <li>• 24-Hour Concierge Service</li> <li>• Service Express®</li> <li>• Safe Deposit Boxes</li> <li>• Luggage Storage</li> <li>• Medical Services Available</li> <li>• Westin Kids Club® Amenities</li> </ul>
<b><u>Business Services</u></b>	<ul style="list-style-type: none"> <li>• Business Center</li> <li>• Currency Exchange</li> <li>• Computer Rental</li> <li>• Secretarial Service</li> <li>• Business Services</li> <li>• Cash Machine (ATM)</li> </ul>

<b><u>Recreation &amp; Entertainment</u></b>	<ul style="list-style-type: none"> <li>• Sauna/Steam Room</li> <li>• Gym</li> <li>• Jacuzzi</li> <li>• Outdoor Heated Pool</li> <li>• Children's Pool</li> <li>• Fitness Center</li> <li>• Spa Services</li> <li>• Massage Treatments</li> </ul>
<b><u>Internet Access</u></b>	<ul style="list-style-type: none"> <li>• High Speed Internet Access USD 10 per day</li> </ul>

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.

### **Dining**

The Westin Dhaka offers nourishing dining for every taste and style from fresh, authentic Italian to Pan Asian and international cuisine.

### **Restaurants & Lounges**

#### **Daily Treats**

Contemporary art and sculptures as well as an open kitchen create a casual, comfortable feeling. Enjoy a range of coffee, bakery items, signature chocolates, delicious pastries, inspired mocktails, and beverages. Also available for takeout.

#### **Prego**

Nourish the soul with the rich colors, flavors, aromas, and true taste of Italy in a relaxed ambience overlooking the city from level 23. Discover the secrets of great Italian cooking from the chef's live presentation.

#### **Prego Bar**

Located in a corner of Prego Restaurant, this is a sophisticated bar and lounge for the modern generation. 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.

### Seasonal Tastes

The most contemporary restaurant in the city, Seasonal Tastes serves Pan Asian á la carte meals with live cooking stations featuring specialties from Moltini to Tandori and Japanese. Hot, cold, pastry, and noodle stations are also available.

### Splash

Rejuvenate your body and nourish your mind with a plate of refreshment and a drink in the tranquility of our swimming pool. You are welcome to grab a table inside the restaurant or stay outside by the pool for BBQ and cocktails.

### The Living Room

Located on the lobby level, The Living Room is a place where you can unwind with a selection of creative light meals and refreshing tea/coffee and beverages with entertainment. Its plush interior creates a renewing atmosphere.

### Overall Summary of Restaurant & Lounge

<u>Name</u> <u>Restaurant</u>	<u>of</u>	<u>Cuisine</u>	<u>Dress code</u>	<u>Hour</u>	<u>Atmosphere</u>
<i>Daily Treats</i>		Deli	Casual	24 Hours	Casual
<i>Prego</i>		Italian		Daily 12:00 PM - 3:00 PM; 6:30 PM - 11:00 PM	Contemporary and Sophisticated
<i>Prego Bar</i>		Light Fare		12:00 PM - 12:00 AM	
<i>Seasonal Tastes</i>		Asian		Daily 6:00 AM - 11:30 PM	Friendly and Informal
<i>Splash</i>		Health Food		7:00 AM - 12:00 AM	Sporty

## 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. Their 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.

<u>Topics</u>	<u>Criteria</u>
<b>Number of Guest Rooms</b>	235
<b>Number of Meeting Spaces</b>	7
<b>Largest Meeting Space</b>	5,675 sq ft (527.22 sq.m)
<b>Features</b>	<ul style="list-style-type: none"> <li>• Wireless High Speed Internet Access in All Meeting/Event Facilities (Charge)</li> <li>• Public Address System</li> <li>• Video Conferencing Services</li> <li>• Audio Visual Equipment and Technicians</li> <li>• Non-Smoking Meeting and Event Facilities</li> <li>• Pre-Function Space</li> <li>• Meeting and Event Facilities</li> </ul>

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.



**The Westin Dhaka's Grand Ball Room**

## 2.27 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.

Now we will see how Westin has made history with a series of industry firsts throughout the year.

<u>Year</u>	<u>Achievements</u>
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. And
	"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	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, Heavenly Shower Curtains and Egyptian cotton-velour robes. And
	The Heavenly® Crib is created to surround babies in comfort and encourage a full night's sleep.
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.

<b>2005</b>	Westin Hotels & Resorts celebrates its 75th anniversary, providing guests with exceptional service and memorable experiences around the world.
<b>2006</b>	Westin adds sensory elements to its arrival experience including a signature scent, music, lighting and botanicals. And
<b>2007</b>	Westin elevates the hotel spa experience with the introduction of Heavenly Spa by Westin(SM) as well as in-room spa services Westin debuts Unwind...A Westin Evening Ritual(SM), inviting guests to participate in relaxing evening rituals that highlight the culture of each destination. And Westin adds SuperFoodsRx® items to its breakfast menu to help guests be their best on the road
<b>2008</b>	Westin partners with United Airlines to bring Heavenly bedding to select flights and opens Renewal Lounges in select United Red Carpet Club® locations.

## **2.28 Starwood Preferred Guest Program**

### **Overview**

Westin gives customers another way to renew with Starwood Preferred Guest®. When a customer is a member, every Westin hotel or resort stay around the world is enhanced with exclusive benefits, flexible reward options and personal service. They can access more than 1000 of the world's best hotels in 93 countries represented by nine award-winning brands and relax knowing that all of them offer free nights with no blackout dates on standard rooms.

- An Extraordinary Collection Of Hotels
- No Restrictions on Blackout Dates, Ever.
- The Best Nights In Life Are Free
- Endless Redemption Options

## **2.29 Branches of Westin all over the world**

<u>Number</u>	<u>Name of the Hotel</u>
1	Westin Peachtree Plaza Hotel in Atlanta
2	Uptown Houston's Westin Oaks



3	Westin Southfield Detroit Hotel
4	The Westin Charlotte
5	Westin at Los Angeles International Airport in Los Angeles
6	The Westin Seattle in downtown Seattle, Washington
7	Westin in downtown Ottawa, Ontario
8	Westin Bonaventure Hotel in Los Angeles
9	Westin Zagreb, Croatia
10	Westin Palace, Madrid, Spain
11	The Westin Valencia. Valencia, Spain
12	Westin Grand, Berlin, Germany
13	Westin Times Square, New York City
14	The Westin Guangzhou in Guangzhou, China
15	Westin Book Cadillac Hotel in Detroit
16	Westin in Savannah, Georgia
17	Westin in Melbourne, Australia
18	Westin St. Francis in San Francisco

19	Westin Harbour Castle Hotel in Toronto - formerly Harbour Castle Hilton (moved to Toronto Hilton)
20	An exterior view of The Westin Resort, Costa Navarino inspired by traditional mansions of Messinia in Greece

**Source:** [www.streetdirectory.com](http://www.streetdirectory.com)

### **2.30 Tasks of Department**

#### **A) PUBLIC RELATION DIVISION**

The public relation division routine functions are:

- · Arrangement for publishing advertisements in the Newspaper and other media.
- Inviting concerned one year of may occasion.

#### **B) COMPUTER/IT DIVISION**

The main function of this division is:

- Supply and installation of computer in different desks as per requirements;
- · Designing software to support the accounts operation;
- · Updating software if there is any lagging in the software;
- · Improvisation of software to get best possible output of that;
- · Train the concern executives and officers regarding the operation of newly developed software;
- · Hardware and software trouble shooting;
- · Provides up to dated CD's of online account to the branches;
- · Provides routine check-up of computers of different branches.
- Publish picture of any events at the website, face book.



### **C. RESEARCH AND DEVELOPMENT DIVISION:**

- Research and Development is maintaining a separate division of Research and Development to innovate new products and services, to improve existing products and services.

### **D. HUMAN RESOURCE DIVISION:**

This division performs the activities related with administration and personnel. The main functions of the HRD are:

- · Selection and recruitment of new personnel
- Prepare all formalities regarding appointment and joining of the successful candidates
- · Appropriate placement of the manpower.
- · Details with transfer, promotion and leave of the personnel
- · Training and Development of Human resources
- · Taking disciplinary actions when necessary
- · Keeping records and personal file for every employee
- · Taking measures for welfare of the employees
- · Arrange workshop, seminar etc. for the development of the employees.

### **E. CATERING**

- 1) Communication
- 2) Team work and motivation
- 3) Liaison and networking
- 4) Service delivery
- 5) Planning and organizing resource
- 6) Event management
- 7) Food management

### **F. SALES**

- 1) Room Management
- 2) Records to whom the organization has sold its products, when and for what price they were sold
- 3) lead the sales team in the hotel to new goals
- 4) build the orders, they will beef up the sales forecasts

**Mr Yameenul Haque, Head of Sales has said that:** “We're ready to go. Our staff has current client contacts in every market segment. Most of the clients you might have on your list we already know. And we know some that might be new good business for your property. We're here to give the hotel sales team re-enforcement when it's needed.”

### **G. FINANCE**

- Payment of invoices and expenses
- Income collection and salary management
- Production and assignment of budgets, capital plans, and cash flow forecasts
- Monitoring and managing financial plans
- Auditing and reporting on business condition
- Giving advice on pricing and costing

The main goal of The Department is to provide the internal and external users of financial statements with relevant, accurate and timely information and to guarantee that the required financial revision is closely adhered to in order to protect the assets of the company. The Department takes care of finance flow to ensure that the company operates within its financial regulations and satisfies various external financial requirements. It also ensures that the corporate financial records comply with internal and external audit.

### **H. Marketing**

- ✓ Check news coverage
- ✓ Check trip advisor
- ✓ Marketing materials observation; check lobby & other area
- ✓ Store observation
- ✓ Client Communication
- ✓ Vendor Communication
- ✓ Archive of mkt. materials
- ✓ Event idea generation
- ✓ Check out f&b events
- ✓ Check out Catering events
- ✓ Follow up VIP guests through sales.

### **I. FOOD & BEVARAGE**

- ✓ Supply foods on the guest in the hotel
- ✓ Decorate the items
- ✓ Food Preparation
- ✓ Cleaning

### **J. PURCHASE**

- ✓ Policy Compliance
- ✓ Paperwork and accounting

- ✓ Evaluating price
- ✓ Procuring materials

#### **K. ENGINEERING**

- ✓ Keep records and maintain the smooth functioning of the equipment without any hassle or disturbance to the guest.
- ✓ They are on call 24 hours of the day, and have to ensure that the technical side of the hotel is looked after.
- ✓ Each day routine checks are done, and the staff walkthrough the entire hotel premises on regular basis, for inspection and attention.
- ✓ Chief Engineer is entrusted to oversee the engineering staff, and they are entrusted with different aspects and operations of the hotel machinery and equipment.
- ✓ The other departmental heads of the hotel are expected to inform the chief engineer, in the case of any need of repair or maintenance. Engineering department has categorized their work in two ways; Preventive maintenance and scheduled maintenance.
- ✓ In preventive maintenance the department sees to timely inspection of the machinery, shutting down blocks of guest rooms and other areas periodically for refurbishment and to ensure that all areas of the guest room and its utilities operates properly.
- ✓ Maintain the hotel building, its assets, from walls, ceiling, floor fixtures therein, electrical distribution to the hotel, sewage and water systems, fire-alarm systems and safety methods, air-conditioning, heating and ventilation, elevators, kitchen and laundry equipment, sound and lighting systems and so on
- ✓ Entrusted to see that the shops, spas and salons within the hotel building are secure and safe of any electrical leaks and fires. The maintenance of these shops are the duties of the engineering department.

## 2.31 Communication Business Plan

Now we will see The Westin Dhaka’s communication business plan.

Communication Business plan														
Month	Jan.	Feb.	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.	Total	
Room	Room package (table promotion)			Hourly room promotion										
F&B	1. Praga Fine dining	1. Habbalicious (PRD) 2. The Garden (PRD)	1. Family Egg hunt (D)				1. Dhaka food promotion at (D) and (D) 2. Ramadan (D)	1. (D) of (D) (D)				1. PITTA UTISHAH		
TREATS	MEXICAN TACOS	1. SAN VALENTINO COCKTAIL VALENTINE ACTIVITIES (D)	1. CASAPLE PLATTER (D) (D)	1. PATELA BHOJSHAKH CELEBRATING WITH SPECIAL MENU (D)	1. ICE CREAM FESTIVAL	1. FRESH FRUIT PUNCH	1. RAMDAN IFAR PLATTER	1. RAMDAN IFAR PLATTER AND F&B ACTIVITIES	1. SANDWICH PROMOTION	1. CRUNCH AND BUNCH (D) (D) (D)	1. TRADITIONAL PITTA UTISHAH	1. CHRISTMAS TABLE DECORATION		
TEA	1. GRILLING GOURMET	1. SPECIAL VALENTINE COCKTAIL WITH LIVE MUSIC	1. BEET SALAD WITH RAMENSO DRESSING	1. SMOOTHIE WITH MUSIC	1. COLD COGNAC (MAD BAR)	1. SMOOTHIE PROMOTION	1. ARABIAN SHALIC	1. IFAR PLATTER WITH FRESH JUICE COUNTER	1. JAPANESE COLD PLATTER	1. FAT & BENSHERRED CHICKEN & PASTRY WITH BEER	1. SELECTION OF COFFEE WITH ASSORTED PASTRY	1. CHRISTMAS AND NEW YEAR COCKTAIL WITH LIVE MUSIC		
EVENTS	1. MIDDLE EASTERN FOOD FESTIVAL (P.F.F.F)	1. VALENTINE'S DAY (D) (D) (D)	1. OPEN HOUSE (D) (D)	1. INTERNATIONAL BUNGLAORHIE PARTY (D) (D) (D)	1. BROTHERS DAY (D) (D) (D)	1. LATIN AMERICAN FOOD FESTIVAL (P.F.F.F)	1. BIRTHDAY (D)	1. IFAR BUFFET	1. MEDITERRAN EAN FOOD FESTIVAL (P.F.F.F)	1. MEDITERRAN EAN FOOD FESTIVAL (P.F.F.F)	1. ANISSE FOOD FESTIVAL (P.F.F.F)	1. CHRISTMAS AND NEW YEAR COCKTAIL (D) (D) (D)		
MEALS	1. PASTA NIGHT	1. VALENTINE DAY SET MENU	1. AMERICAN STEAK PROMOTION	1. BHOJSHAKH ACTIVITY	1. BROTHERS DAY SET MENU AND FAZLAN NIGHT	1. SMOOTHIE PROMOTION	1. IFAR PLATTER	1. IFAR PLATTER	1. SEZZLING (D) (D)	1. STEAK NIGHT (D)	1. SABAR PLATTER (D)	1. CHRISTMAS AND NEW YEAR SET MENU		
EVENT		1. Valentine's Day 2. Chinese New Year (D) (D)	1. Women's Day	1. Father's birthday	1. Mother's Day (D) (D) 2. Family Day	1. International Father's Day (D) (D) 2. International Children's Day	1. International Children's Day	1. Rich man's chef (D) (D) (D)		1. Halloween (D) (D)	1. Photo work (D) (D) (D) (D)	1. Christmas (D) (D)		
CSE			1. Earth Hour (D) (D)	1. Earth Day (D) (D) 2. Green initiative	1. World Anti tobacco day	1. World environment day (D)				1. World heart day (D) (D)				
WORKOUT		1. Landing gear												
Weeks Work	1. First edition			1. Second edition			1. Third edition				1. Fourth edition			
PROMOTION WESTIN	1. Family award promotion	1. SVP restaurant and feedback	1. Employee's weekly meeting promotion	1. SVP joint birthday party promotion	1. Stay Well	1. Philanthropy	1. Women's club	1. Fitness lifestyle	1. Kids club promotion	1. Wedding promotion 2. World Weekend package	1. Super food promotion 2. World (D) (D) (D) (D)			
CHRISTMAS														
OTHERS		1. OM's cocktail					1. Ramadan (D) (D) (D) 2. Corporate (D) (D) (D)	1. Ramadan (D) (D) (D)		1. (D) of (D) (D) (D)				
Gifts					1. Ramadan gift 2. (D) (D) (D) (D)							1. New Year Gifts		
Media														
Anniversary TV				1. Dash TV (D) 2. Bangla (D) (D)	1. TV anniversary (D)			1. ATN Bangla (D) 2. (D) (D)		1. Radio Forth (D)	1. Channel (D) (D)	1. Prothom Alo (D)	1. RTV (D)	
National Day Embassy	1. Australia day (D)	1. Kuwait national day (D) (D)						1. USA, Independence day, 4 (D)	1. India independence day (D) (D) 2. National Day, 4 (D) 3. Malaysia national day (D) (D)	1. Mexico, independence day (D) (D) 2. Small National Day (D) (D)	1. Germany national day (D) (D) 2. Spain national day (D) (D) 3. Turkey republic day (D) (D)	1. Turkish airways - Turkey's first Me. Hikatul Birthday	1. United Arab Emirates national day (D) (D)	
Entertainment personality														

The above communication plan is also being attached at “Attachment Paper” at the end.

## 2.32 SWOT analysis

SWOT is the acronym for Strengths, Weaknesses, Opportunities and Threats. It is an analytical framework to help summarize in a quick and concise way the risk and opportunities for any company across the value chain. Based on my observation of three months internship period the inner strength, weaknesses and the external opportunities and threats of The Westin Dhaka are described below:



## Strengths

- Starwood Brand
- Largest Room Size
- Premium product
- Located in the business hub and closest to the diplomatic zone.
- Top Range Restaurants with innovative dining concepts
- Westin Workout
- State of the earth customer service.
- Panoramic view of the city.
- The most popular loyalty program (SPG, SPP, SPB, Star Choice, SP).

## Weaknesses

- Limited banquet space & meeting rooms
- Inadequate parking facilities for big function

## Opportunities

- Oil and Gas sector
- Continuous growth on Garments & Textiles industry
- Improve relationships with local community, media and businesses
- Strengthen partnerships with local travel industry
- Further develop wedding market
- Customize package for different segment

## Threats

- New property (Best Western) will increase competition
- Competitor's low price strategy
- Increased popularity of boutique properties

### 2.33 Pest Analysis

Every organization operates in a larger macro environment of forces that shape opportunities and pose threats to the company. The four major forces, that is, Political, Economic, Social and Technological forces that affect the hotels and the hotel industry as a whole are discussed below.

#### Political Forces

The political forces include laws, government agencies and pressure groups that influence and limit various organizations and individuals in a given society. There are lots of rules and regulations created by the government for several reasons, first of all to protect companies from

each other, to protect consumers from unfair business practices and to protect the interest of the society.

Political forces heavily affect the hotel industry. The political situation is not stable in this country. Whenever a new Government comes, there is a change. The tax situation is affected. There are new policies regarding Export, Import and other activities that might affect the industry negatively.

### **Economic forces**

Economic forces are the factors that affect the consumer buying power and spending patterns, some countries have subsistence economies where the consumers consume most of their own agricultural and industrial output. At the other extreme there are industrial economies that constitute rich markets for many different kinds of goods.

Hotel industry is directly related to the economic factors, especially the consumer spending and savings pattern. Spending is very deeply related to income. As family income rises, the percentage spent on food declines and savings increase. There had been much change in the hotel sector due to economic forces. If a person's income is high, then he can save more. Then probably he may have a desire to take services from a five star hotel. But if a person's income level is below the level, then he does not have wishes to go to a five star hotel as he cannot afford to pay their charge.

### **Social Forces**

These are the forces related to society's basic values, perceptions, preferences and behavior. People grow up in a particular society that shapes their basic belief and behavior pattern. These forces affect the survival and success of an industry.

As hotel industry is a service-based industry, it mainly deals with the people coming from various demography of a society. There are differences in the size, density, location, age, gender, race, occupation and other statistics of the human population. As a result, their perception and behavior patterns also vary. So it is a difficult task to deal with different target markets and to handle the social forces. For example, in many societies, there is no culture or trend to take services from five star hotel. In those societies, they're in no culture or trend to build a five star hotel. In those societies, it is hard for the hotels to operate. Some religious societies might be against the five star hotel businesses as there may be alcohol and it is prohibited in Islam. There could be a behavior pattern among a group of people who are very conservative and do not want to go to a five star hotel, as there may be lots of foreign people. These social phenomenon's have great impact on the hotel industry as a whole.

### **Technological Forces**

It is a common saying that today's world is a world of technology and only those will survive who can be up-to-date with the technology. Technological forces are those that create new advancement, create innovative products and market opportunities. Technology has released

wonders as well as blunders. The attitude of the people depends on whether people are more impressed with its wonders or its blunders.

Like any other industry, technology has deep impact in the hotel industry. Using technology, hotel has become fast, smooth, and less risky and easier, the credit card, hotel's software's has made hotel's operation much easier. At the same time these technologies pose threat to those competitors who are still left behind. Technology gives an extra advantage to the hotels to be ahead of time, so, technological forces might really rule the hotel industry real soon.

To operate in the macroeconomic environment, the hotel industry should be careful about these forces and by getting acquainted with these forces, the industry would be able to make it strength rather than take it as a threat.

### 3. My Job Part

#### 3.1 Description/nature of job

Working in The Westin Dhaka as an intern was the very first opportunity for me to acquire practical knowledge about hotel sector. I worked in sales and department under the supervision of Mr. Yameenul Haque. Moreover I also worked in, Marketing department, under the supervision of Mr. Mostafa Noor E Safa, Head of Marketing department. It was a tremendous journey for me to go through the actual experience of hotel sector. Real world is far away different from the theoretical knowledge. Especially in service sector there are both encouraging and off-putting things to experience every day. As an intern of The Westin Dhaka I had experienced of so many new things. I came to know actual works of associates at hotels and observed how the works are being done accordingly to serve the customer properly.

#### 3.2 Different aspect of job performance

I've done many works, events under my 3 month's internship program. Those are as follows:

##### 1. Communication Business Plan

I've made a communication business plan with the help of my Trainer Sabrina Mridha, Marketing Executive of the Westin Dhaka. It is as follows:

#### Communication Business plan

Month	May	TOTAL
<b>Room</b>		
<b>F&amp;B</b>		
TREATS	<b>ICE CREAM FESTIVAL: 1 .Akrelie poster in front of Treats 2. sms blast 3. Table talker 4. Cut out of ice cream/3D cutout</b>	11,000
TLR	<b>COLD COUNTER(SALAD BAR)</b>	
TASTES	<b>MOTHER'S DAY SOECIAL BUFFET: cut out, sms blast, leaflet and others(as per decision)</b>	12,000
SPLASH	<b>MOTHER'S DAY SET MENU AND FAZITAS NIGHT</b>	
PREGO	<b>VENICIA FOOD PROMOTION</b>	3000



<b>EVENT</b>	1. Mother's Day(12th); 2. Int. Family Day		
<b>CSR</b>	1. World Anti tobacco day: sms blast, cut out at lobby, restaurant leaflets/tenet catds informing anti tobacco day cause	11,000	
<b>WORKOUT</b>			
<b>Westin Words</b>			
<b>PROMOTION WESTIN</b>	1. Stay Well	24,000	
<b>CHRISTMAS</b>			
<b>OTHERS</b>			
<b>Gifts</b>	1. Ramadan gifts; 2. Eid card(for july), PR raise, sample submission, quotation from vendors	1,13,000(apprx)	Remarks: this amount will go to JULY months budget
<b>Media</b>			
<b>Anniversary TV</b>			
<b>National Day Embassy</b>			
<b>Entertain media personality</b>			
<b>Total</b>		<b>61,000</b>	

## 2. Pahela Baishakh Event Organize

The Westin Dhaka has greeted the Bengali New Year 1419 with lot of festivities on April 14, 2012. On this auspicious festival, the hotel was decorated with a colorful cultural spectrum in special Bangladeshi theme. Lots of traditional activities with traditional Bangladeshi Food at our different restaurants had added extra essence to this special occasion.

I was with the whole marketing team in order to communicate with press and media people, coordinate guests as well. It is to be noted that, I've prepared an "Invitation Letter" for "The Daily Star" in order to invite them before the ceremony. I've attached the copy of "Invitation Letter" at the "Attachment" page at the end.



### Celebration Of Pahela Baishakh at The Westin Dhaka

### 3. Earth Hour Event Organize

**The Westin Dhaka goes dark for Earth Hour 2013.** The Westin Dhaka once again has joined the worldwide movement of people by planning to turn off the lights for the Earth Hour 2013; in celebration and contemplation of the one thing we all have in common our planet. On March 23, The Westin Dhaka observed Earth Hour by turning off its no- essential lights and also taking other energy saving measures for one full hour. The Westin Dhaka have taken several steps such as dimming or turning off non-essential interior and exterior lighting, using candle lights to appropriate public areas, and informing guests about the hotels observations of earth hour. I've organized the whole program and I was the leader of that program. I've made an action plan and also does all the task of the action plan of the program, which includes Pre and Post Event of the program.



I've made a slogan also: "COME AND SAVE THE WORLD FOR FUTURE GENERATION".

The Action plan is as follows:

<u>Pre Event</u>	<u>Post Event</u>
✓ <b>Face book post of the event</b>	✓ <b>Press release</b>
✓ <b>SMS Blast</b>	✓ <b>Face book photo upload of the event</b>
✓ <b>Inform guests regarding the celebration in every room with a candle and note to inform them before the event</b>	✓ <b>Media coverage collection</b>
✓ <b>Associate notice board: 1 Hour light off information notice</b>	✓ <b>CD archive</b>
✓ <b>Inviting press and media over phone and fax before the event</b>	✓ <b>Give thank-you letter to press and media people</b>
✓ <b>Decoration of lobby with large candles</b>	
✓ <b>Providing projector in ground lobby displaying Earth-Hour-2013 promotional video</b>	
✓ <b>A large decorated Tent card (Commitment Board) regarding earth hour in the ground lobby for guest's reaction and wishes</b>	
✓ <b>Provide Chess board for guest's participation</b>	

#### **4. Illy Coffee Launching Ceremony Organize**

On 1<sup>st</sup> April, 2013, The Westin Dhaka has organized an event named “Launching Ceremony of Illy Coffee”. At that event, Nicola from Illy-Italy was present towards the guests. I’ve made a “Associate Notice” for the program’s in order to let the associates of The Westin Dhaka to know about the ceremony before the event. The “Associate Notice” is as follows:



**THE WESTIN  
DHAKA**

We invite you to the  
launching ceremony of  
**ILLY COFFEE**  
at  
The Westin Dhaka

*Date: 1st April, 2013  
Time: 6.30 pm  
Venue: The Living Room*

From the Glorious Time of Rome and Romance, ILLY- Italy, the majestic & no. 1 brand in (100%) Arabica Coffee, will be the talk and spark, at The Westin Dhaka .  
On that Day, Master Barista Nicola from ILLY- Italy will present to you and me,  
A Cup of Dream in Illy aroma and style. Its the joy and the ambience  
We see you all at The Westin Dhaka Living Room at 6:30 pm to enjoy the cocktail coffee.

#### **5. Promotion of Real Italian Pizza Organize**

The Westin Dhaka has inaugurated the Authentic Real Italian Pizza on 16<sup>th</sup> April, 2013 at Westin’s Italian restaurant Prego. The key focus is to feel the taste buds of local people and our guests with the authentic world famous Italian Pizza by a live cooking performance. I was the sales person of that program. I’ve made a post press release of that program which I’ve attached at the “Attachment Part” of the report at the end.



**Real Italian Pizza**

## **6. Make Promotional Proposal for 2013**

As we have said before that The Westin Dhaka has 5 different restaurant and the type of the dishes are also different based on customized need of each and every customer's. I've made a proposal for 5 restaurant's promotional proposal. It is as follows:

### **Action Plan**

Month	Seasonal tastes	Daily Treats	Living Room	Splash	Prego	Additional promotions
January	Hot & smoked Texas barbeque	Stromboli pizzas	Gourmet hot chocolates	Asian Market	Sicilian journey	
February	Vietnamese cuisine (GC)	Valentines cakes & chocolates	Valentines cocktails	Mongolian BBQ	Valentines set menu	Valentines buffet 14th Feb
March	Easter lunch buffet	Easter cakes & chocolates	Mojitos & nachos	Easter sweet & savoury crepes	Mussels & fries	Earth Day 23rd Mar
April	Pahela Baishakh	Pahela Baishakh	Chinese teas	Pahela Baishakh	American beef	Chatpoti, Fuska, Local Sweets
May	Szechuan cuisine (GC)	World famous pies	Champagne & canapes	BBQ Downunder	White asparagus	Mothers day buffet 12th May
June	Mexican summer splash	Strawberries & cream	English afternoon teas	Caribbean Calypso	Genoa cuisine	Wimbledon summer
July	Iftar buffet	Iftar set menu platter	Super drinks	Iftar set menu platter	Farmed fresh game	4th US Ind. and 14th Bastille day France
August	Eid buffet	Eid cakes & sweets	Eid fruit refreshers	Eid BBQ	Tuscan food promotion (GC)	
September	Asian Empires	Wraps & baps	Champagne & caviar	Fondue nights	Australian fish & seafood	
October	Brauhouse specials	Pacific island cakes & sweets	Triple malt tasters	"Pasta Pasta"	Foie Gras Delights	Halloween 31st Oct
Novemeber	Argentinian cuisine (GC)	Argentinian cakes & sweets	Australian afternoon teas	Brazilian BBQ	Fiorentine cuisine	Thanks giving dinner 21st Nov & 21st Beaujolias Nouveau
December	Xmas & New Years Eve program	Xmas Goodies for Sale	Xmas & New Years Eve program	Xmas & New Years Eve program	Xmas & New Years Eve program	

The above proposal is also being attached at "Attachment paper" at the end.

## **7. Make Action Plan for June'13**

Action plan is the process for overall events and program for future. It is mainly a strategy to organize all of the events fruitfully.

I've made an action plan for June'2013 before leaving my internship. It is as follows:

Session:

**Duration: 5<sup>th</sup> June to 30<sup>th</sup> June,2013**

**Time:10:00 to 24:00**

**Venue : THE LIVING ROOM**

Our 2013 Priorities / Commitment

Introduce new creative tastes of salad with beef or chicken with live & light entertainment to attract potential guest, delivery of service excellence & F&B creation, enhance the leader position in F&B of Dhaka city.

Actions I need to take

ACTION	REMARK	DATE
<p><b><u>Proposal :</u></b></p> <ul style="list-style-type: none"> <li>The final proposal is updated by Joe Napoli</li> </ul>		
<p><b><u>Promotions Channels:</u></b></p> <ul style="list-style-type: none"> <li>Tent card &amp; “x” Banner</li> </ul>	Nesar, Mr.Mehran & Ms Sabrina	<b>1<sup>st</sup> June,2013</b>
<p><b><u>Tickets &amp; Reservation :</u></b> For more information please contact with us at: The Living Room <a href="tel:9891988">Tel:9891988</a> ex.3330</p>		
<p><u>Culinary Department</u></p> <ul style="list-style-type: none"> <li>Treats kitchen</li> </ul>	Chef Munir, Chef Omol & Nesar	<b>1<sup>st</sup> June,2013</b>
<p><u>Decorations and quartet band</u></p> <ul style="list-style-type: none"> <li>Table menu: Tent card 20 pieces.</li> <li>“X” Banner: 01 piece.</li> </ul>	Nesar, Mr.Mehran & Ms Sabrina	<b>1<sup>st</sup> June,2013</b>
<p><b><u>Uniform &amp; grooming</u></b></p> <ul style="list-style-type: none"> <li>TLR asusal outfit</li> </ul>	Nesar	<b>Every day during promotion</b>
<p><b><u>Table top;</u></b></p> <ul style="list-style-type: none"> <li>Tent card with other centre pieces.</li> </ul>	Nesar/Lakhan	<b>Every day during promotion</b>
<p><b>Sounds system set up :</b></p>	<u>Engineeing dept.</u>	<b>Every day during</b>

<ul style="list-style-type: none"> <li>Existing sound system set up in TLR</li> </ul>		promotion
<u>Cutlery, Glassware &amp; Chinaware</u> <ul style="list-style-type: none"> <li>TLR regular set up &amp; glassware(juice glass)</li> </ul>	Stewarding & Lakhan	
<u>Service and Prices</u> <ul style="list-style-type: none"> <li>Experienced staff for service</li> <li>Price(TBC)</li> </ul>	Nesar & TLR Team	
<u>Support staff</u> <u>TLR total manpower: 4 staff</u> service in charge :Nesar/Lakhan bartender : Tipu Hostess : Daizee Service staff 2	Nesar & TLR Team	

### 8. Make a proposal of slogan for “Sichuan Food Fest”:

My Trainer Sabrina Mridha has told me to make a proposal of slogan for their upcoming event “Sichuan Food Fest”. My proposals were:

1. If you are what you eat, then we are all part Chinese
2. Come n get the taste of real Chinese
3. Get spicy with Sichuan food
4. Get the splash of real Chinese food

### 9. Other Experiences:

Without doing the work at sales and marketing department, my trainer Mr.Tanvir Hassan, Sales coordinator have taught me many important things, which can definitely help me in my future career. Other works includes:

- In order to give overall product knowledge, my trainer has visited myself to 5 venue, 5 category of room, Westin Work Out®, Westin Spa and beauty salon.
- I’ve known the “Grooming” as well as the environment of a Five Star Hotel, how to behave with people, how to convince and deal with people.
- I know The Westin Dhaka’s core value: Personal, Instinctive and renewal. Their 5 human truth and Mission and vision are also known by me.
- I’ve been taught the term “Telephone Etiquette”; how to answer a phone call, how to greet with them, if the caller is foreigner, then how to talk with them.

- Now I know how to scan and how to make photo copy of a paper.
- I've been taught "SPG" (Starwood Preferred Guest), how to be a Gold, Preferred, Platinum, Lead guest. So in future if I want to take any extra facilities from The Westin Dhaka, then I can utilize the SPG concept.
- I've gone many organization to do "sales Call" in order to give Gift Voucher to the client
- Prepare, wrap and decorate donation gift, Valentine's Day gift before the event.
- Now I know how to issue a gift voucher. For example: if I want 2 person's dinner gift voucher, then I've to give  $2000\$ * 2 = 4000\$$  to the associate at "Business Plan". This voucher do not have any cash value
- I've been taught how to write Annual rate contract in order to sell room to the clients.

### **3.3 Specific responsibility of job:**

#### **A) My Experience in Sales Department:**

I was mainly assigned to Sales Department. Under direct supervision of Md. Tanvir Hassan who is a sales coordinator At The Westin Dhaka. And my supervisor was Mr.Yameenul Haque. My main job was to make proposals and to mail them to different client for selling rooms. Also inputting data of the clients. So the list of works that I have done in Sales Department is:

- a. Sends proposals.
- b. Data entry
- c. Send contract
- d. Room upgrade request
- e. Company room request
- f. Welcome gift request
- g. Answering a call
- h. Deal with clients
- i. Press kit ready
- j. Invitation card ready
- k. Presentation of daily news paper update
- l. Go for sales call
- m. Go to Business centre and check all News Paper whether there are any updates regarding The Westin Dhaka
- n. Take Phone number from PMS (Property Management System), call them and convince them to attend any program before the event, make report regarding how many people will come, those who will not come write reasons for it and those who did not response remarks as a follow up call and call again.
- o. Work as a sales person during any events from February-April.
- p. Make action plan.
- q. Make press release



- r. After ending of an event, give thank-you letter to guests, press and media people.
- s. Give sales idea regarding room.

### **B) My Experience in Marketing Department:**

My Supervisor Mr. Yameenul Haque was satisfied by my performance and thus he transfers me to marketing department. I also worked for marketing department. There my tasks were:

<b>Date</b>	<b>Training Topic</b>	<b>Signature</b>	<b>Remarks</b>
	<b>Grooming as per Westin brand standard</b>		
	Telephone Etiquette		
	Guest area etiquette		
	Check news coverage		
	Check trip advisor		
	Visit Westin Website		
	Marketing materials observation; check lobby & other area		
	Store observation		
	<b>Check list MKT.</b>		
	<b>Product knowledge:</b>		
	<b>Client Communication</b>		
	<b>Vendor Communication</b>		
	<b>Archive of mkt. materials</b>		
	<b>Event idea generation</b>		
	<b>Check out f&amp;b events</b>		
	<b>Check out Catering events</b>		
	<b>Follow up VIP guests through sales</b>		

### **3.4 Future Implications:**

My experience to work under sales and marketing department creates a great change of my life. Now I can easily deal with people. Furthermore, all the works that I've done for The Westin Dhaka will help me in my future life and there is no doubt. Now we'll give the brief conception about how my work can help me in future's practical life:

1. By doing data entry, I can know the nature of the organization like whether it is hotel industry, airline, overseas or other. Also now I know which position is top, which position is mid level. So in future, definitely I can easily understand the organizational pattern as well as the position of the employee.
2. By learning "Telephone Etiquette" and by calling to different media and press before and after the event, and to response daily phone call of customers and give solutions to them, now I know how to convince people, how to deal with them; also now I know if I do not know any answer of my guest, then how to handle it without dissatisfying them. In future, wherever I work, this experience will help me, as in every organization we have to satisfy the clients.
3. By going for sales call now I know how to deal with different type of people. In future, if I do any business of mine, then I can easily convince them to buy my product.
4. By giving presentation of daily newspaper update's summary in a regular manner, I have gathered presentation skill. Now I'm more outspoken. As my background is on Marketing, so I've to communicate with people. By giving the presentation daily, now my communication skill has upgraded. In future, I can deal easily with people and can convince them by giving a nice presentation.
5. By using PMS software, now I know software how to store all the information about the customer, clients, and how to get all the information about them when we need it. In future, if my senior people tell me to give any information regarding the organization, then I can easily give it to them by using this software, as well as by storing all the information there.
6. In future I can easily sell any product as here I've done many sales via telephone, mail.
7. By preparing action plan, I can understand what the strategy is before planning an event, what thing has to do before and after the event to make the event successful in the mind of customer. So in future I can organize any events and also can make the event successful on the mind of people.
8. By making press release I can easily make any kind of news update in future, it will help not only in hotel sector in future but also in any sector I can utilize this.
9. By giving marketing idea, I can make a good brainstorming regarding any types of work, as a result in future in any sector I can easily gather any ideas.
10. By knowing the knowledge about The Westin Dhaka's product, now I know every information about their room, restaurants. I know in which floor the 5 restaurants are held, what their pricing is as well as now I've a good idea about their ballroom category for doing seminars. As a result in future, if any one wants any information regarding The Westin Dhaka, I can easily give the information to them.

11. Since my first working day at The Westin Dhaka, I was bounded under “Grooming” rules of them. They have uniform, specific rules for taking the get-up. As a result, now I’ve gathered an idea about the corporate or five star hotel’s environment and also knew how to behave in a particular organization, how to behave with guests. So in future, I can easily cope up in any foreign, five star hotel or any corporate sector’s environment.
12. By working as a sales person at different events like: Vietnamese food fest, Valentine’s day program, Pahela Baishkah Celebration, Earth Hour celebration, Promotion of Real Italian Pizza, I can easily coordinate the customers, guests, satisfy them, can understand their need easily, in future work.
13. By making and sending “sales proposal” for selling Room now I have gathered a huge idea regarding how to sell product. So in future, if I open any business of mine, I will easily sell by giving a perfect approach to my customers.

### **3.5 Critical observation:**

After my 3 month’s work at The Westin Dhaka, I’ve gathered a huge idea about their working pattern. I’ve made a SWOT analysis of them:



The Westin Dhaka should be evaluated for a better working place due to its environment and employees. During my three months internship program I really enjoyed a healthy and warm atmosphere there. Also all the associates were very much helpful and friendly. They always have supported me in every situation. But still there are some shortcomings too. Like there is only one Management trainee for the entire branch who does the cheque clearing process. Sometimes due to excessive pressure of clients it just becomes burden for him. And the customers have to wait for a long time. Also there is shortage of officers in Front desk. As a result the customers are sometimes being made to wait for a while and some customer become impatient. The crisis of ample space is a creating trouble for the employee as a result they sometimes lag behind in providing better service.

Some shortcomings that I've observed are:

- Limited banquet space & meeting rooms
- Inadequate parking facilities for big function
- New property (Best Western) will increase competition
- Competitor's low price strategy
- Increased popularity of boutique properties

Moreover movement of common people in foreign trade department is no restricted .As a result sometimes people gather in that department unnecessarily which hinders the productivity of the employees. The associate's café are not that much good comparing to guest's restaurant. The food quality are not that much good. As I had to work here for 3 months, I've observed that the foods are very much oily and spicy too.

### **3.6 Recommendation:**

#### **A few suggestions to overcome those short comings:**

To become hundred percent perfect is not possible. Due to changing trend and demand there will be always some shortcomings .Still the organization always strives to provide excellent service in order to achieve complete satisfaction of customer. Some initiatives that can be taken by The Westin Dhaka for better quality service are given below:

- Increasing the number of employees in customer service desk
- Increasing space for reception and public telephone booth
- Restrict entry of common people in foreign trade department
- Organizing training for the employees time to time to upgrade their technical knowledge and for better performance.
- Improve the food quality at Associate's café
- Improve relationships with local community, media and businesses
- Strengthen partnerships with local travel industry
- Customize package for different segment

#### **4. Service Marketing Mix of The Westin Dhaka**

The service marketing mix is also known as an extended marketing mix and is an integral part of a service blueprint design. The service marketing mix consists of 7 P's as compared to the 4 P's of a product marketing mix. Simply said, the service marketing mix assumes the service as a product itself. However it adds 3 more P's which are required for optimum service delivery. The extended service marketing mix places 3 further P's which include People, Process and Physical evidence. All of these factors are necessary for optimum service delivery.



The 7 P's of The Westin Dhaka are described below:

##### **4.1 Product/ Services**

The product in service marketing mix is intangible in nature. At the same time service products are heterogeneous, perishable and cannot be owned. The service product thus has to be designed with care. Services that Westin Dhaka provides are-

- Room service
- Restaurants & Lounges
- Gym
- Spa
- Swimming pool
- Laundry
- Events

□ **Room Services:**

The Westin Dhaka's 235 guest rooms and suites are designed for their customer's personal renewal, ensuring that they will leave feeling better than when they arrived.

Every room offers a unique ambiance and energizing amenities such as high speed internet access, flat screen LCD television, Dual line telephone, and a four fixture bathroom with separate bath and shower.

There are 5 types of rooms provide by Westin Dhaka. They are-

✓ **Deluxe Room:**

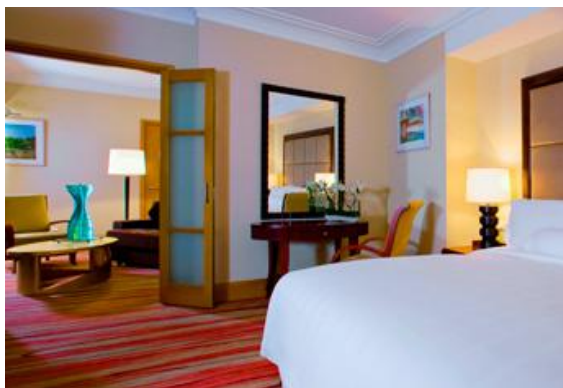
Westin Dhaka's distinctive 32-square meter **deluxe rooms** are some of the most Spacious guest rooms in Dhaka.



**Deluxe Room**

✓ **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.



**Executive Suite**

✓ **Chairman Suite:**

Customers will be uplifted at **Chairman Suite** with special features at The Westin Dhaka and carry a memorable experience with Revitalizing view of the city skyline. It offers separate living, dining and bedrooms as well as a private bathroom.



**Chairman Suit**

✓ **Presidential Suite:**

The 131-square meter **Presidential Suite**, on level 22, invites the guests 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.



**Presidential Suite**

✓ **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 21st floor offers unparalleled luxury with an inviting, intimate atmosphere where all your needs will be taken care of by our dedicated attendants. Westin has

designed this private lounge with only one purpose in mind – *to offer its customer a luxurious oasis of peace and relaxation*. **Executive Club Floor** guests enjoy exclusive privileges including access to the Westin **Executive Club**. It offers computers with high speed internet access, a private meeting room, and the Heavenly Shower®. Guests will also enjoy a complimentary continental breakfast, evening Happy Hour, or all-day tea and coffee facilities in the Executive Club.



**Executive Club Floor Room**

**Overall Features about Room**

<u>Room Name</u>	<u>Number of Room</u>	<u>Floor</u>	<u>Location</u>
<b>Deluxe Room</b>	176 Rooms	6 <sup>th</sup> to 18 <sup>th</sup> level.	Even numbers are north facing and uneven numbers are south facing.
<b>Executive Suite</b>	24 Rooms	6 <sup>th</sup> to 19 <sup>th</sup> level	South East building
<b>Chairman Suite</b>	01 Suite	20 <sup>th</sup> level.	East corner of the building.
<b>Presidential Suite</b>	01 Suite	21 <sup>st</sup> level	East corner of the building.
<b>Executive Club Floor Room</b>	33rooms	19 <sup>th</sup> to 21 <sup>st</sup> level.	Even numbers are north facing and uneven numbers are south facing rooms.



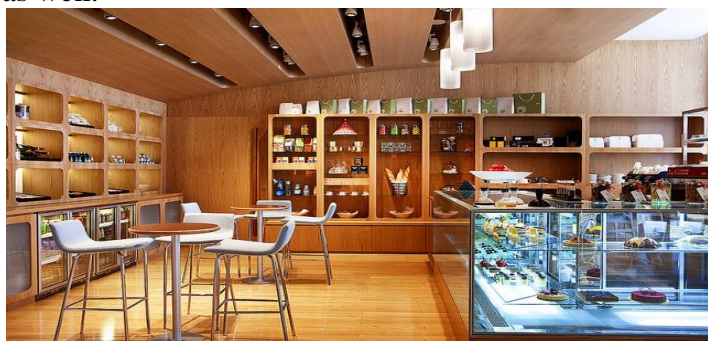
## □ Restaurants and Lounges

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

### ✓ Daily Treats:

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, delicious pastries, inspired mocktails and beverages. Throughout the year, seasonal food promotion also happening at —treats|. It also gives the take away facilities. 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.



Daily Treats

### ✓ The Living Room: **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.



**The Living Room**

✓ **Seasonal Taste:**

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. Seasonal tastes serves Pan Asian Buffet & a' laCarte meals with live cooking stations featuring specialties from Molteni Tandoori and Japanese. Tastes has 200 seating capacity which has individual buffet section for hot, cold, pastry and noodle stations. 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.



**Seasonal Taste**

✓ **Splash:**

splash

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. Healthy meals will be prepared by the chefs where a variety of cuisine from Mediterranean to Asian will be available.



**Splash**



Nourish the soul with the rich colors, flavors, aromas, and true taste of Italy in relaxed ambience overlooking the city from level 23. It offers great selection of food suited to all tastes with 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. Customers can delight their taste buds at their 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. Prego Restaurant also has 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.



**Prego**

### Overall Summary of Restaurant & Lounge

<u>Name of Restaurant</u>	<u>Cuisine</u>	<u>Location</u>	<u>Hour</u>	<u>Atmosphere</u>
<i>Daily Treats</i>	Serving a variety of pastries, coffees, ice cream.	Ground Level.	24 hours in 7 days.	Casual
The Living Room	Pan Asian, Mediterranean, European and English.	Lobby Level	Daily 8:00 AM - 1:00 AM	Relaxed
Seasonal Taste	Pan Asian	Level-2	6:00 AM to 11:30pm	Friendly and Informal
Splash	Health Food	Level 5	7:00 AM -12:00	Relaxed
Prego	Italian	Level-23	Daily 12:00 PM-3:00 PM; 6:30 PM- 11:00 PM	Contemporary and Sophisticated

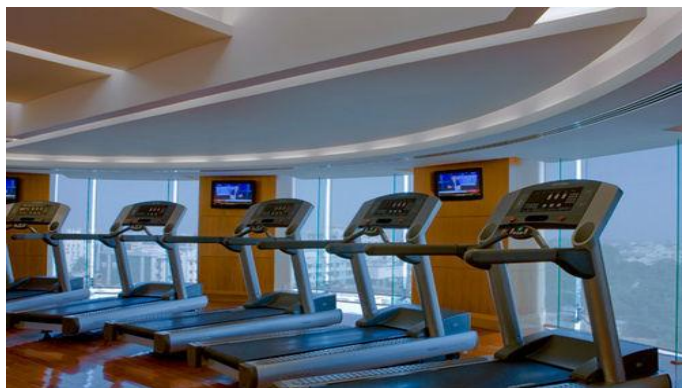
#### Westin WORKOUT® Fitness Studio

Westin has committed to help its customer to keep up with their fitness routine.

Westin WORKOUT® Fitness Studio offers 1,425 square feet of space dedicated to helping the guest to be their best.

Westin challenge muscles with a full array of strength-training equipment and free weights or get heart racing on a range of cardio machines—treadmills, elliptical trainers, step machines, and stationary bikes all offer personal flat screen televisions to keep entertained. City views out the windows offer further inspiration. And the guests can always reward themselves after a workout with a treatment at Heavenly Spa by Westin™ next door, or unwind in its Jacuzzis or steam room. The gym is open 24 hours a day to resort guests 16 years and older, complimentary and accessible with any guest room key. Towels and headphones are also provided.

Fitness Equipment	Equipment Type	Personal Training	Operation hours
<b>Life Fitness, Precor</b>	Cardio and strength machines, free weights	Available	24 Hours



**Westin WORKOUT® Fitness Studio**

□ **Heavenly Spa by Westin™**



Guests can travel the ultimate road to renewal with a visit to their rejuvenating Heavenly Spa by Westin. From the moment you first enter, senses are stimulated by Westin’s inspiring views and graceful decor, aromatic scents, and the sound of soothing waters mingled with music that touches the soul.

Start with a glass of tea or fruit-infused water in lovely waiting area as the guests prepare for an experience from extensive menu of revitalizing treatments. From the first greeting to the final farewell, sensitive and intuitive spa attendants will guide the guests through journey to relaxation and wellness.

Westin invites the guests to arrive early to enjoy all the facilities in our expansive 6,500-square-foot space, which include separate men’s and women’s Jacuzzis, steam rooms, and comfortable locker rooms. Or consider a spa treatment before or after exercise—the Heavenly Spa is located on the resort’s fourth floor right across from the Westin WORKOUT® gym.TM.

Ambience	Products	Special Facilities	Spa hours
<b>A peaceful sanctuary that stimulates the senses</b>	Comfort Zone, Naturopathic, Aromatherapy & Associates, Spa Ritual	Men's and women's locker rooms with Jacuzzis and steam rooms	Tuesday – Thursday 10:00 AM - 7:00 PM; Friday - Saturday 9:00 AM - 7:00 PM; Sunday 9:00 AM - 5:00 PM.



**Heavenly Spa by Westin™**

□ **Swimming Pool**

Westin Dhaka has swimming pool facilities for the guests. Guests will enjoy the tranquility of the stylish swimming pool. Heated for year-round comfort and surrounded by inviting lounge chairs with poolside restaurant **Splash**, it's stunningly situated off level 5 near to the Westin WORKOUT® and Heavenly Spa by Westin TM. Westin's pool serves up drinks and light fare to keep the guests refreshed and satisfied throughout the day, out in the sun or in shaded indoor seating.



**Swimming Pool**

□ **Laundry**

Westin Dhaka has recently started the laundry service for all guests. For the first time ever in Bangladesh. The Westin laundry service is opening with complementary one pair of Laundry service for the first 500 customers. Guests need to print the voucher to enjoy the offer and experience five star laundry services.



### Laundry

#### Events

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. Westin offers 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 Guest Rooms	Number of Meeting Spaces	Largest Meeting Space
235	7	5,675 sq. ft. (527.22 sq. m.)

Westin has 7 different ballrooms for arranging high class meeting or wedding ceremony. They are-

- ✓ Ballroom 1
- ✓ Ballroom 2
- ✓ Ballroom 3
- ✓ Grand ballroom
- ✓ Taste Silver Room
- ✓ Taste Gold Room
- ✓ Portofino



**Grand ballroom**

**Banquet venue, Dimension, seating capacity, rank price**

**THE WESTIN**  
DHAKA *(Published rate)*

**Banquet Venue, Dimension, Area, Seating Capacity, Rack Price & Discounted price per shift**

Sl No.	Venue Name	Level	Dim. (L x W x H)	Area Sq. ft.	Rounds/ Banquet	Round H-moon	Parliament Style Class Room	U-Shaped	Reception	Theatre	Boardroom	Published Rate per shift Tk.	Maximum Discounted Space
1	Grand Ballroom	1	110.0' x 52.0' x 15.0'	5,400	360	220	200	120	600	550	160	450,000++	200,000++
2	Ballroom 1	1	52.0' x 45.0' x 15.0'	2,340	150	96	100	60	250	220	60	180,000++	120,000++
3	Ballroom 2	1	52.0' x 26.0' x 15.0'	1,352	80	48	48	30	150	110	50	120,000++	80,000++
4	Ballroom 3	1	66.0' x 26.0' x 15.0'	1,716	110	72	60	45	200	180	60	150,000++	100,000++
5	Silver Room	2	21.0' x 26.0' x 11.0'	550	40	24	20	22	50	50	26	80,000++	35,000++
6	Gold Room	2	21.0' x 16.0' x 11.0'	400	30	16	16	14	30	30	18	70,000++	30,000++
7	Bronze Room	4	25.0' x 22.0' x 8.5'	650	50	30	30	28	80	80	30	100,000++	45,000++
8	Portofino	23	16.0' x 25.0' x 11.0'	425	18	15	-	16	25	25	16	100,000++	45,000++
9	Panorama	Top Fl.		1050	-	-	-	-	50	50		100,000++	45,000++
10	South Park (North)	Westin Adjacent		17,500	1000							500,000++	
11	South Park (South)	South of Westin		17,500	1000							500,000++	
12	South Park Grand	Westin Adjacent		35,000	2000							1200000	

**AV Equipment Charges:**

Sl No.	Audio Visual Equipments	Price	Comments (If any)
1	Each Mic & Sound system	@Tk.1500++ & Tk.10,000++	Built in sound systems or Portable
2	Delegate Microphone or Conference Systems	Tk.1500++ per pcs.	Minimum 10 Sets & Maximum 31 Sets available
3	Recording Systems	Tk.10,000++	Will be added with microphone
4	LCD Projector with screen	Tk.10,000++	4,000 Lumens
5	LCD Screen only	Tk.3000++	
6	Giant Screen with LCD	Tk.12,000++	6,000 Lumens

• All prices are subject to 10% Service Charge & 15% VAT

*Trithm Textile*

**4.2 Price**

Pricing in case of services is rather more difficult than in case of products. Generally service pricing involves taking into consideration labor, material cost and overhead costs. The final price for the service is then arrived at by including a markup for an adequate profit margin.



Westin Dhaka followed the skimming pricing strategy basically to maintain the high performance level that any other Starwood hotel have. The price range of Westin Dhaka's services are given below-

Room Type	Room size	Rate
Deluxe room (single)	34sm	US \$570++
Executive Club Floor Room (Single)	34sm	US \$ 680++
Executive Suite	63.6sm	US \$ 960++
Chairman Suite	98sm	US \$ 3600++
Presidential Suite	131.1sm	US \$ 4200++

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

### **Important notes about Room:**

- **GEI:** Guest experience index. Here guests give suggestions regarding the visit and stay at hotel, food quality, overall service, experience at check-in and check-out process etc
- **GDS:** Global sales distribution. For example Mr. X, guests of The Westin Dhaka, needs a room at Starwood's other property's hotel. Any associate can give the booking of Mr. X's by accessing at The Westin Dhaka.
- **RFP:** Request for proposal. For example Mr. Y wants to give a booking that he will stay at the hotel also he'll need a room for seminar. He can do a proposal by that requirement.
- **LRA:** Last room available. This is for preferred guests. Here price is fixed
- **NLRA:** Not last room available. Here price is not fixed, it may increase.

<b>Food &amp; Beverages</b>
---------------------------------

<u>Items Price</u>	<u>Range Quantity</u>
<b>Bakery</b>	300-1155 per pc
<b>Fast food</b>	850-1200 per pc
<b>Salads</b>	650- 3580 per bowl
<b>Snacks</b>	800-1100 per pc/ per set
<b>Soft Drinks</b>	370-660 per glass
<b>Hard drinks</b>	330-86000 per peg/ per bottle
<b>Cuisine</b>	1570-35000 per set

### Westin Workout ®

	Workout -Individual				Workout - Couple			
Membership	1 yr	6 month	3 month	1 month	1 yr	6 month	3 month	1 month
	181800	146500	84575	47950	295650	222400	135175	73250

### Westin Swimming Pool

	Swimming Pool only One				Swimming package steam, Sauna, Jacuzzi			
Membership	1 yr	6 month	3 month	1 month	1 yr	6 month	3 month	1 month
	75000	50000	400000	18000	100000	75000	50000	35000

**Pool use only: taka 1600 per person per day.**  
**\*Daily workout membership only: taka 3162 per person.**  
**child 0-6 years free**

### 4.3 Place

Place in case of services determine where is the service product going to be located. Since service delivery is concurrent with its production and cannot be stored or transported, the location of the service product assumes importance. Service providers have to give special thought to where the service would be provided. The Westin Dhaka is a great base from which to explore this vibrant city. The hotel is not too far from the city center: just 9.0 km away, and the

hotel is also only eight kilometers from Zia International Airport which normally takes about 15 minutes to reach the hotel. It's also near to Embassies, Foreign missions and Multinational companies. For those who want to venture out, National Assembly Building, Hazrat Shahjalal International Airport, National Museum is just some of the attractions available to visitors.



**Map Of The Westin Dhaka**

#### **4.4 Promotion**

Promotions have become a critical factor in the service marketing mix. Services are easy to be duplicated and hence it is generally the brand which sets a service apart from its counterpart. This is crucial in attracting customers in a segment where the services providers have nearly identical offerings. Promotion is one of the elements of marketing mix and it is frequently used in marketing. Each and every company uses promotional planning or activities for introducing their products or services for customers or consumers.

There are some basic objectives of promotion-

- To present information to consumers as well as others.
- To increase demand.
- To differentiate a product.

In Bangladesh they have few five star hotels and among them Westin Dhaka is the most expensive five star hotels. Also they are the leading five star hotels in our country's hotel industry. Westin Dhaka is doing their promotion through their Sales and Marketing department. For promoting their hotel worldwide they acquired many promotional planning. Here their target customers and promotional activities are not same like other hotels as

Westin Dhaka is a business hotel rather than a leisure hotel. Also as most of their customers are foreign people they do invest little for promotion within our country. They mainly are developing such promotional planning so that they can maintain good relationship with their current foreign customer and to attract more new foreign customers through their promotional

activities. So their main focus of promotion is based on foreign people. By promotional activities Westin Dhaka is fulfilling basic objectives of promotion.

Their promotional activities are describing below:

□ **Advertising:**

Advertising is a very effective way of promotion and most of the companies promote their products or services through advertisement. Advertising could be done by giving ads to newspaper, magazine, billboard, poster, online etc. Westin Dhaka is not providing ads to all the sections of advertisement as we have already mentioned that they are mainly want to grab foreign customers and our country's upper-upper class people. Westin Dhaka is giving ads to newspapers, magazines and online. They are arranging many festivals, programs, fairs etc. To promote all those activities they usually give ads to attract upper-upper class people of this country. They give online advertisements to promote foreign customers. They mainly give online ads about their different programs such as- Valentine's Day celebration, Pohela Boishakh, Earth Day etc.

□ **SMS and e-mail:**

To communicate with their customers Westin usually give e-mail or text to the guests from their Sales and Marketing department. E-mail and sending messages to their customer is one of the strong promotional activities for Westin Dhaka. As Westin Dhaka has huge contact all over the world, their data for desired customers is very rich. As a result for promoting about their programs or activities Westin Dhaka do email or text their customers from their database. For the foreigners they typically email any information for promoting them and within the country they do text their preferred customers. Also for promoting their activities they e-mail or give text to the media and press. Through the e-mail or messages press and media can easily understand about their activities and those activities are promoting over those media and press people.

□ **Direct Marketing:**

It includes:

- Brochure
- Leaflet/fliers
- E-newsletter
- Newsletter (Internal/External)

Direct marketing is common used term for marketing people. Through the direct marketing any company can promote their products or services easily. Also direct marketing is an effective and influencing way of promoting any product or services. Westin Dhaka is also using direct marketing for promoting their activities and services. Those who came to Westin Dhaka for doing their own works, they are being informed about Westin Dhaka through direct marketing. They promote directly to inform their customer about their next events. They are also trying to influence their customers by giving brochures, cards etc. directly to their hands so that they can be informed about their programs.

□ **Online Digital Marketing:**

As we have already informed that Westin have more than 180 locations over 37 countries and to communicate or promote their customers worldwide online digital marketing is their main tools. Through face book, twitter, flick etc. Westin Dhaka is being connected with their customers. By using face book, twitter etc. Westin Dhaka easily can promote their customers and also general people also about their activities and programs. Westin Dhaka has huge data base for doing this online digital marketing. Also it can be said that online digital marketing is one of their important and strong tool of promotional activities. Even 98% foreigners are being connected with Westin Dhaka through face book, twitter, flick etc. As a result to communicate with this huge amount of foreign customers they must use online digital marketing. Otherwise they will lose their potentiality and loyalty.

□ **Partnership & Joint Venture Marketing:**

It includes:

- ◆ Creating joint marketing materials
- ◆ Joint direct mail, e-mail or advertising campaigns
- ◆ Joint sales calls
- ◆ Referring of prospects
- ◆ Possibly even combining services, talents and assets to create new services

I have already informed that Westin Dhaka does not invest more amounts for promoting their country people as most of us do not have the ability to bear the cost of Westin Dhaka. So for promoting their country people and foreigners also they most of the time go with partnership or joint venture marketing. Such as they have worked with event management firms jointly for arranging festivals, fairs etc. Westin Dhaka jointly arranging wedding festivals, food festivals, travel fair etc. with event management firms, travel agencies. With the partnership and joint venture marketing. Westin Dhaka can easily promote their target customer and also cut down or minimize marketing cost by doing all those jointly with other firms or companies.

□ **SPG & i-phone Booking:**

SPG means —Starwood Preferred Guest‡ and it is a global program where Westin Dhaka is offering remarkable access to an amazing hotel portfolio. Westin Dhaka is investing huge amount to promote those SPG members as they are the preferred guests for Westin. Also in this SPG list Westin have huge number of people as it is a globally used program. As we will find Westin in 37 countries and all over the world Westin have their —Starwood Preferred Guest‡ it is so much important for Westin Dhaka to promote those people for their own benefits. As a result Westin Dhaka has to invest huge amount to promote those —Starwood preferred guest‡. Also through this program Westin Dhaka can easily promote their preferred people. Here to promoting those people Westin Dhaka is giving some discount or reduced rate for them, giving most priority for booking, extra facilities also given to those people. To faster the communication and promote their activities to the foreigners mainly Westin is planning to start smart phone booking.

Firstly Westin is going to start this program with i-phone. All the 'i-phone' users can do everything with their phone by staying at anywhere. They can do reservation, confirmation, booking everything with their 'i-phone'. So here Westin Dhaka can easily do their promotional activities by sending text, giving ads, e-mailing to those I-phone users.



❑ **Sales promotion:**

Here includes:

- Money off coupons
- Competitions
- Discount vouchers
- Free gifts
- Point of sales materials
- Loyalty cards

❑ **Trade show/exhibition:**

Trade shows represent a significant opportunity to enhance brand and product visibility, promote new and existing products, generate leads and drive incremental sales. In addition, show participation enables one to stay on top of the latest industry trends, gain competitor insights, make key industry contacts, and further solidify relationships with current customers. The Westin Dhaka in order to promote their brand, use this promotional tool.

❑ **Media relation:**

Advertising is what you say about yourself. Press articles / editorial are about what others say about you and are therefore far more credible in the eyes of the consumer. Nationally and locally, they can inform both the trade and consumer press of their changes and about the major activities they undertake. The Westin Dhaka in order to promote their brand, use this promotional tool.

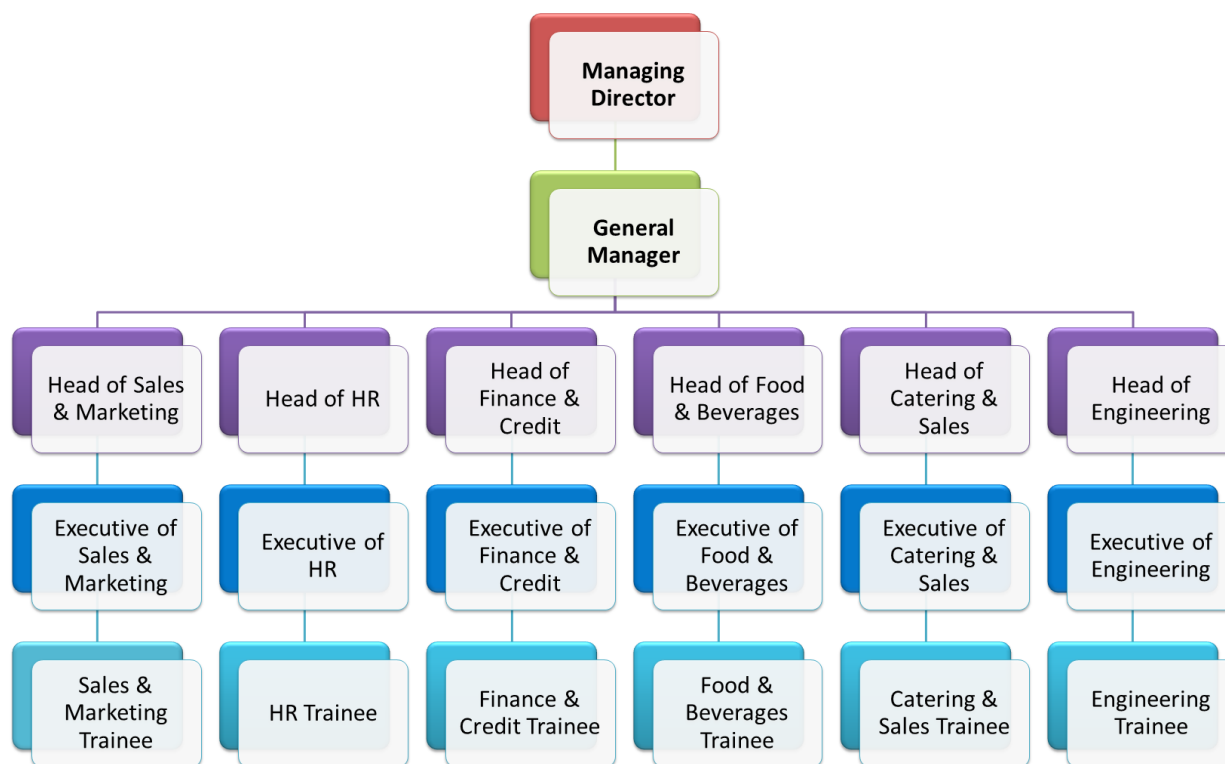
#### □ **Effective PR:**

Good, effective public and press relations—unlike no other marketing endeavor—can support building value in a product or service. The Westin Dhaka in order to promote their brand, use this promotional tool.

#### **4.5 People:**

People are one of the elements of service marketing mix. People define a service. In case of service marketing, people can make or break an organization. Thus many companies nowadays are involved into specially getting their staff trained in interpersonal skills and customer service with a focus towards customer satisfaction. In fact many companies have to undergo accreditation to show that their staff is better than the rest. Westin Dhaka also appoints highly educated, experienced and skilled employees to provide the best service to their guests.

The employee hierarchy of Westin Dhaka is given below-



#### **4.6 Process**

The process of service delivery is crucial since it ensures that the same standard of service is repeatedly delivered to the customers. The process of a service company in delivering its product

is of utmost importance. Therefore, most companies have a service blue print which provides the details of the service delivery process, often going down to even defining the service script and the greeting phrases to be used by the service staff. As Westin Dhaka is five star hotels their working process is mainly based on reservation.

In reservation process they have mainly 3 types of reservation and working processes:

1. Process of room reservation for staying
2. Process of room reservation for meeting
3. Process of doing any program

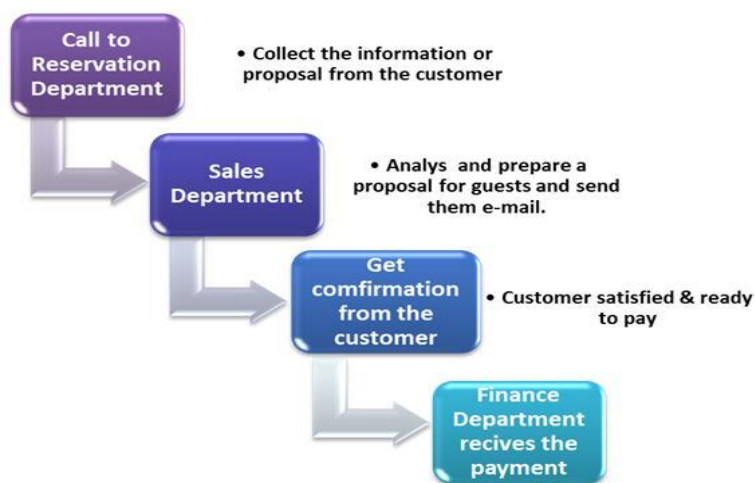
In their working process Westin Dhaka usually sales room for staying, sales room for meeting and do any program by pre and post planning. All those working processes have their own procedure.

Even to maintain or done all those work Westin Dhaka is following some processes and they describing below:

#### □ Process of Room Reservation for Staying:

Though Westin Dhaka is a business hotel here people or customers also come for staying or living. So for staying at Westin Dhaka customers have gone through under some process. Here customer firstly gives a call to the reservation department. After getting the information or proposal from the customer the reservation dept. transfer this proposal to sales dept. Here sales dept. analyzes the proposal and according to customer desired proposal they make a proposal for the customer. Then by e-mailing they send the proposal to the respected people. If the proposal is matched with customer needs, then the customer pay the money to the finance/credit department. After that the room reservation for staying is done successfully.

Now we will see the process of room reservation for staying:





### □ Process of Room Reservation for Meetings or Events:

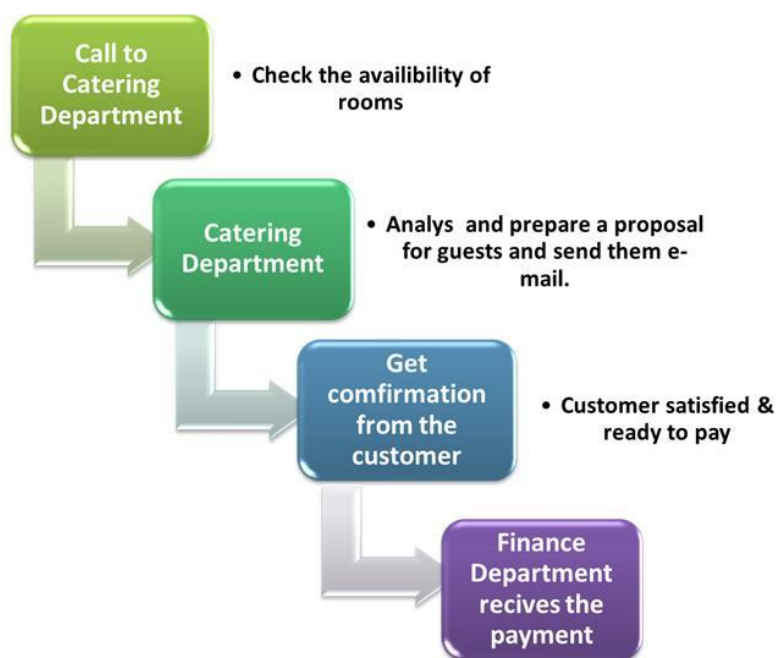
Westin Dhaka is the most desired and expensive five star hotels in our country. For doing the business meetings, conferences etc. to Westin Dhaka is the most desired place for everyone. Here for the reservation of meeting room people should go through a process also. Business persons here first call to the Catering Department. Then the Catering Department checks whether there is available rooms or not.

For meetings or events Westin Dhaka has seven types of rooms they are-

- Ballroom 1
- Ballroom 2
- Ballroom 3
- Grand ballroom
- Taste Silver Room
- Taste Gold Room
- Portofino.

If Westin Dhaka has available room as far the business person's desire, then they make proposal for the customer. In the proposal payment and procedure is mentioned and this proposal is then sent to the business person. Then the business person gives his or her payment to the Finance/Credit Department.

Now we will see the process of Room Reservation for Meetings or Events:



### □ Process of Doing Any Program:

Westin Dhaka is doing their program or event planning in their business plan. In the business plan what Westin Dhaka will do with in the year everything is planned. For example Westin Dhaka will organize an event recently regarding Italian pizza. Here Marketing department firstly makes an action plan regarding pre and post event. Then they make a routine for the program. Then they will make poster, brochure, and design for food etc. for the pizza fest. It will be forwarded to the Food & Beverages Department for the confirmations. Food & Beverages department choose the best poster, brochure, food planning etc. for the pizza fest. Food and beverage dept. will make further decisions about the programs design and food design. This pizza festival will be organized under the name of —Italian pizza festl.

Now we will see the process of doing Any Program:



### 4.7 Physical Evidence

The last element in the service marketing mix is a very important element. Services are intangible in nature for that most service providers strive to incorporate certain tangible elements into their offering to enhance customer experience. However, to create a better customer experience tangible elements are also delivered with the service. Physical evidence is used as a differentiator in service marketing.

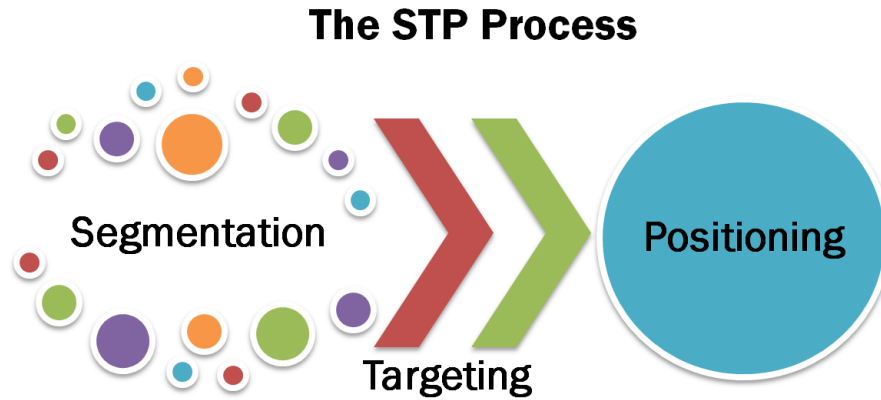
The Westin Dhaka is one of the five star hotels in Bangladesh. It situated in the posh area Gulshan. Near to the airport and other Embassies, Foreign missions and Multinational companies. In this area of Gulshan Upper upper class people basically lived which are the main target customer of Westin.

Westin Dhaka is a very beautifully structured 23 stored building with very nice ambience.

Every room offers a unique ambiance and energizing amenities such as high speed internet access, flat screen LCD television, Dual line telephone, and a four fixture bathroom with separate bath and shower.

## 4.8 Market STP

Market segmentation, targeting and positioning is actually first to identify meaningful groups of customers then select the segment to serve and then build and improve brand equity to chosen target.



### 4.8.1 Market Segmentation

The organization has segmented the total market based on these factors-

- a. Geographic Segmentation
- b. Demographic Segmentation
- c. Psychographic Segmentation
- d. Behavioral Segmentation

#### a. Geographical Segmentation:

Westin mainly targeting Dhaka city to establish the hotel because Dhaka is the capital of Bangladesh and most of the foreigner people stay in Dhaka whenever they visit Bangladesh. In addition, most of the upper-class people live in the city.

Reasons behind Selecting only Dhaka City

- Pricing Strategy

Westin will be undertaking basically skimming pricing strategy which is one of the reasons they have selected Dhaka segment. People of Dhaka have increased income per head which is required for the service consumption of Westin.

- **Target Market**

As price of their services will be high so will under consumption ability of upper-upper class people, that is why they we targeting only urban people.

- **Profitability**

We know service equals to profit. Thus Westin making huge profit margin by providing wide range of services to its customer. In addition to that, most of the Westin's customers are foreigner, business people and corporate giant.

### **b. Demographic Segmentation:**

There are lots of people in the Dhaka city but the Westin Dhaka is not going to target all the peoples. Westin segments their target market demographically based on some variables to grab the potential consumers.

- **Age (Adults)**

20 to 50 aged people are categorized in this segment. This group of people will mostly prefer the quality service which not only fulfill their taste and preference requirements but also reflects their personality. They are ready to pay for a service which fulfills their physical and psychological needs because they are the income generators.

- **Family Life Cycle**

- ✓ **Small Family:** We are considering families consisting of 3 to 5 members in this segment.
- ✓ **Large family:** Families consisting more than 5 members will go under this segment

- **Income (High Income People)**

People who have a monthly income of more than 10 lac of BDT will be considered under this segment.

- **Occupation**

- ✓ Businessmen
- ✓ Executives
- ✓ IT Experts

Different high professionals are considered under this segment.

### **c. Psychographic Segmentation:**

The target market of Westin is not so huge, and there exists different customers of different mentality and social class. Therefore, they are very concerned about selecting the segment to which they will serve.

In terms of social class variable-

- **Upper-Upper class**

It includes the higher income class who has enough money. They can buy the most expensive packages and services without much botheration. They consume the service of food, room and other services more on the basis of taste and preference rather than money.

- **Foreigners**

Westin basically try to reach the foreign people to get the high profit.

### **d. Behavioral Segmentation:**

Customer response is very important for a product. To ensure customer response we will segment our market based on behavioral variables. In this segmentation we will focus on customer benefits and loyalty status.

- **Customer Benefits**

Westin never compromise with their quality. They use the best products and stuffs and high-tech machineries to ensure top most quality. This total quality control is the main reason behind their increased cost of service and high price. Most importantly, a gentle man wearing a —Lungil is not allowed to enter into Westin and a lady wearing a —Kamizl in not allowed entering into the bar of Westin.

- **Loyalty Status**

The Westin Dhaka is focusing on the medium and strong loyal consumer who stays with Westin for a long time rather than new customers.

## **4.8.2 Market Targeting**

### **a. Geographic:**

As inhabitants of Dhaka city has greater income per head so service of Westin will be more lucrative to them. Furthermore, demand for quality hotel service is also higher in this area. Another valid point for targeting only Dhaka city is the cost of production. If Westin intend to cover a wider area then their cost of production will increase since there is not enough demand outside Dhaka to meet the increased cost.

These are the reasons of Westin for targeting only Dhaka city. Moreover, they are targeting foreigners from different countries who seek a place to stay located near the airport and also include the best facilities like abroad.

#### **b. Demographic:**

- **Age (Adults)**

Adult people are the main target consumers of Westin as they are the earning people and decision makers. The corporate people aged between 28- over 60 are the main target market who seeks Westin frequently for meeting and other business purpose.

- **Family Life Cycle**

Both small and large families are the target consumers of Westin and they have different packages for different type of family.

- **Income**

People who have monthly income of minimum more than 80,000 BDT are the target consumers of Westin as it is a costly luxurious hotel. Westin is one of the best 5star hotels in Bangladesh which charges premium prices for the quality services. There they target the higher income people as their regular consumers. Besides them, Westin also targets other people who visit occasionally.

- **Occupation**

Mostly businessmen are the main target consumers of Westin. Side by side they are targeting executives, IT experts and some other high professionals. In terms of foreign consumers, Westin is not concerned about the occupation.

#### **c. Behavioral:**

In this part Westin is focusing in quality of service and loyal status of consumers. They are thinking that, quality is the most important factor and if they can maintain their quality they will be able to grab new consumers and it will also help them to retain loyal consumers.

#### **4.8.3 Market Positioning:**

Strategies for positioning of Westin are:

□ **Established Brand:**

The Westin Dhaka is already a renowned and established brand all over the country as well as in different countries of the world. Therefore, Westin will get priority place in minds of hotel consumers not only the loyal consumers but also new consumers.

□ **Taste & Quality:**

Westin is always concerned about the quality of their service and different products they are offering. They believe that through their quality they will be able to enter in the mind of consumers easily. They never compromise with their quality as they are claiming that, they are providing the best hospitality and quality service.

□ **Promotion:**

Westin follows different types of promotional strategies to win consumer minds. Like they have arrange different kind of festivals, fairs, events and lots more to promote themselves.

#### **4.9 The Customer Service Gap Model:**

Today's consumer has become increasingly demanding. They not only want high quality products but they also expect high quality customer service. Even manufactured products such as cars, mobile phones and computers cannot gain a strategic competitive advantage through the physical products alone. From a consumer's point of view, customer service is considered very much part of the product.

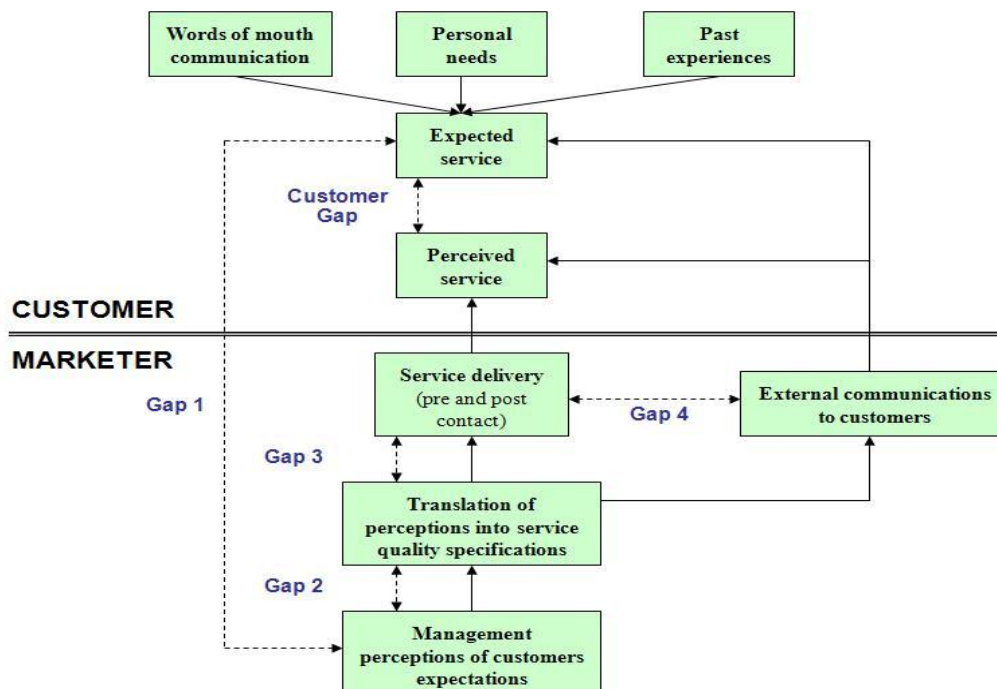
Delivering superior value to the customer is an ongoing concern of Product Managers. This not only includes the actual physical product but customer service as well. Products that do not offer good quality customer service that meets the expectations of consumers are difficult to sustain in a competitive market.

SERVQUAL (service quality gap model) is a gap method in service quality measurement, a tool that can be used by Product Manager across all industries.

The aim of this model is to:

- Identify the gaps between customer expectation and the actual services provided at different stages of service delivery
- Close the gap and improve the customer service

This model identifies 4 different gaps:



### □ The Customer Gap: The Gap between Customer Expectations and Customer Perceptions

The customer gap is the difference between customer expectations and customer perceptions. Customer expectation is what the customer expects according to available resources and is influenced by cultural background, family lifestyle, personality, demographics, advertising, experience with similar products and information available online. Customer perception is totally subjective and is based on the customer's interaction with the product or service. Perception is derived from the customer's satisfaction of the specific product or service and the quality of service delivery. The customer gap is the most important gap and in an ideal world the customer's expectation would be almost identical to the customer's perception. In a customer orientated strategy, delivering a quality service for a specific product should be based on a clear understanding of the target market. Understanding customer needs and knowing customer expectations could be the best way to close the gap.

For example, Westin Dhaka is a high cost service industry. So basically a customer when pays a premium price, then he will expect to get best services. If he did not get the services as he expects then he will be dissatisfied and will not come there again. It also hampers the reputation, the dissatisfied customers may tell to other people about their bad quality (Word Of Mouth).

### □ The Knowledge Gap: The Gap between Consumer Driven Service Design and Standards and Management Perception and Customer expectations

The knowledge gap is the difference between the consumer driven service design and standards of the service provided and the company's provision of the service. In this case, managers are not



aware or have not correctly interpreted the customer's expectation in relation to the company's services or products. If a knowledge gap exists, it may mean companies are trying to meet wrong or non-existing consumer needs. In a customer-orientated business, it is important to have a clear understanding of the consumer's need for service. To close the gap the management will require comprehensive market research then make a standard to evaluate.

From the perspective of Westin, they always try their best to be updated with a modern trend of lifestyle. They change their service pattern, menu annually.

For Example: This year they have launched —Illy Coffeel, which is famous in Italy.

#### **□ The Performance Gap: The Gap between Consumer Driven Service Design and Standards and Service Delivery**

This gap exposes the weakness in employee performance. Organizations with this gap may specify the service required to support consumers but have subsequently failed to train their employees, put good processes and guidelines in action. As a result, employees are ill equipped to manage consumer's needs.

Some of the problems experienced if there is a delivery gap are:

- Employees lack of product knowledge and have difficulty managing customer questions and issues.
- Organizations have poor human resource policies.
- Lack of cohesive teams and the inability to deliver.

Westin Dhaka always gives their worker about their product and service knowledge. All the workers work in a team. All the people working at Westin Dhaka are well educated derived from Security guard, chef, waiter to Managing Director, General Manager. So that, whenever a customer from outside country comes, then a waiter, chef, security guard etc. can help him at best possible way.

#### **□ The Communication Gap: The Gap between Service Delivery and External Communications**

In some cases, promises made by companies through advertising media and communication raise customer expectations. When over-promising in advertising does not match the actual service delivery, it creates a communication gap. Consumers are disappointed because the promised service does not match the expected service and consequently may seek alternative product sources.

Westin Dhaka always is committed to their promised services. As customers pay a premium price, so they always take care of their customer's every needs. They never tell any extra things which they will not give.

Recently Westin Dhaka has got —World Luxury Hotel Award Winner'12|| and World Travel Awards Winner'12 for their best services in hotel industry.

## **4.10 Consumer Behavior In Service**

### **4.10.1 Services: Search versus Experience versus Credence Properties:**

There is a framework for isolating differences in evaluation process between goods and services. It's basically a classification of properties of offerings proposed by economists. Firstly, search qualities, attributes that a consumer can determine before purchasing a product. Secondly, experience qualities attributes that can be discerned only after purchase or during consumption. Thirdly, credence qualities include characteristics that the consumer may find impossible to evaluate even after purchase and consumption. Among the three categories Westin's services fall under experience qualities as Westin providing mainly hotel and restaurant services.

### **4.10.2 Consumer Decision making Process in Service:**

The actions a person takes in purchasing and using services, including the mental and social processes that precede and follow these actions. The behavioral sciences help answer questions such as:

- 1) Why people choose one service or brand over another
- 2) How they make these choices, and
- 3) How companies use this knowledge to provide value to consumers.

From the perspective of The Westin, Dhaka, we know that Westin is basically a service industry; where their main product is to sell room, promote their restaurant, promote different programs in order to represent the picture of Westin to all people.

There are 5 steps in consumer decision process.

We will see all the 5 process accordance with the picture of Westin:

#### a). **Need Recognition:**

This is when the buyer recognizes a problem or a need. It mainly occurs when a consumer identifies a need and thinks of a product that might meet this need. Need is the most important factor which leads to buying of products and services. Need in fact is the catalyst which triggers the buying decision of individuals. An individual who buys cold drink or a bottle of mineral water identifies his/her need as thirst. However in such cases steps such as information search and evaluation of alternatives are generally missing. These two steps are important when an individual purchases expensive products/services such as laptop, cars, and mobile phones and so on.

From the perspective of Westin, as it is high cost service industry, so it is mainly for Upper-Upper class consumers. Before going through the need recognition concepts, we will see Maslow's Need Hierarchy:

Maslow's Hierarchy of Needs (often represented as a pyramid with five levels of needs) is a motivational theory in psychology that argues that while people aim to meet basic needs, they seek to meet successively higher needs in the form of a hierarchy



Now we will discuss the 5 aspects of Maslow's need theory, and after that, we will discuss which steps is accurate for The Westin Dhaka.

- I. **Physiological need** includes air, food, water, sex, sleep, other factors towards homeostasis, etc. It is the lowest level on the hierarchy, these tend to be satisfied for most people, but they become predominant when unmet.
- II. During emergencies, **safety needs** such as health and security rise to the forefront.
- III. Once these two levels are met, **belongingness needs**, such as obtaining love and intimate relationships or close friendships, become important.
- IV. The next level, **esteem needs**, include the need for recognition from others, confidence, achievement, and self-esteem.
- V. The highest level is **self-actualization**, or the self-fulfillment. Behavior in this case is not driven or motivated by deficiencies but rather one's desire for personal growth and the need to become all the things that a person is capable of becoming.

As I have said earlier that The Westin Dhaka is a high cost service industry, so their customers are mainly Upper-Upper Class people. Under Maslow's hierarchy of needs, it falls under "Self Actualization", the highest level of the graph. As their service's cost is high, so the middle class people cannot afford to pay the cost, or if they have sufficient money they will save it for future. The people who have high income level, they mainly choose to take services from Westin, as their income is high.

### **b. Information Search:**

When an individual recognizes his need for a particular product/service he tries to gather as much information as he can.

Those who wants to search a Five Star Hotel to go, then they have to search the information in order to select the best service industry, as their main intention is to take high class service. An individual can acquire information through any of the following sources:

- **Personal Sources**

Customer might discuss his need with his friends, family members, co workers and other acquaintances.

Those who previously went to Westin, then a person can gather relevant information from them, like friends, family members etc.

- **Commercial sources**

Advertisements, sales people, Packaging of a particular product in many cases prompt individuals to buy the same, Displays.

From Westin's perspective, we have known from Mostafa Noor E Safa, Marketing Executive of Westin, that they give their advertisements on billboards, website, face book etc.

- **Public sources**

Newspaper, Radio, Magazine. They mainly focus on Websites to give their advertisements. But they also give their advertisements on newspaper, magazines not as a daily basis, but weekly or monthly.

- **Experiential sources**

Individual's own experience, prior handling of a particular product

If the person previously went to Westin and had a good experience with them; satisfied with their services, then he will again go to Westin.

**c. Evaluation of alternatives:**

The next step is to evaluate the various alternatives available in the market. An individual after gathering relevant information tries to choose the best option available as per his need, taste and pocket. An Upper-Upper class people can evaluate other five star hotels before making decisions.

For example: As we know that Westin is situated at Gulshan-2, the other restaurants situated at Gulshan are: Radisson, Bulu International, Hotel Washington, Lake Shore Hotel, Regency etc. A people can gather all the information related to the hotels, like Price, extra benefits, their services, discounts etc, in order to choose the best hotel to take services from them.

#### **d. Service purchase and consumption:**

After going through all the above stages, customer finally purchases the product. For example: after taking relevant information from other Gulshan located Hotels, if a person finds that, Westin's service, food quality is best than the others, then he will choose to take services from them.

#### **e. Post purchase evaluation:**

Post purchase evaluation refers to a customer's analysis whether the service was useful to him or not, whether the product fulfilled his need or not?

For example after taking services from them, if a person is satisfied with their services; it exceeds Zone Of Tolerance, and then he will take services from them in future. Furthermore, if he is highly satisfied with Westin's service, then he may tell it to other people about their best quality services. So, in this regards, Westin always are concerned to provide best and hygienic food with a good atmosphere, and also the sales persons always are ready to assist the customers of their any needs, help, query.

### **4.10.3 The Role of Culture in Services**

Culture in its broadest sense is cultivated behavior; that is the totality of a person's learned, accumulated experience which is socially transmitted, or more briefly, behavior through social learning which includes cumulative deposit of knowledge, beliefs, art, law, morals, customs, experience, values, attitudes, meanings, hierarchies, religion, roles, concepts of the universe, and material objects and possessions. A person's behavior and attitudes is expressed by the culture.

Culture influences a lot in as an external factor in marketing of Westin's. Bangladesh is a multicultural country. Besides, in Bangladesh now a day's hotel industry is considered as one of the most fast growing business sector. Bangladesh is a country full of festivals and Westin always try to be a part of those festivals through providing their services to customers. There different types of festivals in our country such as Eid, Puja, Pohela Baishakh, Pohela Falgun, and also different types of occasions such as Marriage Ceremony, Gaye Holud, Birthday Party in which women like to look trendy and fashionable. For that reason they take come to hotel in order to celebrate different occasions. So during these festivals Westin Dhaka promotes their products and services with attractive features like packages and discounts. Also our Deshi fashion culture is much more influenced by the Indian culture trough different TV channels. That's why most of the housewives even working mothers are now became more conscious about different country's special dishes. So they are major portion of the target group of the Westin Dhaka. Teenagers and young students are also taking different services from Westin Dhaka, like Gym facilities from Westin Work Out, Spa and beauty facilities, as young people always like to be beautiful fashionable, and updated with the modern trend. Furthermore, in different programs like marriage festival, birthday party, Westin Dhaka has different hall room where 1000 people can accommodate. In terms service cost, Westin Dhaka can achieve a top position in the hotel industry of Bangladesh as they provided quality services and quality foods

to the customers. It is to be noted that, values and attitudes differ across culture. Westin Dhaka always are concerned about the fact, so that they have separate arrangement at every restaurants. Foreign people usually are habited to Alcohols, so at “Prego” they can go, where all the Italian dishes along with alcohols are served with a separate Bar. Those who are students, they can go “The Daily Treats” for taking snacks items mainly. Those who are corporate people and want to do meetings can go to “The Living Room”, where there is separate business room with a accommodation of 20 people. Again, from the perspective of aesthetic, people’s way of taking service also differs. Bangladeshi people usually like spicy food, but Western people like light foods. At “Seasonal Taste”, there are arrangements where every country’s people can get their nation’s dishes; chefs are well trained there.

So, we can say that the cultural influence on consumers for taking hotel services from Westin Dhaka would be high.

#### **4.11 Customer’s Expectation of Service**

##### **4.11.1 Meanings and types of service expectations:**

Customer expectations are a pre-trial belief about a service that functions as standard against which performance is judged. Since customers compare their perception of performance with these reference points, when evaluating service quality, through knowledge about customer expectations is critical to service marketing.

The level of expectation can vary widely depending on the reference point the customer holds. Although most everyone has an intuitive sense of what expectations are, service marketers need a far more thorough and clear definition of expectations in order to comprehend, measure and manage them.

There are two types of service expectations, they are:

##### **a. Expected service: level of expectation**

###### **➤ Desired service:**

The level of service customer hopes to receive. In general customers hope to achieve their service desires but recognize that it is not always possible.

Customers typically hold similar desired expectations across categories of service, but these categories are not as broad as whole industries. Among subcategories of restaurants are expensive restaurants, ethnic restaurants, fast-food restaurants and airport restaurants. A customer’s desired service expectation for fast-food restaurants is quick, convenient, tasty food in a clean setting. The desired service expectation for an expensive restaurant, on the other hand, usually involves elegant surroundings, gracious employees, candlelight and fine food. In essence, desired service expectations seem to be the same for service providers within industry categories or subcategories that are viewed as similar by customers.

As we have said earlier that Westin Dhaka is high cost service industry and their target customers are upper-upper class people. So, here basically the customers will expect a high class

service with a high quality food as well as a calm and clean environment along with extra facilities.

➤ **Adequate Service:**

The level of service customer will accept. It may vary for different firms within a category or sub category.

The adequate service expectation level, on the other hand, may vary for different firms within a category or subcategory. Within fast-food restaurants, a customer may hold a higher expectation for Westin's than for Lake Shore's, having experienced consistent service at Westin's over time and somewhat inconsistent service at Lake Shore. It is possible; therefore, that a customer can be more disappointed with service from Westin's than from Lake Shore even though the actual level of service at Westin's may be higher than the level at Lake Shore Hotel.

The Westin Dhaka understands their needs of customers, and also they are very conscious about their customer's desired services. They know that as their customers pay high, so they have many responsibilities in order to satisfy their needs and to meet their desired services. If the customers are satisfied with Westin's service and food quality, then he will be satisfied, otherwise he will be dissatisfied and will not eager to come here again. So, it is usual that Westin's Customers hold higher expectation than Lake Shore Hotel's customer.

**b. Zone Of Tolerance:**

It is the extension by which customers recognize and are willing to accept the variations in service industry.

If service drops below adequate service – the minimum level considered acceptable – customers will be frustrated and their satisfaction with the company will be undermined. If service performance is higher than the zone of tolerance at the top end – where performance exceeds desired service – customers will be very pleased and probably quite surprised as well. You might consider the zone of tolerance as the range or window in which customers do not particularly notice service performance. When it falls outside the range (either very low or very high), the service gets the customer's attention in either a positive or negative way.

If a customer enters the line and finds sufficient checkout personnel to serve him or her in the first two or three minutes, he or she may notice the service and judge it as excellent. On the other hand, if a customer has to wait in line for 15 minutes, he or she may begin to grumble and look at his or her watch. The longer the wait is below the zone of tolerance, the more frustrated the customer becomes. Customers' service expectations are characterized by a range of levels bounded by desired and adequate service, rather than a single level. This tolerance zone, representing the difference between desired service and the level of service considered adequate, can expand and contract within a customer. An airline customer's zone of tolerance will narrow when he or she is running late and is concerned about making it in time for his or her plane. A minute seems much longer, and the customer's adequate service level increases. On the other hand, a customer who arrives at the airport early may have a larger tolerance zone making the wait in line far less noticeable than when he or she is pressed for time. This example shows that the marketer must understand not just the size and boundary levels for the zone of tolerance but also when and how the tolerance zone fluctuates with a given customer



➤ **Different customer possess different zone of tolerance**

All the customers are not same in nature; every individual has separate needs, requirements, and desires. It varies from person to person. So a service industry needs to be aware of it in order to satisfy them as well as to meet every individual's separate needs.

Another aspect of variability in the range of reasonable services is that different customers possess different tolerance zones. Some customers have narrow zones of tolerance, requiring a tighter range of service from providers, whereas other customers allow a greater range of service. For example, very busy customers would likely always be pressed for time, desire short wait times in general and hold a constrained range for the length of acceptable wait times. When it comes to meeting plumbers or repair personnel at their home for problems with domestic appliance, customers who work outside the home have a more restricted window of acceptable time duration for that appointment than do customers who work in their homes or do not work at all. An individual customer's zone of tolerance increases or decreases depending on a number of factors, including company-controlled factors such as price. When prices increase, customers tend to be less tolerant of poor service. In this case, the zone of tolerance decreases because the adequate service level shifts upward. Later in this chapter we will describe many different factors, some company controlled and others customer controlled, that lead to the narrowing or widening of the tolerance zone.

Westin Dhaka always tries their best to identify every customer's needs. For example: Mr X and Mr Y comes to Westin Dhaka, when takes order form them then he understand that Mr. X is short tempered and Mr Y is cool and calm in nature. When passing their order to the kitchen, he suggests the chefs to prepare Mr X's order first and after that Mr Y's. As Mr X is short tempered, so if the food comes late, then he will be angry and dissatisfied and may not come to their hotel again.

➤ **Zones of tolerance vary for service dimensions**

Customers' tolerance zones also vary for different service attributes or dimensions. The more important the factor, the narrower the zone of tolerance is likely to be. In general, customers are likely to be less tolerant about unreliable service (broken promises or service errors) than other service deficiencies, which mean that they have higher expectations for this factor. In addition to higher expectations for the most important service dimensions and attributes, customers are likely to be less willing to relax these expectations than those for less important factors, making the zone of tolerance for the most important service dimension smaller and the desired and



adequate service levels higher. The fluctuation in the individual customer's zone of tolerance is more a function of changes in the adequate service level, which moves readily up and down because of situational circumstances, than in the desired service level, which tends to move upward incrementally because of accumulated experiences. Desired service is relatively idiosyncratic and stable compared with adequate service, which moves up and down in response to competition and other factors. Fluctuation in the zone of tolerance can be likened to an accordion's movement, but with most of the movement coming from one side (the adequate service level) rather than the other (the desired service level).

The boundaries of customer expectations of service with two different levels of expectations are: desired service and adequate service. The desired service level is less subject to change than the adequate service level. A zone of tolerance separates these two levels. This zone of tolerance varies across customers and expands or contracts with the same customer.

All the service industry are not same, their pricing strategy, nature are different from others. So, zone of tolerance varies depending on the type of industry. Westin Dhaka is a high cost service industry, so customers in this case will be less price tolerant. If the customers do not like the food or service given by Westin, then they will be dissatisfied with the hotel and will not come again. Customers here have an intention that as they pay high, then they will get the best service. But those service industry, where price is less than Westin, like Lake Shore or Bulus International, their customers will be more tolerant than the Westin Dhaka's.

#### **4.11.2 Factors that influence customer expectations of service**

Because expectations play such a critical role in customer evaluation of services, marketers need and want to understand the factors that shape them. Marketers would also like to have control over these factors as well, but many of the forces that influence customer expectations are uncontrollable. In this section of the chapter we try to separate the many influences on customer expectations.

##### **A. Sources of desired service expectations:**

The two largest influences on desired service level are personal needs and enduring service intensifiers.

- **Personal needs** those states or conditions essential to the physical or psychological well being of the customer, are pivotal factors that shape what customers desire in service. Personal needs can fall into many categories, including physical, social, psychological and functional.

Restaurant-goers who regularly goes to restaurant for food straight from work, and is therefore thirsty and hungry, hopes and desires that the food and drink counters at the hotel will have short queues and attentive staff, whereas hotel-goers who regularly has dinner elsewhere has a low or zero level of desired service from the food and drink counters. A customer with high social and dependency needs may have relatively high expectations for a hotel's ancillary services; hoping, for example, that the hotel has a bar with live music and dancing some customers are more demanding than others, having

greater sensitivity to, and higher expectations of, service. Westin Dhaka in this case has separate types of restaurants: Seasonal Tastes (For Lunch, Dinner), The living Room (For refreshment with light music), Prego (For alcohol lover), Splash (For Swim).

- **Enduring service intensifiers** are individual, stable factors that lead the customer to a heightened sensitivity to service.

One of the most important of these factors can be called derived service expectations, which occur when customer expectations are driven by another person or group of people.

A niece from a big family who is planning a ninetieth birthday party at Westin, for a favorite aunt is representing the entire family in selecting a restaurant for a successful celebration. Her needs are driven in part by the derived expectations from the other family members. A parent choosing a vacation for the family, a spouse selecting a home-cleaning service, an employee choosing an office for the firm – all these customers' individual expectations are intensified because they represent and must answer to other parties who will receive the service.

If Mr X have ever been employed as a member of waiting staff in a restaurant, he comes to Westin for lunch, he is likely to have standards for restaurant service that were shaped by training and experience in that role. He might, for example, believe that waiters should not keep customers waiting longer than 15 minutes to take their orders. Knowing the way a kitchen operates, he may be less tolerant of lukewarm food or errors in the order than customers who have not held the role of waiter or waitress. In general, customers who are themselves in service businesses or have worked for them in the past seem to have especially strong service philosophies. To the extent that customers have personal philosophies about service provision, their expectations of service providers will be intensified. Personal service philosophies and derived service expectations elevate the level of desired service.

## **B.Sources of adequate service expectations**

A different set of determinants affects adequate service, the level of service the customer finds acceptable. In general, these influences are short term and tend to fluctuate more than the factors that influence desired service.

In this section we explain the five factors shown that influence adequate service:

- temporary service intensifiers,
  - Perceived service alternatives,
  - Customer self-perceived service role,
  - Situational factors, and
  - Predicted service.
  -
- The first set of elements, **temporary service intensifiers**, consists of short-term, individual factors that make a customer more aware of the need for service. Personal emergency situations in which service is urgently needed (such as an accident and the

need for car insurance or a breakdown in office equipment during a busy period) raise the level of adequate service expectation, particularly the level of responsiveness required and considered acceptable. At Westin, before organizing any program, E-mail blast, telephone call for inviting people computer and telephone is demanding during peak periods of the week, month and year. Any system breakdown or lack of clarity on the lines will be tolerated less during these intense periods than at other times. Problems with the initial service can also lead to heightened expectations. Performing a service right the first time is very important because customers value service reliability above all other dimensions. If the service fails in the recovery phase, putting it right the second time (that is, being reliable in service recovery) is even more critical than it was the first time. Guest at Westin needs to wash and iron their clothes, he go to Westin Laundry, which recently opens, here the customer expect to get best services from them, and if he thinks that the service is not good, then adequate service level will increase. In these and other situations where temporary service intensifiers are present, the level of adequate service will increase and the zone of tolerance will narrow.

- **Perceived service alternatives** are other providers from whom the customer can obtain service. If customers have multiple service providers to choose from, or if they can provide the service for themselves (such as lawn care or personal grooming), their levels of adequate service are higher than those of customers who believe it is not possible to get better service elsewhere.

A five star hotel customer who lives in a provincial town with a small hotel, for example, has a reduced set of options in hotel travel. This customer will be more tolerant of the service performance of the carriers in the town because few alternatives exist. He or she will accept the scheduling and lower levels of service more than will the customer in a big city who has more five star hotels. The customer's perception that service alternatives exist raises the level of adequate service and narrows the zone of tolerance. It is important that service marketers fully understand the complete set of options that customers view as perceived alternatives. In general, service marketers must discover the alternatives that the customer views as comparable rather than those in the company's competitive set. We know that Westin Dhaka is situated at Gulshan city, where there are many well known hotels like Radisson, Lake Shore, and Regency etc. So, if the customers of The Westin Dhaka did not get the highest level of service from them, then he will definitely be dissatisfied and may choose the other hotels at that area.

- A third factor affecting the level of adequate service is the customer's **self-perceived service role**. We define this as customer perceptions of the degree to which customers exert an influence on the level of service they receive. In other words, customers' expectations are partly shaped by how well they believe they are performing their own roles in service delivery. One role of the customer is to specify the level of service expected. A customer who is very explicit with a waiter about how rare he or she wants his or her steak cooked in a restaurant will probably be more dissatisfied if the meat comes to the table overcooked than a customer who does not articulate the degree of cooking expected. The customer's active participation in the service also affects this factor. Customers' zones of tolerance seem to expand when they sense they are not

fulfilling their roles. When, on the other hand, customers believe they are doing their part in delivery, their expectations of adequate service are heightened and the zone of tolerance contracts. This customer will expect more than one who did not prepare so well. If well known chef Mr. Tony Khan comes to Westin for having dinner, and he finds that the chicken fry is over fried, he did not tolerate this fault as he is a well known chef. Here Mr. Tony Khan's zones of tolerance seem to expand when they sense they are not fulfilling their roles.

- Levels of adequate service are also influenced by **situational factors**, defined as service performance conditions that customers view as beyond the control of the service provider. For example, where personal emergencies such as serious car accidents would likely intensify customer service expectations of insurance companies (because they are temporary service intensifiers), catastrophes that affect a large number of people at one time (floods or storms) may lower service expectations because customers recognize that insurers are inundated with demands for their services. Customers who recognize that situational factors are not the fault of the service company may accept lower levels of adequate service given the context. In general, situational factors temporarily lower the level of adequate service, widening the zone of tolerance.  
For example: A birthday party occurs at Westin, and suddenly the electricity goes, if there were not quick generator service, and then the guests will be dissatisfied which hampers Westin's reputation.
- The final factor that influences adequate service is **predicted service**, the level of service that customers believe they are likely to get. This type of service expectation can be viewed as predictions made by customers about what is likely to happen during an impending transaction or exchange. Predicted service performance implies some objective calculation of the probability of performance or estimate of anticipated service performance level. If customers predict good service, their levels of adequate service are likely to be higher than if they predict poor service. For example, customers may expect poorer service from some of the no-frills hotels such as Lake Shore or Washington in comparison to some of the full-cost hotels (Westin). In this case, levels of adequate service decrease and zones of tolerance widen. Predicted service is typically an estimate or calculation of the service that a customer will receive in an individual transaction rather than in the overall relationship with a service provider. Whereas desired and adequate service expectations are global assessments comprising many individual service transactions, predicted service is almost always an estimate of what will happen in the next service encounter or transaction that the customer experiences. For this reason, predicted service is viewed in this model as an influence of adequate service. Because predictions are about individual service encounters, they are likely to be more concrete and specific than the types of expectation levels customers hold for adequate service or desired service.

### **C. Service encounter expectations versus overall service expectations**

The service encounter as a discrete event occurring over a definable period of time (such as a particular hotel stay or a particular check-in experience at the hotel). Customers hold expectations of the quality of each service encounter, just as they hold expectations about the overall service quality of a firm. When the expectations are about individual service encounters, they are likely to be more specific and concrete (such as the number of minutes one must wait for a receptionist) than the expectations about overall service quality (like speedy service).

Westin in this case has a security check which is very fast, a security guard comes to take luggage from him, and there is metal detector, automatic checking process for luggage, bags, so that customers never feel bored or disturbed.

### **D. Sources of both desired and predicted service expectations**

When consumers are interested in purchasing services, they are likely to seek or take in information from several different sources. For example, they may call a store, ask a friend or deliberately track newspaper advertisements to find the needed service at the lowest price. They may also receive service information by watching television or hearing an unsolicited comment from a colleague about a service that was performed well. In addition to these active and passive types of external search for information, consumers may conduct an internal search by reviewing the information held in their memory about the service.

This section discusses one internal and three external factors that influence both desired service and predicted service expectations:

- **Explicit service promises** are personal and non-personal statements about the service made by the organization to customers. The statements are personal when they are communicated by salespeople or service or repair personnel; they are non-personal when they come from advertising, brochures and other written publications. Explicit service promises are one of the few influences on expectations that are completely in the control of the service provider. Promising exactly what will ultimately be delivered would seem a logical and appropriate way to manage customer expectations and ensure that reality fits the promises. However, companies and the personnel who represent them often deliberately over-promise to obtain business or inadvertently over-promise by stating their best estimates about delivery of a service in the future. In addition to over-promising, company representatives simply do not always know the appropriate promises to make because services are often customized and therefore not easily defined and repeated; the representative may not know when or in what final form the service will be delivered. Explicit service promises influence the levels of both desired service and predicted service. They shape what customers desire in general as well as what they predict will happen in the next service encounter from a particular service provider or in a certain service encounter.

Westin Dhaka publishes Marketing brochures, sales brochures, Annual Westin Word, Press release after ending any program. During any events like in March Westin Dhaka organized programs like: Earth Hour Celebration, Illy Coffee Launching, Italian Pizza

Celebration, there are sales people in order to co ordinate guests, press and media people. Westin Dhaka always formalize service promises through a service guarantee that focuses company employees on the promise and that provides feedback on the number of times promises are not fulfilled.

- **Implicit service promises** are service-related cues other than explicit promises that lead to inferences about what the service should and will be like. These quality cues are dominated by price and the tangibles associated with the service. In general, the higher the price and the more impressive the tangibles, the more a customer will expect from the service. Consider a customer who shops for insurance, finding two firms charging radically different prices. He or she may infer that the firm with the higher price should and will provide higher-quality service and better coverage. Similarly, a customer who stays at a five-star hotel like Westin, is likely to desire and predict a higher standard of service than from a hotel with less impressive facilities. Westin Dhaka always ensures that price premiums are justified by higher levels of performance by the company on important customer attributes.
- The importance of **word-of-mouth communication** in shaping expectations of service is well documented. These personal and sometimes non-personal statements made by parties other than the organization convey to customers what the service will be like and influence both predicted and desired service. Word-of-mouth communication carries particular weight as an information source because it is perceived as unbiased. Word of mouth tends to be very important in services that are difficult to evaluate before purchase and before direct experience of them. Experts (including consumer reports, friends and family) are also word-of-mouth sources that can affect the levels of desired and predicted service.  
Westin Dhaka in this case organizes press conferences monthly and invites many press and media people in order to publicize about their hotel. They are always concerned to satisfy the customers by understanding their every need. They believe that, if their guests become loyal, then he will tell to others about Westin's best service. Furthermore, they Simulate word of mouth in advertising by using testimonials and opinion leaders.
- **Past experience**, the customer's previous exposure to service that is relevant to the focal service, is another force in shaping predictions and desires. The service relevant for prediction can be previous exposure to the focal firm's service. For example, Mr X probably compares each stay in Westin hotel with all previous stays in that hotel. But past experience with the focal hotel is likely to be a very limited view of his past experience. He may also compare each stay with his experiences in other hotels and hotel chains like Radisson, Regency Lake shore etc. Customers also compare across industries: hospital patients, for example, compare hospital stays against the standard of Westin visits. In a general sense, past experience may incorporate previous experience with the focal brand, typical performance of a favorite brand, experience with the brand last purchased or to selling brand, and the average performance a customer believes represents a group of similar brands. Westin Dhaka Use marketing research to profile customers' previous experience with similar services.

### 4.11.3 Issues involving customer service expectations

#### ➤ What does a services marketer do if customer expectations are unrealistic'?

The Head of Marketing Mr. Mostafa Noor E Safa has told that: “We have specified some principal expectations of customers, they are like: provide clean and secured room, keep promises and to treat them like a guest”.

Westin Dhaka always tries their best to keep their promises, always treat their customers as guest and give them importance. If customers' expectations are un-realistic, for example If Mr X asks extra gravy, but there are no rules for giving extra gravy, then the waiter or sales person quietly make the customer understand about the fact and also asks to order another in a calm voice without make them angry.

#### ➤ Should a company try to delight the customer?

Under Westin's perspective, they to delight their they always try to delight their customers. In their opinion they think that: If they want to satisfy their customers, then it may sometimes go below the tolerance level, but if their target is to delight their customers, then they will be more benefitted as well the customers also.

#### ➤ How does a company exceed customer service expectations?

Westin Dhaka always talk about exceeding customer expectations – delighting and surprising them by giving more than they expect. Mostafa Noor E Safa, Head of Marketing has specified some steps that they take to exceed their customer's expectation. They are:

- Customers with whom Westin interacts regularly are likely to notice the under promising and adjust their expectations accordingly, negating the desired benefit of delight.
- Under-promising in a sales situation potentially reduces the competitive appeal of an offering and must be tempered by what competition is offering. When competitive pressures are high, presenting a cohesive and honest portrayal of the service both explicitly (through advertising and personal selling) and implicitly (such as through the appearance of service facilities and the price of the service) may be wiser. Controlling the firm's promises, making them consistent with the deliverable service, may be a better approach.
- A final way to exceed expectations without raising them in the future is to position unusual service as unique rather than the standard. Emphasizing that because of special circumstances or a special situation, the service will be altered from the norm. For example, Westin sometimes offer customers a free dessert by claiming that the chef is trying out some new recipes/creations.

#### ➤ Do customer service expectations continually escalate?

Westin Dhaka always thinks that customer service expectations are dynamic. Service expectations – in this case adequate service expectations – rise as quickly as service delivery or

promises rise. In a highly competitive and rapidly changing industry, like hotel industry, expectations can thus rise quickly. For this reason Westin continually to monitor adequate service expectations– the more turbulent the industry, the more frequent the monitoring needed. Desired service expectations, on the other hand, are far more stable. Because they are driven by more enduring factors, such as personal needs and lasting service intensifiers, they tend to be high to begin with and remain high.

➤ **How does Service Company stay ahead of competition in meeting customer expectations?**

As in hotel industry, service is barely above the adequate service level to begin with, a competitor like Radisson, Sonargaon, Ruposhi Bangla can quickly erode that advantage. If Westin currently performing in the region of competitive advantage must stay alert to the need for service increases to meet or beat competition. To develop a true customer franchise – immutable customer loyalty – Westin must not only consistently exceed the adequate service level but also reach the desired service level. Exceptional service can intensify customers' loyalty to a point at which they are impervious to competitive options.

#### **4.12 Customer's Perception of Service**

Customer's perception is a marketing concept that encompasses a customer's impression, awareness and/or consciousness about a company or its offerings. Customer perception is typically affected by advertising, reviews, public relations, social media, personal experiences and other channels.

##### **4.12.1 Service Quality:**

An assessment of how well a delivered service conforms to the client's expectations. Westin often assess the service quality provided to their customers in order to improve their service, to quickly identify problems, and to better assess client satisfaction.

There are 3 aspects under this:

❑ **Outcome, Interaction and physical environment quality**

It is based on Westin's perception, technical outcome provided, the process by which the outcome is delivered and the quality of physical surrounding where the service is delivered. For example: Customer of Westin basically judge their service by perception of meal, how the meal is served, how employee interact with him. Westin's foods in this case are best quality food with a good decoration and also all the sales people, service provider are helpful enough to coordinate the customers in their every aspect. Décor and surroundings of Westin, like chair, table, projector all are well decorated in order to impress the guests as it also impact the overall service quality.



## □ Service Quality Dimensions

Service providers want to know what customers (internal or external) care about. Service quality is a good guess. Price, and to a minor degree product quality, also count. But for service providers, customers care most about service quality.

By consulting with the Head of Marketing, Mr. Mostafa Noor E Safa, I have analyzed 5 service quality dimensions:

### ➤ Reliability:

Ability to perform the promised service dependably and accurately. All the associates of Westin Dhaka are committed to perform well in order to give best services, provide best quality food to customers.

### ➤ Responsiveness:

Willingness to help customers and provide prompt service. There are different sales people, to help the customers; security guards helps the customers by taking luggage from them, by opening the door, waiters helps them to give ideas about the food menu.

### ➤ Assurance:

Knowledge and courtesy of employees and their ability to inspire trust and confidence. All the associates, sales people, and all the worker of Westin Dhaka are educated enough and they have relevant knowledge about the hotel industry, they always try their best to give every kind of assistance to customers. All the people working at Westin Dhaka works as a unit.

### ➤ Empathy:

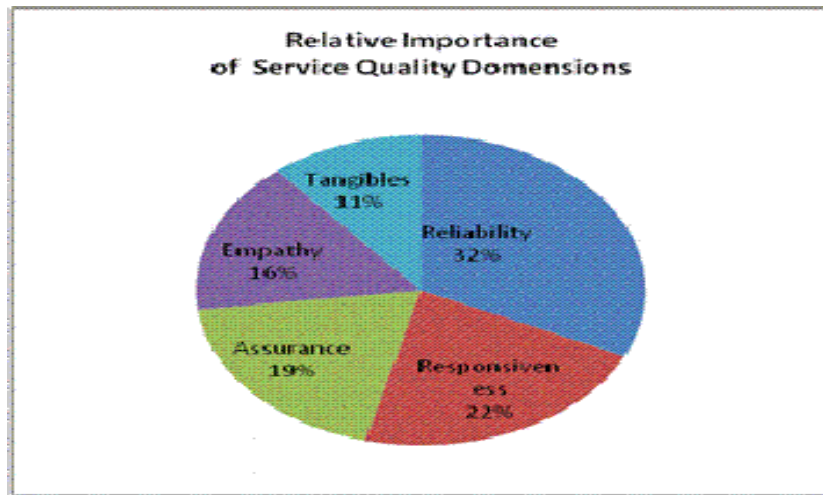
Caring and individualized attention. Westin Dhaka has 5 Human Truth, they are:

- We need to be understood.
- We want to belong
- We want to feel special
- We crave more control over our lives
- We dream of reaching our potential.

Moreover, all the people working at Westin are caring and helpful enough to help the customers in every aspects of their query. The sales person tries their best to identify every individual's separate needs and to provide services according to that. For example: those who wants to pass his time and eat food with a calm environment with light music, then they can go to “The Living Room” of Westin, which is situated at Lobby Floor.

➤ **Tangibles**

Physical facilities, equipment and appearance of personnel. All the equipments, like chair, table are situated in a proper way, there are close circuit camera, so that if anyone creates any harm, then he can be easily detected, also there are projector if anyone needs to show any video shots. Mr. Mostafa Noor E Safa, Head of Marketing told that, “Among 5 aspects of customer perception, Reliability are most important for us. If a people do not able to perform the promised service dependably and accurately, then the organization cannot grab the market”.



❑ **E-Service Quality:**

It is the idea that the World Wide Web is moving beyond e-business and e-commerce (that is, completing sales on the Web) into a new phase where many business services can be provided for a business or consumer using the Web. Some e-services, such as remote bulk printing, may be done at a Web site; other e-services, such as news updates to subscribers, may be sent to computer. Other e-services will be done in the background without the customer's immediate knowledge. Westin Dhaka is a five star hotel and they have a digital process overall to do every sorts of work easily. For example: all the associates working there have their own Personal computer on their desk. If a guest calls them to know if there is available room or not, then a sales executive can easily access on a software named PMS, where there are all the updates of available rooms in hotel. Customers can also give their booking in online.

**4.12.2 Westin's strategies for influence customer perceptions**

❑ **Measure and manage customer satisfaction and service quality**

Westin Dhaka has many steps in order to measure and manage their customer's satisfaction and service quality. They are:

- Periodic qualitative follow up with customers.
- Customer's satisfaction tracking
- Review of agency performance measures.
- Give privilege card facilities to attract new customers as well as to retain current customers
- Interacting customer assessment with agency/employee perception.

□ **Aim for customer quality and satisfaction In every service counter**

Westin Dhaka always is concerned of Service encounter. They always try their best to give their customers a best service from check-in to check-out.

Some of their factors are:

- **Plan for effective recovery:**

The entire employee, workers of Westin are educated, trained and well enough in order to response in any service delivery system failure. In every floor there is fire control system, close circuit camera. If any types of disturbance occur, then every worker tries their best to recover the things.

- **Facilitate adaptability and flexibility:**

All the employee, worker, associates are always remain ready to listen customer's need and request. For example: A guest from Deluxe Suite did not get the free internet facilities like the guests living at Executive Club Floor Room. So, if he needs to access internet or to take any print out then he can call from his room ( Just Press 0 ), then he can tell his need to the sales people, and within a moment, sales people comes to co ordinate him.

- **Help employees cope with problem customers:**

All the employee, worker, associates are always remain ready to solve any problems of customers. They are very helpful to give any kinds of assistance to customers. For example: If a guest is listening to music with a loud voice and other guest is feeling any disturbance with the loud music, then he can tell it to the sales people. Sales people are always ready to solve every guest's any kind of problem.

- **Encourage spontaneity:**

Employees of Westin always show unprompted and unsolicited action and attributes in order to give assistance to the customers. For Example: There is a birthday of one guest, then the employee can give him surprise by giving Birthday card along with soft music happy birthday wish in order to delight him.

- **Manage the dimensions of quality at the encounter level:**

Westin Dhaka always is very concerned to follow all the service quality dimensions, so that a customer can be delighted from checking in to the hotel till check out.

□ **Manage the evidence of service to reinforce perception**

Westin Dhaka finally manages the evidence of service in order to reinforce perception from different aspects:

- A business man can give their business card to Westin Dhaka, the sales executive stores their information by making a database, and when any offers take place, then Westin can pass the offer to that business man.
- A customer can be regular and loyal by maintaining a good relationship with the hotel authority. Westin Dhaka gives Membership Card Facility, Privilege Card Facility for those customers.
- Westin Dhaka has their websites where customers can get every types of information regarding menu, price, discounts, offer etc; if they want to ask any questions then they can give a message at their website.
- Westin Dhaka has their Marketing and sales brochures, where customers can get every kinds of their promotional activities.
- They have reception room, where customers can wait and read newspaper.
- They have Medical services for customers, and it is 24/7 service.

#### **4.13 Role of Influence:**

##### **Role Influence of The Westin Dhaka**

There are 4 steps, they are:

□ **Customers as productive resources**

Productive resources are usually categorized into the four factors of production" - which are land, labor, capital, and entrepreneurial skill. Mr. Mostafa Noor E Safa, Head of Marketing has told us that: "We always think our customers as partial employees as they have a great contribution to give effort, time, or other resources to the production process." Furthermore, customer's input can affect organization's productivity. For example: If customer Mr. X comes to hotel for taking dinner, then it will affect organization's productivity, as he have to pay money for this. Customers' roles can be expanded or reduced depending on the situation.

□ **Customers as Contributors to Service Quality and Satisfaction**

Customers can contribute to their own satisfaction with the service

- i. by performing their role effectively
- ii. by working with the service provider

First of all, if Mr X Customer of Westin wants to gain his own satisfaction with the service, then he has to perform the role effectively and by working with the service provider. He has to cooperate the waiter. Westin's customers do not have to perform as a self-serviced customer, but if any program like: Easter Sunday, Pahela Baishakh's event occurred, and then customers have

to take their food with his own. They can contribute to their own satisfaction by performing their self service role effectively.

The quality of the service they receive:

- by asking questions
- by taking responsibility for their own satisfaction
- by complaining when there is a service failure

□ **Customers as Competitors**

Customers may “compete” with the service provider. There can be “internal exchange” vs. “external exchange”. Internal/external decision often based on: expertise, resources, time, economic rewards, psychic rewards, trust, and control. Although it's probably more prevalent in service based industries, it's important to be aware of situations where one may be competing directly against their customers. For example, if anyone provides outsourced services, the customer can in many cases make a choice to take these services in-house. They may do this to reduce costs, even though the initial decision to outsource was probably made for the same reason. In a difficult economic climate, customers may have excess capacity within their internal resources and therefore make a change against outsourcing.

#### **4.14 Listening to Customers through Research**

Customers’ expectations are very dynamic and can change very rapidly in markets that are highly competitive & volatile. As competition increases, taste changes, and a consumer become more knowledgeable companies must continue to update their information and strategies. In dynamic market situations, companies have to understand not just the current consumer expectations but also the future consumer expectations. Future expectations research is new and includes different types. Another form of this research is the synaptic approach, which defines lead users more broadly than in standard lead user research.

The Westin Dhaka is very much concerned about the changing consumer’s expectation and in this modern era of technology, no one is lagging behind. In this case, Westin conducts surveys among their consumers. For example- what are their expectations, any changes they want in their service, suggestions from their loyal consumers, and so on. After survey, they have a panel that looks to the survey results and then they make decision what kind of changes needed. According to Westin, out of the decisions they made on the basis to survey mostly accepted positively by the customers.

Discovering what customers expect is essential to providing service quality, and marketing research is a significant vehicle for understanding customer expectations and perceptions of services.

□ **Initiatives to Discover Customer Requirements & Expectations Taken by the Westin Dhaka:**

Customer requirements and expectation means what the customers want to satisfy their needs. In this case, the research objectives are similar in many ways to the research conducted for physical products. Both aim to assess customer requirements, dissatisfaction & demands. Service research however incorporates additional elements that require specific attention.

- **First**, service research must continually monitor service performance because performance is subject to human variability & heterogeneity.
- **Second**, distinction in service research is the need to consider and monitor the gap between expectations & performance.

In this case, Westin maintains some process to discover and fulfill the desire & expectations of the consumers.

The techniques are given below-

➤ **GEI(Guest Exportal Index):**

Among those processes, one is the GEI (Guest Exportal Index) process in which, the consumers are asked about their likes & dislikes, the requirements , what kinds of service they would love to have, the food choice, room choice and so on; every particular thing Westin will try to assure to their customer. After gathering all the information, they put it on their database so that next time whenever the consumer is back again they need not to ask him that information.

➤ **GPS (Guest Personalization Service):**

Another process they offer is, GPS (Guest Personalization Service). This process is a bonus for the consumers those who stay in the hotel, because in this way they can personally modify their needs. If they are using a package they can also add some more with that & Westin gives that opportunity to their clients.

□ **Survey Conducted by the Westin Dhaka:**

One category of surveys is relationship surveys in which questions are asked about all elements of consumer relationship with the company including service, product and price. This comprehensive approach can help a company diagnose its relationship strengths and weaknesses. Relationship surveys typically monitor and track service performance annually with an initial survey providing a baseline. Relationship surveys are also effective in comparing company performance with that of competitors' often focusing on the best competitor's performance as a benchmark. When used for this purpose the sponsor of this survey is hidden and questions are asked about both the focal company and one or more competitors.

As far Westin is considered, they are very much loyal towards their consumers. They keep a very close look towards their consumer's health, mood, choice & taste. Moreover, they conduct surveys to maintain good relationship with their consumers. The process of their survey is they sent a mail to their consumer about their thoughts, any change they want to see, about their

quality of service & more on that they want to know about their client's health. By doing these kinds of things they maintain a good relationship with their customers.

□ **Survey for Lost Customers:**

This type of research involves deliberately seeking customers who have dropped the company's service to inquire their reasons for leaving. Some lost customer research is similar to exit interviews with employees in that it asks open ended, in depth question to expose the reasons for defection and the particular events that led to dissatisfaction.

One benefit of this type of research is that it identifies failure points and common problems in the service and can help establish an early warning system for future defectors. Another benefit is that, the research can be used to calculate the cost of lost customers.

According to Westin, among all the customers about 90% of them are loyal customers. They also said that a person who comes to Westin for the first time would definitely come back again. Therefore, they do not bother that much about the lost customers. They also said that sometimes some customers are lost and for them they try to contact with them through mail, after that based on their reply they try to bring back their customer.

#### **4.15 Building Customer Relationship:**

Relationship marketing is a philosophy, a planned orientation that emphasizes on keeping and enlightening relationships with existing consumers as well as business customers rather than on attaining new customers. After the analysis we have found that Westin follows this strategy flatteringly. They are more concerned with providing more valuable services to their loyal consumers. For them their loyal consumers are most important and in order to retain them they offer many packages.

##### **4.15.1 The Evaluation of Customer Relationships:**

Like other social relationships, firms' relations with their customer also have a tendency to grow over time. Westin is very much loyal to their customers. As customers pay high prices, so all time they are very much concerned regarding how to satisfy their customers. There are different types of customers. Like:

- A) VVIP: Very very important person, like president of India.
- B) VIP: Very important person, like ex minister of India.
- C) CIP: Commercial Important person, like business man
- D) Celebrity
- E) SPG guests (Platinum)
- F) Gold guests (Loyal guests)
- G) CEM guests. (Ambassador). They are more loyal than platinum guests; those who spends more nights at The Westin Dhaka.

To demonstrate, we take an example of a new consumer as Mr. X. How Westin build its relationship with its consumer and how it grow over time is given below-

### A) Strangers:

Mr. X is a businessman of our country, he has to stay and visit in abroad almost all the time. He once comes to Bangladesh. From one of his friends he knows about Westin and its quality service. After that, he collects some information from the website to know more about the Westin Dhaka.

### B) Acquaintances:

After collecting information he goes to Westin with his wife for passing some free time. As Westin, so normally he expects a good service along with a clean and calm environment, as well as a good behavior from them. When entering at Westin, a sales person gives assistance to him by opening the door of the car and welcomes him. For checking purpose security guards also coordinate him without making them delay. As we have said before that Westin has different types of restaurant for different types of needs. At reception a receptionist suggests him to go to —Seasonal Taste as Mr. X prefers to eat Bangladeshi food. The receptionist after that gives them a welcome card regarding every service of Westin. When ordering foods, the waiters also help him to find suitable items for them. When they exit from Westin, the sales persons again thank him and also invite him to come again.

### C. Friends:

Mr. X is satisfied with overall service of Westin, he wishes to come Westin again whenever he comes to Bangladesh. At reception booth, the receptionist finds that Mr. X is an old customer then he welcomes him and asks about his and his wife's wellbeing.

A sales person comes and gives them assistance by giving a calm seat at corner side of the restaurant. Mr. X gives his business card to the sales person when they exist. As Mr. X becomes a recurrent guest of Westin, the sales and marketing executives makes a regular contact with him by giving him mail about their new services and their events. Mr. X now can give advance order by calling them. Westin also are helpful to Mr. X and also give cards on different programs.

### D. Partners:

Westin gives Mr. X an opportunity of making a partnership with them by giving them privilege card facility. By spending only 10 Dollar, he can make enrollment of his privilege card and can take different benefits. Moreover, Mr. X can get the benefits of making a membership at Westin-workout; Mr. X's wife can also make a membership at Westin-spa.



*This figure states how Westin's relationship with its customer enhances over time from strangers to partners.*



#### **4.15.2 Goal of Relationship Marketing:**

The primary goal of relationship marketing is to build and maintain a base of committed customers who are profitable for organization. The Westin Dhaka also aims to make a profitable relationship with its customers and for this they always connect with their loyal customers through e-mail. Westin has hotels in different countries. For example- USA, Spain, Germany, Canada, China, Greece, Pakistan, India, Malaysia, Croatia and so on. In order to maintain customers' requirements and satisfy them, Westin preserves a database named GEI (Guest Exportal Index). They update the information to their server in order to satisfy their loyal customers' by offering them the services they want from each part of Westin, doesn't matter which country they are from. So the customers' will be delighted when they get desired services before asking for that. This way Westin ensure relationship marketing not only in Bangladesh, but also in the whole world.

#### **4.15.3 Benefits the Westin Dhaka Provides to its Customers:**

Westin is very much courteous to their every customer. They give two types of benefits to its customers who are loyal to them; especially to make customer more encouraging to their service, Westin basically do this kind of things not only to retain the current one but also to attract the new customers.

##### **A. Special Treatment Benefits:**

Westin provides a card, named Privilege Card to meet a customer's expectation and deliver them immense pleasure. It will create a gateway to a variety of exclusive offerings and will make a customer eligible to enjoy the most exclusive hotel in Bangladesh.

The benefits are **like:**

<b><u>Features</u></b>	<b><u>Discount</u></b>
<b>Enjoy off on best available rate</b>	10% discount
<b>Workout and swimming pool</b>	25% discount
<b>Dining benefit includes</b>	15% discount. (It is for all 5 restaurants of The Westin Dhaka)

Under Dining Benefit, the complimentary meal calculation works as follows:

<b><u>Member</u></b>	<b><u>Reduction</u></b>
<b>Member plus 1 guest</b>	50% reduction off the total food bill
<b>Member plus 2 guest</b>	33% reduction off the total food bill
<b>Member plus 3 guest</b>	25% reduction off the total food bill
<b>Member plus 4 guest</b>	20% reduction off the total food bill
<b>Member dining alone</b>	15% reduction off the total food bill

### **B. Confidence Benefits:**

In order to make their customer trustworthy, Westin has a program named SPG (Starwood Preferred Guest). It is a membership facility which gives a customer more choices, more flexibility and more ways to get the reward that a customer wants.

According to Mr. Mostafa Noor-E-Safa, Head of Marketing, —Each Star points® every time a consumer stay at any one of the Westin more than 1000 hotels and resorts in nearly 100 countries they can enjoy the best redemption options in the industry, including free nights without blackout dates. If there's a room available, it's for the customers, even during holidays and big events.¶

### **C. Social Benefit:**

Over time, customers develop a sense of acquaintance and even a social relationship with their service providers. This helps to reduce the probability of switching even if the competitor offers more facility. Westin establishes a strong bonding with its customers which made the customers loyal to Westin. Here, the employees play a vital role as they deliver the service to the clients and their behavior influence the customers to stay with Westin. A social relationship is created between the Westin Dhaka and its customers through their workforces.

The Westin Dhaka also does some CSR activities which also influence the customers.

They are not only delivering best hospitality and quality service but also doing some activities for social wellbeing. Those are given below-

- Charity contributions through the Gono Sahajjo Songstha (GSS) for the educational sector for the unprivileged
- Free drugs during natural calamities and distribution of clothing during winter
- Sponsoring events and national sport stars and teams
- Give donations to poor people and it is their monthly program.

#### **4.15.4 Benefits that Westin Gets from its Customers:**

Like other firms, the Westin Dhaka also gets some benefits from their customers by maintaining and developing a good relationship with their loyal customers.

##### **A. Economic Benefit:**

Relationship-oriented service firms achieve higher overall returns on their investments than transaction-orientation firms. Economic benefits arises from a variety of sources, including increased revenues over times from the customer, reduced marketing and administrative costs, and the ability to maintain margins without reducing prices.

As the relationship between a customer and Westin grows over time, it gets more economic benefit from its loyal customers. Another economic benefit is lower the cost. The more the customer relationship getting grownup, the cost becomes lower than attracting new consumers. The reason is, for new customers Westin has to give advertisements in online, print media and so on which incur cost. On the other hand, in terms of regular customers, Westin maintain a regular

contact through email where they include new facilities and updates which cost very little than new customers.

### **B. Customer Behavior Benefit:**

Besides economic benefit, behavior of the customers' also influences the reputation of the service provider. Positive behavior and feedback from the customer is like adoration for the service provider as it not only makes profit but also increase the reputation. For example- in Westin's there is a security system along with guards which is done for security purpose. If the customer cooperate and appreciate this service, he or she will encourage others to do the same. This is a positive side of word of mouth process. On the other hand, in terms of delivering food, a customer is seeing that there are lots of customers there or it takes time for preparing foods but becomes impatient for the food, he will discourage others from ordering food in Westin which is an example of negative word of mouth.

### **C. Human Resource Management Benefit:**

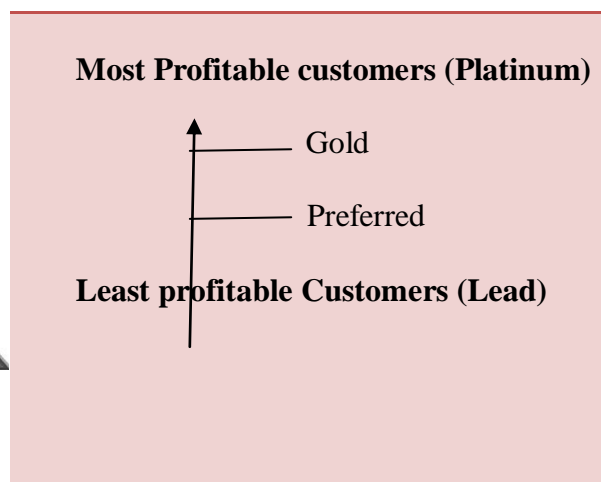
A customer needs to gain a perception about a five star hotel's service. He can motivate the waiter of Westin by giving tip to him as waiter of Westin is very helpful to coordinate the guest in every possible way. Customers need to be patient after giving order and before paying the bills.

#### **4.15.5 Customer Profitability Segment:**

Westin wants to deliver same hospitality and quality services to all its consumers. Customers differ in their relationship value and it may neither practical nor profitable to meet all customers' expectations, Westin prepares the profitability segments in order to find the most profitable customers. A research says that, 20 percent of customers produce 80 percent of sales or profit which is named as —80/20 Rule. For Westin, the platinum customers are the 20 percent who produce the 80 percent profit not only economically but also by giving positive word-of-mouth feedback that attract other consumers.



***The Customer Pyramid of The Westin Dhaka***



Rather than treating all its customers the same, Westin paid particular attention to enhancing their relationships with the platinum, tries to move the gold to platinum, tries to move preferred to gold and so on. To make enrollment in Westin, a guest has to spend 10 Dollar in order to make it eligible. It has 4 categories, Platinum (25 stays of 50 nights), Gold (10 stays of 25 nights), Preferred and Lead. The benefits are

➤ **Platinum:**

Westin chooses top 20 clients whom they call the platinum members. These are the most profitable customers who are the heavy user of the products, they are not price sensitive and they are willing to invest in and try new offerings. Moreover, they are most committed customers of the Westin Dhaka. The benefits provided by Westin for its platinum customers are given below-

➤ **Gold:**

- ✓ Benefits of Preferred and Gold membership includes here first of all.
- ✓ Room upgrades at check-in, including standard suites
- ✓ Complimentary in-room high-speed internet access.
- ✓ Complimentary Sheraton® club and executive-level privileges.
- ✓ Platinum concierge service
- ✓ Guaranteed room availability ○

These customers are not as profitable as platinum as they want price discounts that limit margins. The benefits are-

- ✓ Benefits of Preferred membership includes here first of all.
- ✓ 4pm late checkout
- ✓ New welcome gift at check-in
- ✓ Enhanced room at check-in, when available
- ✓ Special elite customer service telephone line (available in most countries)

➤ **Preferred:**

For Westin, this segment is likely to the iron tier. Here the customers are not as much profitable, loyal as gold.

➤ **Lead:**

- ✓ Access to the world's largest collection of luxury hotels and resorts around the world
- ✓ Free night awards and award flights redemption without blackout dates.

These types of customer are not profitable at all for the company. They demand more attention than they are spending. For lead tier customers Westin does not provide any additional benefits like gold or preferred customer.

## 5. SWOT Analysis:

SWOT analysis mainly refers to assessing or evaluating the overall company strengths, weakness, opportunities and threats. The internal factors among these categories will include strengths & weakness where owners have complete control. On the contrary, the external factors will include opportunities and threats which are not in the hands of the owner or management. Like all other companies, The Westin Dhaka also has their strength, weakness, opportunity and threat. Strength is their power, weakness is their shortcomings, opportunity is their chance for recovery, threat can be the reason for failure. The Strengths, Weaknesses, Opportunities and Threats of Westin are given below-



## **6. Findings**

There are basically two parts of the study. The first part of the study will shed light on The Westin Dhaka's sales and marketing services while comparing it with other three hotels, situated at Gulshan (Washington Hotel, Dhaka Regency, and Lakeshore Hotel).

Second Part of the study aims at figuring out how these hotels are assessing about sales and marketing system and what kind of benefits can be achieved by adopting a fruitful sales and marketing operation system.

Due to certain limitation except The Westin Dhaka, other three hotels are taken to conduct the study. So the sample size is four. Graphs are prepared in Microsoft Office Excel.

So four hotels are:

- 1) Washington Hotel,
- 2) Dhaka Regency,
- 3) Lakeshore Hotel,
- 4) The Westin Dhaka

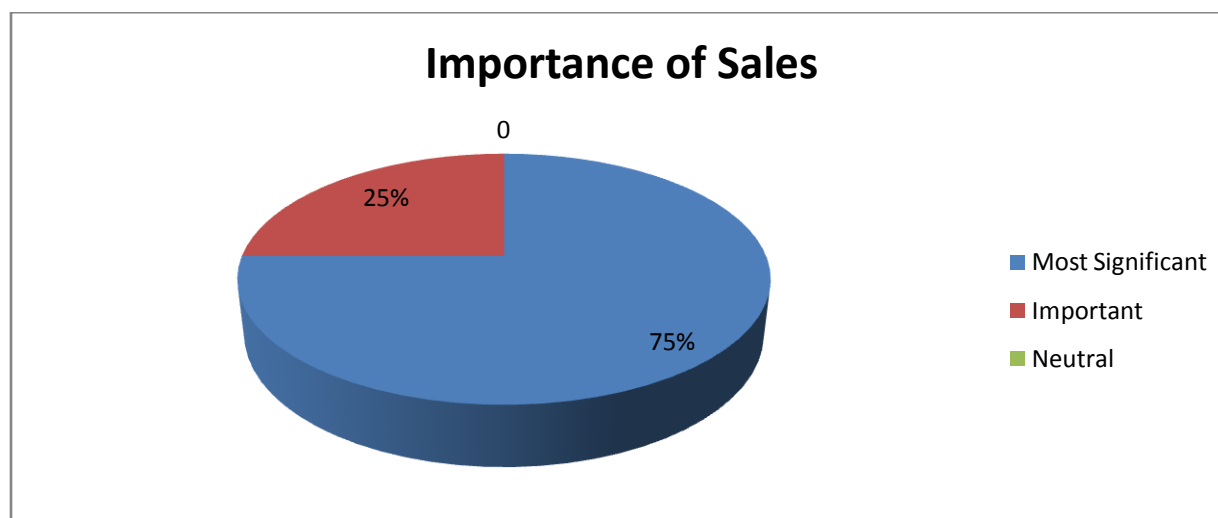
- To what extent do you think sales are important to excel your organization's performance?

The Westin Dhaka	Dhaka Regency	Lakeshore Hotel	Washington Hotel
Most Significant	Most Significant	Most Significant	Important

**Table: 1**

		Frequency	Percent	Cumulative Percent
Valid	Most Significant	3	75%	75%
	Important	1	25%	100%
	Neutral	0	0.00	100%
Total		4	100%	

**Graphical Representation:**



**Figure: 1**

**Interpretation:**

The above table 1 represents about how the hotels are evaluating their sales services in order to excel their respective organizations' performance. Among four respondents three are considering sales services as the most significant for the organization. Only Washington Hotel is considering

it as an important component for their organization. So according to graph 75% respondents considering Washington Hotel “Most significant” and 25% weight was put on “Important”.

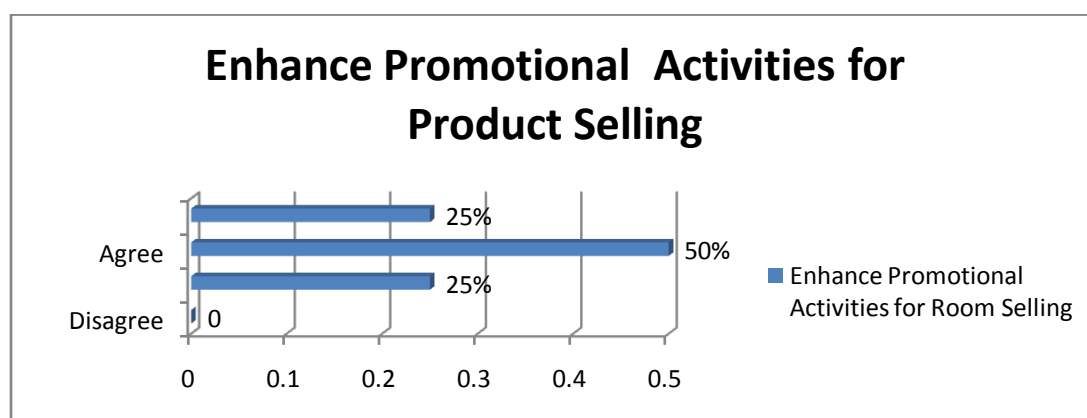
- Do you think hotel needs to increase its promotional activities to attract more customers for Room selling?

The Westin Dhaka	Dhaka Regency	Lakeshore Hotel	Washington Hotel
Agree	Agree	Neutral	Strongly Agree

**Table: 2**

	Frequency	Percent	Cumulative Percent
<b>Valid</b>			
<b>Disagree</b>	0	0.0	0.0
<b>Neutral</b>	1	25%	25%
<b>Agree</b>	2	50%	75%
<b>Strongly Agree</b>	1	25%	100%
<b>Total</b>	4	100%	

**Graphical Representation:**



**Figure: 2**



**Interpretation:**

The above table 2 represents about what the hotels are considering regarding enhancing the promotional activities of the hotels for room selling. The Westin Dhaka and Dhaka regency agree with the issue that their respective hotels should increase the promotional activities for room selling to attract more customers. While Lakeshore Hotel remains neutral as they are currently doing vast range of promotional activities for Room selling. As Washington hotel has started room selling very recently so they strongly agree with the fact that promotional activities for room selling should be increased to attract more customer. So as showed in graph the respondents put 50% weight on “Agree”, 25% on “Strongly Agree” and 25% weight on “Neutral”.

□ **How do you evaluate your hotel’s website access speed?**

The Westin Dhaka	Dhaka regency	Lakeshore Hotel	Washington Hotel
Satisfactory	Highly Satisfactory	Excellent	Highly Satisfactory

**Table: 3**

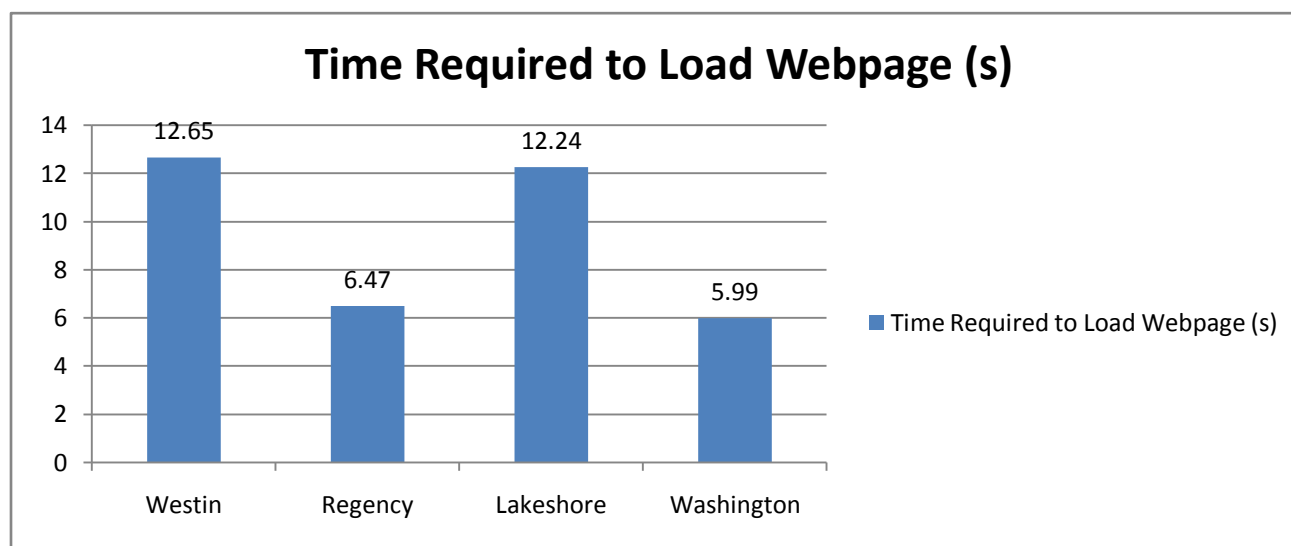
	Frequency	Percent	Cumulative Percent
Valid Excellent	1	25%	25%
Highly Satisfactory	2	50%	75%
Satisfactory	1	50%	100%
Neutral	0	0.0	100%
<b>Total</b>	<b>4</b>	<b>100%</b>	

**Table: 4**

Hotel’s name	Website address	Required time to Load
The Westin Dhaka	<a href="http://www.starwoodhotels.com/westin">http://www.starwoodhotels.com/westin</a>	12.65 s
Dhaka regency	<a href="http://www.dhakaregency.com">www.dhakaregency.com</a>	6.47 s

<b>Lakeshore Hotel</b>	<a href="http://www.lakeshorehotel.com.bd/">www.lakeshorehotel.com.bd/</a>	12.24 s
<b>Washington Hotel</b>	<a href="http://www.washingtonbd.com/">www.washingtonbd.com/</a>	5.99 s

### Graphical Representation:



**Figure : 3**

### Interpretation:

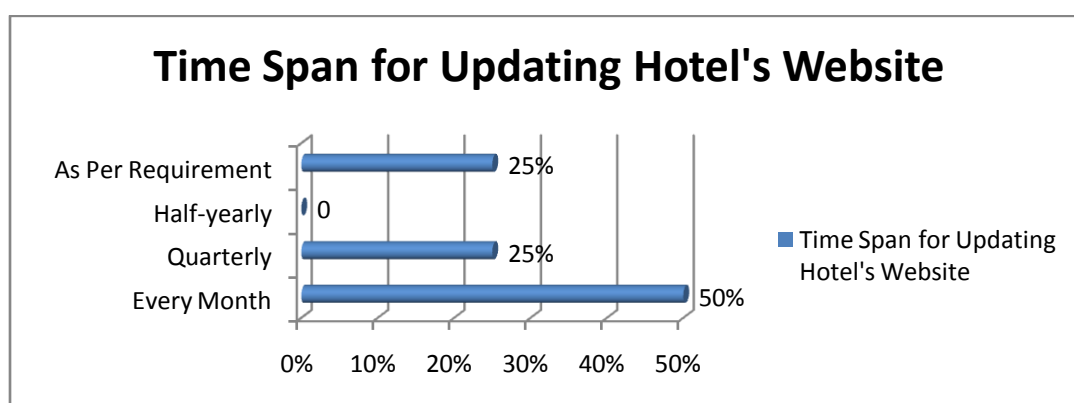
The above table 4 represents how much time the four hotels official webpage require to load. Among four The Westin Dhaka's website takes highest time to load and next is Lakeshore Hotel. Dhaka regency's webpage takes 6.47s .But Washington took the lowest time which is 5.99s to load .So considering the time required Washington website's access speed is much better than other three. In addition to that the respondents put 50% weight on "Highly satisfactory", 25% weight on "Excellent" and 25% weight on "Satisfactory".

#### □ How often do you update hotel's official website?

The Westin Dhaka	Dhaka Regency	Lakeshore Hotel	Washington Hotel
Every Month	As Per Requirement	Every Month	Quarterly

**Table: 5**

	Frequency	Percent	Cumulative Percent
<b>Valid</b>			
<b>Every month</b>	2	50%	50%
<b>Quarterly</b>	1	25%	75%
<b>Half yearly</b>	0	0.0	75%
<b>As per requirement</b>	1	25%	100%
<b>Total</b>	4	100%	

**Graphical Representation:****Figure: 4****Interpretation**

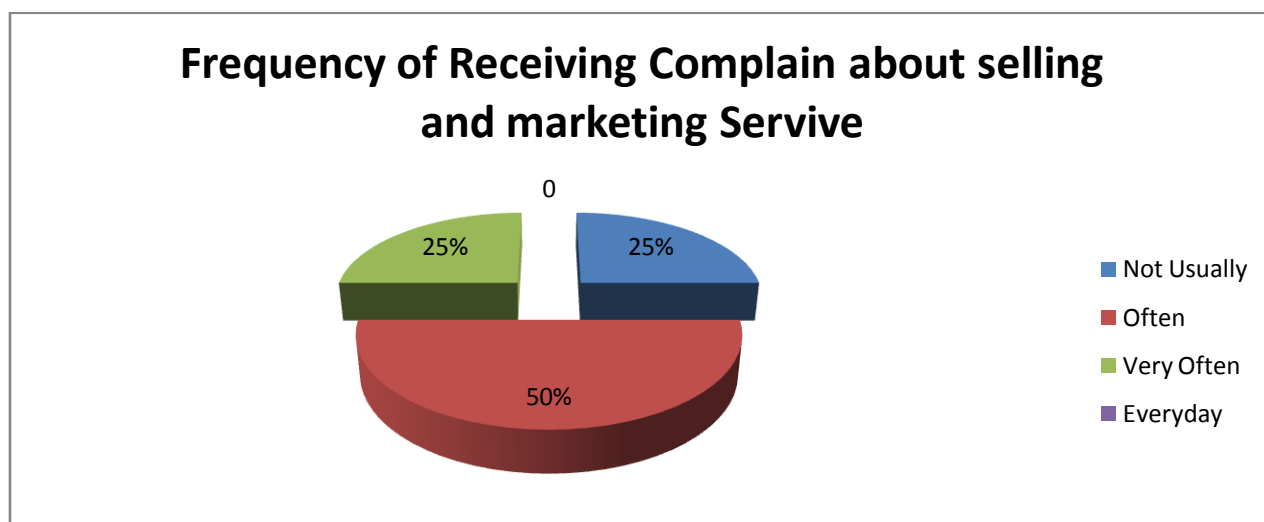
This table 5 describes about the time span of hotel's official website updating. The Westin Dhaka and Lakeshore Hotel update their website every month. Whereas Dhaka Regency does it as per requirement and Washington Hotel does it quarterly. So according to graph among the respondents 50% update their websites every month and 25% update their websites quarterly and 25% do it as per requirement. Though all the four hotels have said that except these schedule they all do update their websites when it is necessary.

- ❑ **How often do you receive complain about your Hotel's selling and marketing service from customer?**

The Westin Dhaka	Dhaka Regency	Lakeshore Hotel	Washington Hotel
Often	Not Usually	Very Often	Often

**Table: 6**

		Frequency	Percent	Cumulative Percent
Valid	Not usually	1	25%	25%
	Often	2	50%	75%
	Very Often	1	25%	100%
	Everyday	0	0.0	100%
Total		4	100%	

**Graphical Representation:****Figure: 5****Interpretation:**

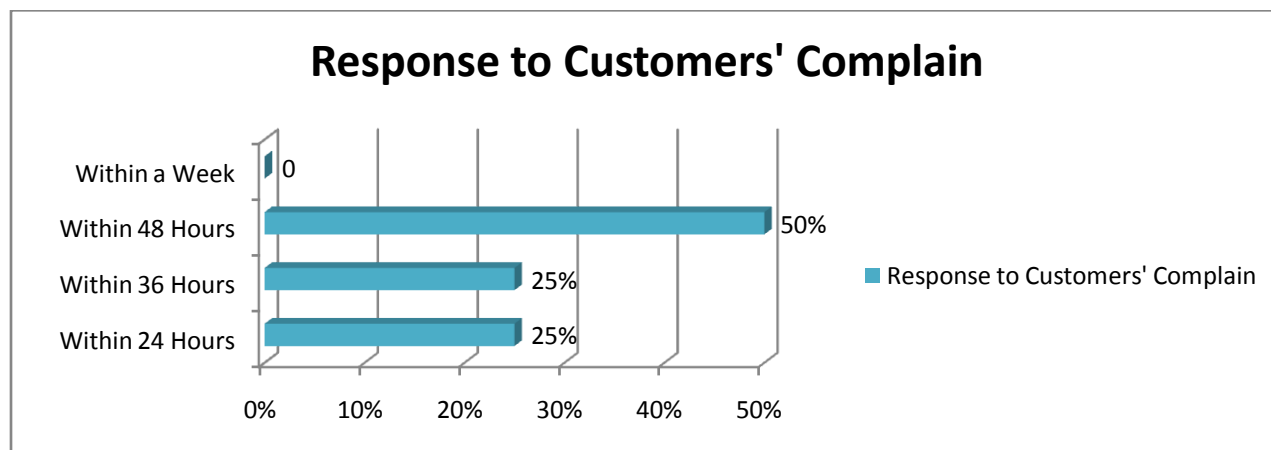
The above table 6 mentioned about the frequency of receiving complain from the customers by the hotels about selling and marketing service. The Westin Dhaka and Washington hotel gets complain from the customers about selling and marketing service often. While Lakeshore Hotel receives complain very often but Dhaka Regency does not usually receive complain about selling and marketing services. So as shown in graph among all respondents 50% receive often, 25% receive very often and 25% do not usually receive complain about their online hoteling service from their customers.

- **How frequently do your customers get response from you when they complain about selling and marketing services?**

The Westin Dhaka	Dhaka Regency	Lakeshore Hotel	Washington Hotel
Within 24hours	Within 48 hours	Within 48 hours	Within 36hours

**Table: 7**

	Frequency	Percent	Cumulative Percent
<b>Valid</b>			
<b>Within 24hours</b>	1	25%	25%
<b>Within 36hours</b>	1	25%	50%
<b>Within 48 hours</b>	2	50%	100%
<b>Within a week</b>	0	0.0	100%
<b>Total</b>	4	100%	

**Graphical Representation:****Figure: 6****Interpretation:**

Here the table 7 shows us the how promptly the hotels response to their customer while they make any complain about hotels' online hotel services. Though time requires solving any problem regarding online hotel varies on the type of problem. Still among four hotels The Westin Dhaka does the quickest response and they respond to their customer's complain within

24hours.Washington Hotel does it within 36 hours .Whereas Dhaka Regency and Lakeshore Hotel respond to customer’s complain within 48 hours. So according to graph 25% respondents respond to their customers within 24 hours, 25% respond within 36 hours and 50% respond to their customer within 48 hours while they receive complain from the customers.

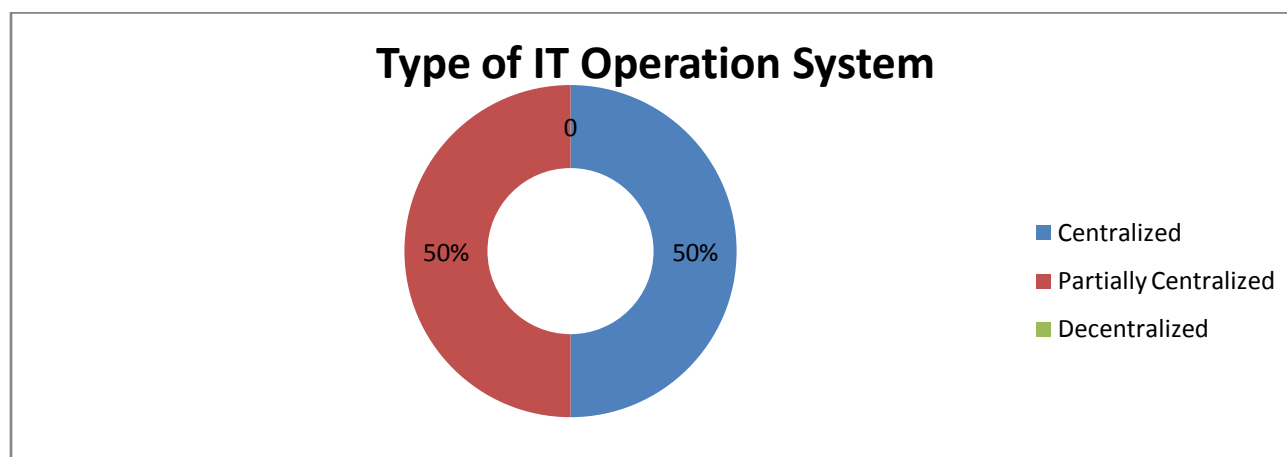
- What type of IT operation system for doing the selling and marketing process effectively does your organization is following now?

The Westin Dhaka	Dhaka Regency	Lakeshore Hotel	Washington Hotel
Partially centralized	Centralized	Centralized	Partially centralized

**Table: 8**

	Frequency	Percent	Cumulative Percent
Valid Centralized	2	50%	50%
Partially centralized	2	50%	100%
Decentralized	0	0.0	100%
<b>Total</b>	<b>4</b>	<b>100%</b>	

**Graphical Representation:**



**Figure: 7**

### **Interpretation:**

Among four hotels two of them have centralized IT operation system and two of them are partially centralized. The Westin Dhaka and Washington Hotel are partially centralized. Dhaka Regency and Lakeshore Hotel are fully centralized .So as shown in graph 50 percent respondents are following centralized IT operation system and 50 percent are following partially centralized IT operation system.

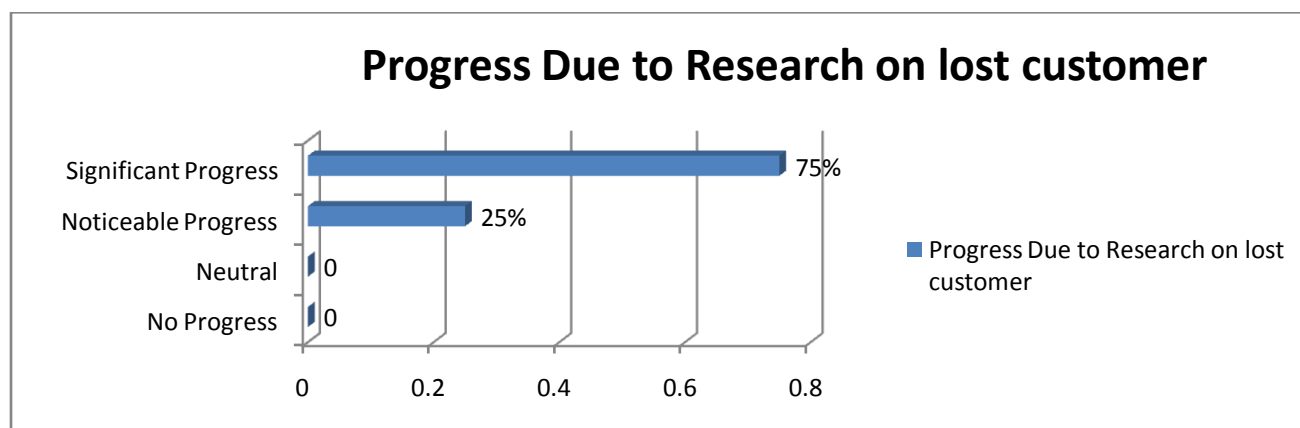
- **What kinds of progress do you think “Research on lost customer” system has brought (or will bring) in hotel service?**

The Westin Dhaka	Dhaka Regency	Lakeshore Hotel	Washington Hotel
Significant Progress	Significant Progress	Significant Progress	Noticeable Progress

**Table: 9**

	Frequency	Percent	Cumulative Percent
<b>Valid</b>			
<b>No Progress</b>	0	0.0	0.0
<b>Neutral</b>	0	0.0	0.0
<b>Noticeable Progress</b>	1	25%	25%
<b>Significant Progress</b>	3	75%	100%
<b>Total</b>	4	100%	

### **Graphical Representation:**



**Figure: 8**

### Interpretation:

The above table 9 shows about the progress of the hotel service due to **Research on lost customer process**. As Dhaka Regency and Lakeshore Hotel already operating centrally and very soon The Westin Dhaka will limit going to adopt centralized **Research on lost customer** system so they are considering that **Research on lost customer** brings significant changes for hotel services in order to identify their hotel's weak point. Whereas Washington Hotel considers that **Research on lost customer** will bring noticeable changes for the organization .So according to graph 75% respondent go for "Significant change" and 25% go for "Noticeable change" in order to defined progress due to **Research on lost customer** process .

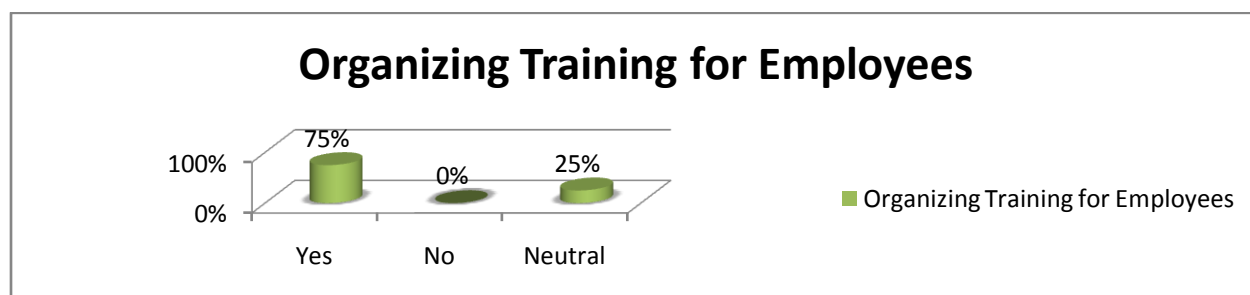
- **Did you arrange any special training for your employees to adjust with the "Research on lost customer" process in order to identify hotel's weak point?**

The Westin Dhaka	Dhaka Regency	Lakeshore Hotel	Washington Hotel
Yes	Yes	Yes	Neutral

**Table: 10**

	Frequency	Percent	Cumulative Percent
<b>Valid</b>			
<b>Yes</b>	3	75%	75%
<b>No</b>	0	0.0	75%
<b>Neutral</b>	1	25%	100%
<b>Total</b>	4	100%	

### Graphical Representation:



**Figure: 9**



### **Interpretation:**

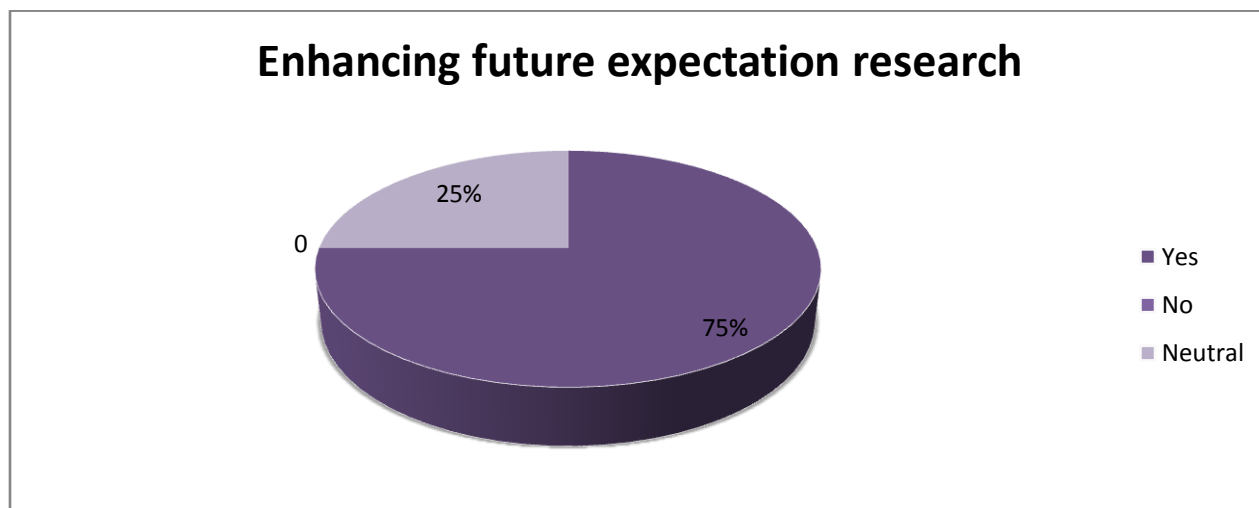
In order to adjust with the **Research on lost customer** method the hotels need to provide their employees special training .So the above table 10 tells us about the arrangement of training by the hotels. Among four hotels three have already arranged training for their employees to adjust with **Research on lost customer** concept. Only Washington Hotel has not arranged separate training for **Research on lost customer** concept as they are still going for partially centralized system and will arrange training programs for employees' while it is necessary .So Washington Hotel remains neutral. So according to graph 75% respondents have already arranged training programs for their employee's and 25% respondents remain neutral.

□ **In this highly competitive market do you conduct future expectation research?**

<b>The Westin Dhaka</b>	<b>Dhaka Regency</b>	<b>Lakeshore Hotel</b>	<b>Washington Hotel</b>
Yes	Yes	Yes	Neutral

**Table: 11**

		<b>Frequency</b>	<b>Percent</b>	<b>Cumulative Percent</b>
<b>Valid</b>	<b>Neutral</b>	1	25%	25%
	<b>Yes</b>	3	75%	100%
	<b>No</b>	0	0.0	100%
<b>Total</b>		4	100%	

**Graphical Representation:****Figure: 10****Interpretation**

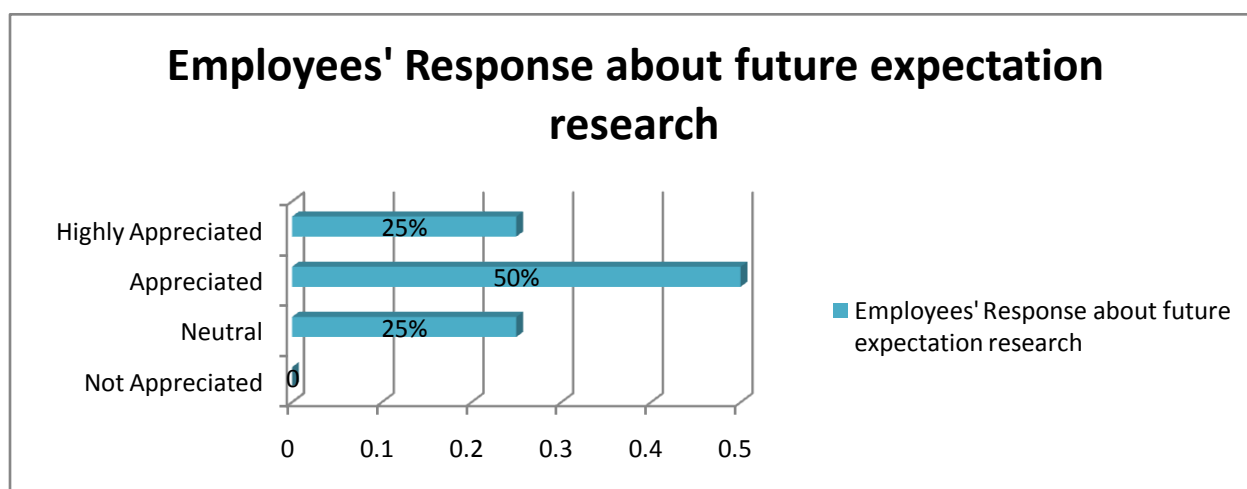
**Future expectation research** requires more training and strict system. So the above table 11 tells that how the hotels are taking steps to ensure innovative system for their organization. As The Westin Dhaka is going to adopt **future expectation research** so they have enhanced their system. Dhaka Regency and Lakeshore Hotel have also enhanced their **future expectation research** earlier. As shown in graph among all respondents 75% have already enhanced their **future expectation research** and 25% have not enhanced it yet.

- **What type of response are you getting from the employees about the future expectation research?**

The Westin Dhaka	Dhaka Regency	Lakeshore Hotel	Washington Hotel
Appreciated	Appreciated	Highly Appreciated	Neutral

**Table: 12**

	Frequency	Percent	Cumulative Percent
<b>Valid Not appreciated</b>	0	0.0	0.0
<b>Neutral</b>	1	25%	25%
<b>Appreciated</b>	2	50%	75%
<b>Highly Appreciated</b>	1	25%	100%
<b>Total</b>	4	100%	

**Graphical Representation:****Figure: 11****Interpretation:**

In order to understand how the employees of the hotel are evaluating about **future expectation research** system the above table 12 has been depicted. According to The Westin Dhaka and Dhaka Regency their employees appreciated **future expectation research** system. Lakeshore Hotel's employees highly appreciate this operation system. Whereas Washington Hotel remain neutral on this issue. So according to graph among all respondents 50% said that their employees appreciated and 25% said their employees highly appreciated the **future expectation research** system and 25% remain neutral.

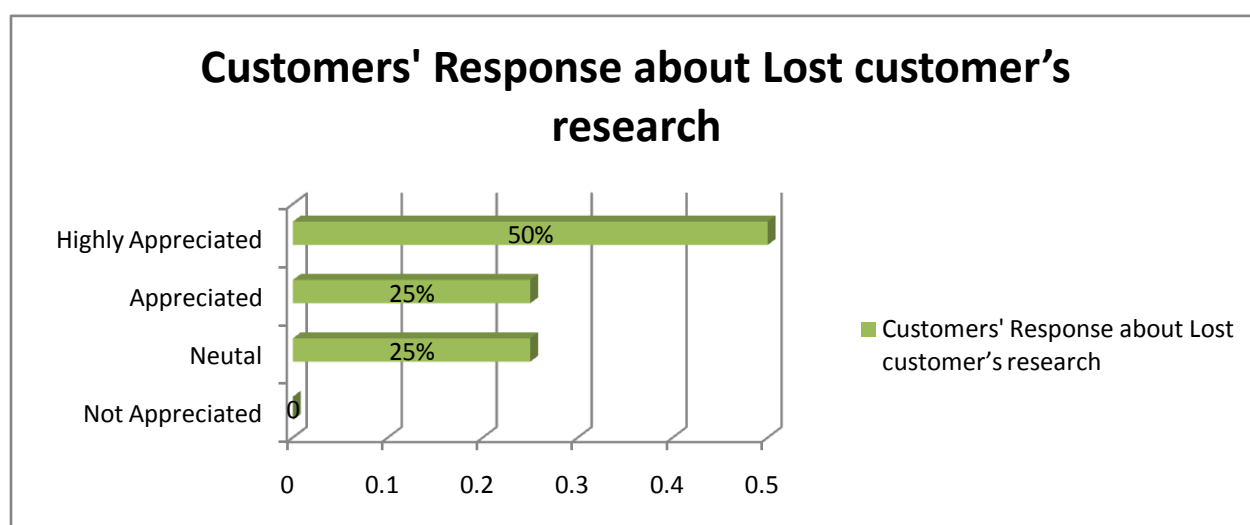
- What type of response are you getting from the customers about the lost customer's research?

The Westin Dhaka	Dhaka Regency	Lakeshore Hotel	Washington Hotel
Appreciated	Highly Appreciated	Highly Appreciated	Neutral

**Table: 13**

	Frequency	Percent	Cumulative Percent
Valid Not appreciated	0	0.0	0.0
Neutral	1	25%	25%
Appreciated	1	25%	50%
Highly Appreciated	2	50%	100%
<b>Total</b>	4	100%	

**Graphical Representation:**



**Figure: 12**

**Interpretation:**

To figure out how the customers of the hotel are evaluating **Lost customer's research** system the above table 12 has been represented. The Westin Dhaka considers that their customer will appreciate **Lost customer's research** system. Whereas the customers of Dhaka Regency and Lakeshore Hotel have already highly appreciated this system. Whereas Washington Hotel remain neutral on this issue. So as shown in graph among all respondents 25% said that their customer will appreciate and 50% said their customers have highly appreciated the **Lost customer's research** and 25% remain neutral.

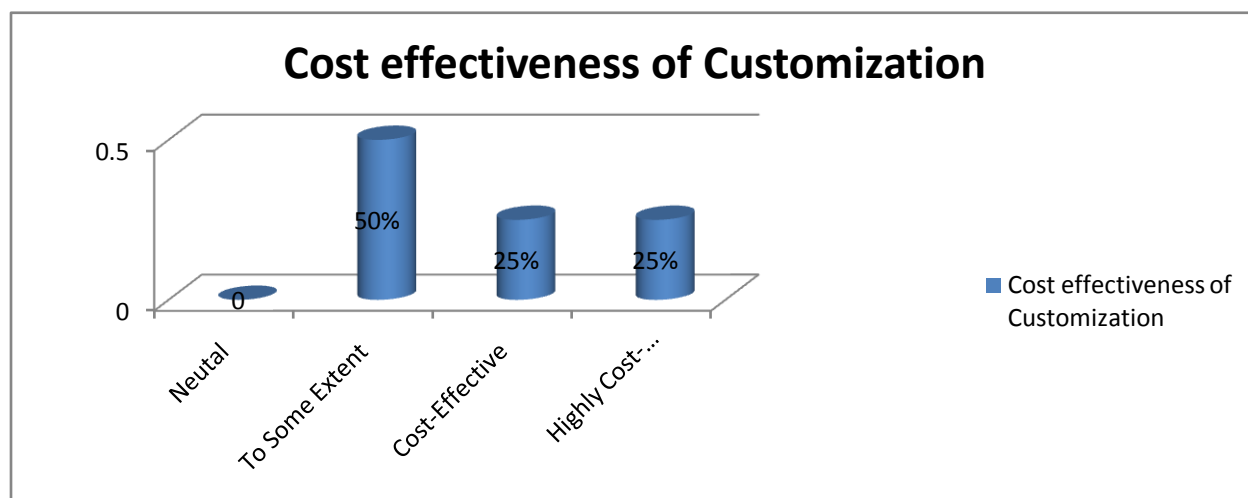
- **Do you think to provide customized service and to try to delight the customer is cost effective for your organization?**

The Westin Dhaka	Dhaka Regency	Lakeshore Hotel	Washington Hotel
To Some Extent	Highly cost-effective	Cost-effective	To some extent

**Table: 14**

	Frequency	Percent	Cumulative Percent
<b>Valid Neutral</b>	0	0.0	0.0
<b>To some extent</b>	2	50%	50%
<b>Cost-effective</b>	1	25%	75%
<b>Highly cost-effective</b>	1	25%	100%
<b>Total</b>	4	100%	

### Graphical Representation:



**Figure: 13**

### Interpretation:

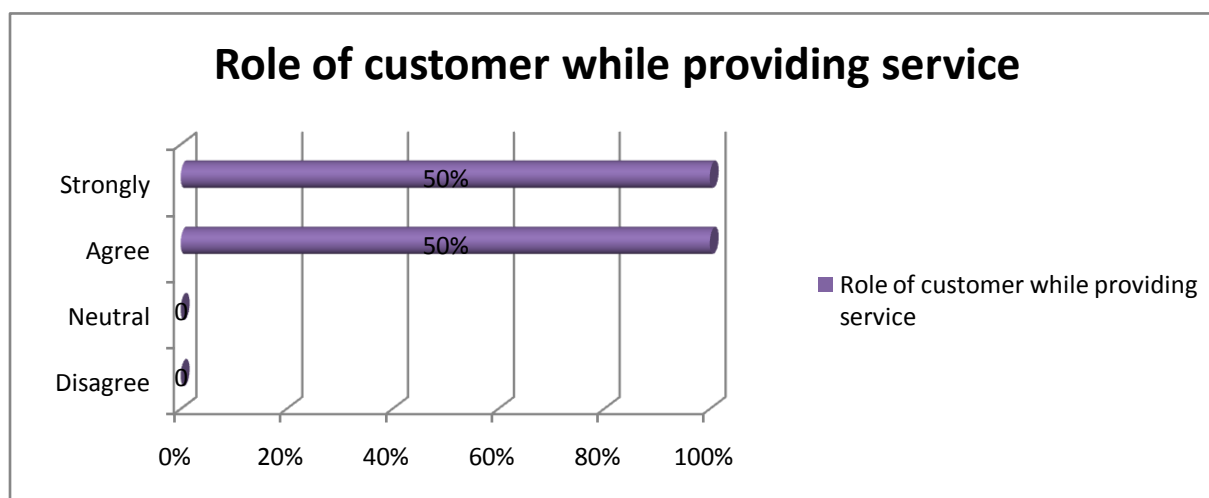
This table 14 depicts how hotels are evaluating top provide customized service and to try to delight the customer and whether it is cost effective or not for the hotel or not. The Westin Dhaka and Washington Hotel are considering that to some extent this cost-effective. Dhaka Regency said that it is highly cost effective and Lakeshore Hotel said that it is cost effective. So according to graph 50% respondents go for “To some extent”, 25% put weight on “Cost effective” and 25% put weight on “Highly cost effective”.

□ **Do you think customer’s role is important while providing service?**

The Westin Dhaka	Dhaka Regency	Lakeshore Hotel	Washington Hotel
Strongly Agree	Strongly agree	Agree	Agree

**Table: 15**

	Frequency	Percent	Cumulative Percent
Valid Disagree	0	0.0	0.0
Neutral	0	0.0	0.0
Agree	2	50%	50%
Strongly agree	2	50%	100%
<b>Total</b>	<b>4</b>	<b>100%</b>	

**Graphical Representation:****Figure: 14****Interpretation:**

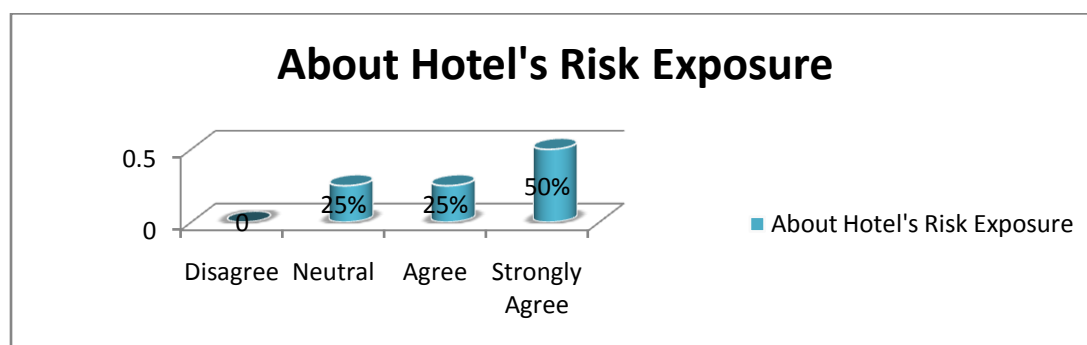
This table 15 represents how hotels are evaluating customer's role while providing services. The Westin Dhaka and Dhaka Regency strongly agree with the fact that role of customer is important while getting services form hotel. Both Lakeshore Hotel and Washington Hotel also agree that role of customer is important while getting services form hotel. So according to graph 50% respondents put weight on "Strongly agree and 50% put weight on "Agree".

- ❑ Do you think to focus only on customer's requirement can reduce hotel's risk exposure?

The Westin Dhaka	Dhaka Regency	Lakeshore Hotel	Washington Hotel
Strongly Agree	Strongly agree	Agree	Neutral

**Table: 16**

	Frequency	Percent	Cumulative Percent
Valid Disagree	0	0.0	0.0
Neutral	1	25%	25%
Agree	1	25%	50%
Strongly agree	2	50%	100%
<b>Total</b>	<b>4</b>	<b>100%</b>	

**Graphical Representation:****Figure: 15****Interpretation:**

The above table represents whether to focus only on customer's requirement can reduce hotel's risk exposure. The Westin Dhaka and Dhaka Regency strongly with the fact that to focus only on customer's requirement can reduce hotel's risk exposure.. Lakeshore Hotel also agrees with the fact that to focus only on customer's requirement can reduce hotel's risk exposure. But



Washington Hotel remains neutral. So among all respondents 50% “Strongly agree”, 25% “Agree” and 25% remains “Neutral”.

**Source of Survey Questionnaire:**

[www.websurveymaster.com/1-Hotel Guest Satisfaction-Survey-questions](http://www.websurveymaster.com/1-Hotel%20Guest%20Satisfaction-Survey-questions)

## **7. Analysis**

### **Evaluation of The Westin Dhaka's Selling and Marketing Service**

The Westin Dhaka is one of the five star hotels whose service, food and overall qualities are very satisfactory not only to Bangladesh's customer but also to foreign customer's. From the beginning they are striving to provide with better quality service. Based on four factors described below The Westin Dhaka's selling and Marketing Services are being evaluated while comparing with other three hotels.

- **Cost/Price factors:** Price is a major factor that influences consumer adoption of any product. Though all four consider that the customer are pleased with the prices, but The Westin Dhaka is charging a premium price for their overall services. The Westin Dhaka's price includes 10% service charge along with 15% vat. As a result consumers expect better service from Westin because of premium price. The Westin Dhaka are always concerned with the fact that, as their prices are high comparing to the other 3 hotels, so they must have to provide best food, best service along with some extra facilities.
- **Customer interest to change:** The Westin Dhaka receive customer who shows interest for selling and marketing service every day. The hotel is providing this service not only to Bangladeshi customers but also to foreign customers. It is to be noted their main target customers are foreign people. The Westin Dhaka always satisfies the foreign guests with their services so that in future when they come to Bangladesh again, then they will definitely prefer The Westin Dhaka. So the customer base is pretty strong in The Westin Dhaka.
- **Customer Service Quality:** The Westin Dhaka always tries to provide the best quality service with a clean and calm environment along with some extra facilities. Even when the customers leave any complain about their services they try to respond within 24 hours. Though Dhaka Regency also responds within 24 hours but Lakeshore Hotel and Washington take more time than The Westin Dhaka to respond.
- **Security Concern:** Security is one of the very important factors in determining the decision of consumers to use the service. The Westin Dhaka is fully concerned about the security factor. After entering into the hotel, there are security system, where customers have to give their belongings, there are close circuit camera, so that if anything happens, like theft, then it can be detected within a moment.

### **Outcomes of Customer driven Selling and Marketing services**

Customer driven service is those services where main concentration is focused on customers. Customers are the boss here. Anything happens; their main intention is based on customer's desires. Among four The Westin Dhaka and Dhaka regency strongly believes that to focus only

on customer can reduce their risk on their services. Lakeshore Hotel agrees with the theme, but Washington Hotel remains neutral.

The outcomes of Customer driven Selling and Marketing services are:

- **Delight the customer:**

By providing customized services, they can delight the customers and can exceed the Zone of tolerance.



- **Grab the new customer:**

By keeping concentration only on customer's requirement, hotels not only can retain the old customer, but also can attract the new customers.

- **Earn more foreign currency:**

A five star hotel's service can be attracted by the foreign customers also if they are more concerned about each and every customer's need and requirement based on their country, culture, morality, norms, value, belief etc. a hotel can earn a huge amount of foreign currency by providing special and customized services to foreign customer's also based on their needs.

- **Can be the leader:**

By providing customized service, a hotel can grab the profit from their own country as well as from the foreign country also. And as a result they can be the market leader.

- **Reduce Risk Exposure :**

The hotels also consider that the adoption of customized service helps to reduce hotels risk exposure. As everything is controlled and monitored based on customer's requirement, so the hotel can strongly abide by rules and regulation and can avoid any kind of corruption.

## **8. Results and discussion**

### **Results:**

I have found some of their short-comings. They are as follows:

- The Westin Dhaka is the current market leader in the hospitality service industry of Bangladesh.
- Their key objective is to deliver quality service and hospitality to their customers.
- They do survey to improve the quality as well as satisfy their customers and they modify their decisions and plans on the basis of their customer's feedback.
- They maintain database for the consumers through GEI (Guest Exportal Index) and GPS (Guest Personalization Service) system.
- They maintain a regular contact with their customers through e-mail which encourage customers to stay with Westin.
- Sometimes, inadequate parking facilities create problem for big function.
- Limited banquet space & meeting rooms.
- They mainly emphasize on Italian and Indian food items.
- Prices are high; as there includes service charge 10% and vat 15%

### **Discussion:**

We know that, marketing is the management process that identifies, anticipates and satisfies internal & external customer requirements profitably. Marketing strategies may differ depending on the unique situation of the individual business. However to be successful in markets, a well-developed marketing strategy is required.

### **Objectives**

The objectives of The Westin Dhaka are:

- Enhance brand image
- Gaining a sustainable competitive advantage
- Winning a strong foothold in the target market
- Increase brand recognition
- Increase brand value

### **Strategies**

The overall objectives will be achieved through the following specific strategies:

- **Internal communication** to increase information sharing and build support among the associates.
- **External communication** to enhance the positive image of The Westin Dhaka in the eyes of the external audience.

- **Establishing public participation mechanisms** that will provide the stakeholders with a platform to contribute to the achievement of the Westin Dhaka communication & marketing plan.
- **A public relations campaign** to promote the brand knowledge about Westin's services. This will be a publicity strategy focusing on how Westin wants to be perceived by internal and external audiences. This calls for consistent and persistent dissemination of positive key messages through the media, publications, website, special events and launches.

The implementation plan outlines detailed key objectives of the strategy; segmentation of the target audience; marketing and communications channels and tools to be used to reach each target group; strategies to be used to achieve objectives and specified budget for each strategy.

## **9. Recommendation & Conclusion**

### **9.1 Recommendation**

Though The Westin Dhaka's selling and marketing Service is satisfactory while comparing with the other three hotels. But to cope up with the competition and keep them ready with the changing trend they should always keep upgrading their selling and marketing services. Some proposals for improving their overall Services:

- Heavy marketing and promotional campaign should be conducted to popularize the selling and marketing service
- In order to improve the level of customer service satisfaction is should give more emphasize on processing the task within promised time and give personal attention to each customer
- Increase number of services for corporate clients
- Improve the website access quality
- Increase number of services for non-resident Bangladeshi.

Some suggestions' are given to The Westin Dhaka through which they can improve their flaws-

- ✓ Instead of consider only the loyal customers, should give further importance to grab new customers.
- ✓ To reduce the number of pending E-mail they can use proper software for preparing corporate rate.
- ✓ 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.
- ✓ More standard surveys can be used in terms of lost customers.
- ✓ Lessen the service charge according to the affordability of home country customers.
- ✓ Provide more banquet space and meeting rooms
- ✓ Increase the space and accommodation at Gold, silver and ball room.
- ✓ Make more arrangement on outside country's food like American, Pakistani, and Arabian and so on.
- ✓ Give more training to chefs and to bring more professional as well as outside country's chefs.

## **9.2 Conclusion**

As a leading five star hotel of Bangladesh The Westin Dhaka is serving promising selling and marketing services to its customer. Customers' interest for selling and marketing service is satisfactory. The Westin Dhaka is a 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. For that reason, it becomes one of the best hotels in Bangladesh and of the top most hotels around the world.

## **Appendix**

Good Morning/afternoon Sir (Madam). I am Sumaiya Noor, student of BRAC University. I am conducting a survey on overall selling and marketing services of hotels as well as the effect of their customer driven service. It will take 15-20 minutes of your time. Your response would be of great help in accomplishing the study. However, the study is for the organizational and of academic purpose and will not be disclosed elsewhere, keeping in mind the sensitivity of the topic. Would you please be able to give me the time now?

### **Organization's Name:**

### **Questions**

- 1) To what extent do you think sales are important to excel your organization's performance?  
a) Neutral                      b) important                      c) Most significant
- 2) Do you think hotel needs to increase its promotional activities to attract more customers for Room selling?  
a) Disagree    b) Neutral            c) Agree    d) Strongly agree
- 3) How do you evaluate your hotel's website access speed?  
a) Neutral    b) Satisfactory    c) Highly satisfactory    d) Excellent
- 4) How often do you update hotel's official website?  
a) Every month              b) Quarterly                      c) Half-early                      d) As Per requirement
- 5) How often do you receive complain about your Hotel's selling and marketing service from customer?  
a) Not usually              b) Often                      c) Very often                      d) Everyday
- 6) How frequently do your customers get response from you when they complain about selling and marketing services?  
a) Within 24hours    b) Within 36hours              c) Within 48 hours              d) Within a week
- 7) What type of IT operation system for doing the selling and marketing process effectively does your organization is following now?  
a) Centralized              b) Partially centralized              C) Decentralized
- 8) What kinds of progress do you think "Research on lost customer" system has brought (or will bring) in hotel service?  
a) No change              b) Neutral                      c) Noticeable progress              d) Significant progress
- 9) Did you arrange any special training for your employees to adjust with the "Research on lost customer" process in order to identify hotel's weak point?  
a) Yes              b) No              c) Neutral
- 10) In this highly competitive market do you conduct future expectation research?  
a) Not appreciated    b) Neutral              c) Appreciated    d) Highly appreciated
- 11) What type of response are you getting from the employees about the future expectation research?  
a) Not appreciated    b) Neutral              c) Appreciated              d) Highly Appreciated



12) What type of response are you getting from the customers about the lost customer's research?

a) Appreciated    b) Highly Appreciated    c) Highly Appreciated    d) Neutral

13) Do you think to provide customized service and to try to delight the customer is cost effective for your organization?

a) To Some Extent    b) Highly cost-effective    c) Cost-effective    d) To Some Extent

14) Do you think to focus only on customer's requirement can reduce hotel's risk exposure?

a) Disagree    b) Neutral    c) Agree    d) Strongly agree

15) Do you think customer's role is important while providing service?

a) Yes    b) No    c) Neutral

**Other questions that I've prepared for doing my reports:**

1. What are the products n services provided by Westin and what are the pricing of the products? (Brochure)

2. What are the Promotional activities Westin used?

3. Hierarchy of employees?

4. Working process of Westin.

5. What Segments you target for providing service, what is your positioning strategy?

6. Place, packaging, physical evidence of Westin.

7. Define your customer driver service design and standard?

8. What is your perception of your customer's expectation?

9. What are your sources of external communication to the customer?

10. What is the role of customers while getting service? (Service roles)

11. "Consumers expect better service from Westin because of premium price"- how will you evaluate this statement?

12. What are your initiatives to discover customer requirements and expectations?

13. What is your opinion about changing customer expectations in the industry?

14. Do you conduct a survey to maintain a relationship with your loyal customers?

15. Do you make a research on your lost customers?



16. In this highly competitive market do you conduct future expectation research?
17. What is the communication process you maintain with your clients?
18. How you differentiate your service for different level customers (Strangers, Acquaintances, Friends, and Partners)?
19. What benefit Westin gets from its consumers?
20. What benefit you provide to your consumers to make them loyal?
21. How you differentiate your service among Platinum, Gold, Iron, Lead tier consumers?
22. What are the challenges you face while situations arise in which either Westin or the consumer or both want to end the relationship?

**Attachment:**

Here includes some document, which I've done during my 3 month Internship program.

## **Overview of My 3 Month Work**

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