



Internship Report on “Event Management of The Westin Dhaka”

Submitted To:

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Letter of Transmittal

2nd July, 2014

Ms. Afsana Akhtar

Assistant Professor

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Dear Madam,

This is a great pleasure to submit my internship report on “Event Management of The Westin Dhaka”. This report was assigned by you during my internship period in The Westin Dhaka.

I tried my best to put a best effort for the preparation of this report. Any shortcomings or flaw may arise I am very much beginner in this aspect. I will wholeheartedly welcome any clarification and suggestion about any view and conception disseminated in my report.

I have gathered valuable experiences from practical life situations in the process of preparing the report. I would like to thank you for your kind-hearted cooperation with me in preparing the report.

Regards,

Razib Karmaker

ID: 09204063

BRAC Business School,

BRAC University.

Acknowledgements

While I was preparing the internship report I had to take the great appreciation the helped and guidance given to me by Ms. Afsana Akhtar as my internship supervisor. Without her help it would not be possible for me to compile information make necessary analysis as complete the study report in time. Who has kindly spent in valuable time is the supervising study, suggesting approaches for attending the problems. I am deeply grateful to her for this.

I am thankful to Mr. Yameenul Hque, Director, Sales & Marketing and also Ms. Sabrina Mridha, Asst. Manager, Marketing & Communications of The Westin Dhaka. They have supervised and encouraged me to continue my project and helped me by giving much valuable information. Without their sympathetic attitude, cooperation, and valuable counsel it would not be possible for me to prepare this report. So, I am very grateful to them.

Particular thanks must go to The Westin Dhaka by whom profound attempts I get the chance and complete ease to complete my three months internship.

I would like to express my sincerest gratitude to my guardian, friends who always encouraged me for my higher studies and successful result.

Executive Summary

This is an internship report that contains the working experience of different task in "The Westin Dhaka" in the department of Marketing & Communications. I have acquired knowledge about how "The Westin Dhaka" arranges different events and how they are giving services to their customers. I also gathered knowledge about the effectiveness of arranging events and public relations.

Under marketing department I have learnt about the requirements and procedure for arranging of events for the customer. In fact, the practical internship program enables me to understand the activities and procedure of different functions relating to arranging events and maintaining customer relationship.

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. 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 pioneering 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 Super Foods 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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Chapter – 1

Introduction

1.0 Background

We the students of Bachelors of Business Administration (B.B.A) of BRAC Business School (BBS) study the subject's related to business including Accounting, Management, Finance, Marketing, Mathematics, Social Science and cultural status and little about science and technology. The schools of business try to familiarize these each student so that they can move comfortably in the business environment. But only the theoretical study in the class rooms is not enough rather a practical experience and the only means of practical experience is internship program.

In the business world there are lots of financial institution, business firms, and industries which provide this facility towards us. If we could not get this facility of internship then a wide gaps will take place between our study and experience. I think this is an extremely valuable asset for us.

We the students of business do this usually for three months. I have done my internship at "The Westin Dhaka" which is one of the most renowned hotels in Bangladesh. I am thankful to The Westin Dhaka for giving me the opportunity to do internship.

1.1 Objectives

Broad Objective

The general objective of this report is to prepare report based on marketing services of The Westin Dhaka. As per requirement of BBA program of BRAC University, one student needs to work in a business organization for three months to acquire practical knowledge about actual Business operation. The objective of this report is to get a good understanding of overall process and procedure of Marketing department and how they arranges different events.

Specific Objective

- To present an overview of "The Westin Dhaka".
- To describe my job part of The Westin Dhaka.
- To submit a brief description about the Marketing department and their activities.
- To understand how to organize an event and what are requirements behind this.
- To explore the problems in organizing events.
- To know how The Westin Dhaka build their customers relationship.

1.2 Scope

This report covers Marketing Department's activities and overview of The Westin Dhaka. It includes the activity of event organizing like develop plan, arrangement of events, taking post evaluation and feedback from participants, maintaining customer relationship etc. It also presents a brief scenario of The Westin Dhaka.

1.3 Methodology

For flat and accurate study everyone has to follow some rules & regulations. The study materials were collected from two sources:

Primary sources:

- Practical work.
- Face to face conversation with the associates of The Westin Dhaka.
- Direct observations.

Consultation with the Following Persons:

- Mr. Yameenul Hque, Director, Sales & Marketing
- Ms. Sabrina Mridha, Asst. Manager, Marketing & Communications

Secondary sources:

- Files & Folders.
- Daily diary (containing my activities in internship) maintained by me.
- Websites.

1.4 Limitations of the Report

There were some problems while I have undergone the internship program. A wholehearted effort was applied to conduct the internship program and to bring a reliable and fruitful result. In spite of having the wholehearted effort, there exists some limitations, which acted as barrier. The limitations were,

- Restricted access.
- Hotels maintain strict confidentiality about providing their information.
- Lack of reliable sources.
- Consulting with customers.

Chapter - 2

Organizational Overview

2.0 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 241luxurious 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.

2.1 Background

Relax, revive, and experience renewal at The Westin Dhaka five-star hotel in Gulshan established in 2007. Nestled in the new business district, it is steps from renowned shopping malls, foreign missions, restaurant, art, private clubs, and multinationals. The Westin Dhaka is also only eight kilometers from Hazrat Shahjalal International Airport.

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

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

Replenish in hotels bar or six restaurants. Revitalize in its temperature controlled poolside recreational area that offers spa facilities, steam room, sauna, and Jacuzzi. The Westin Dhaka ensures that leave this hotel rested, energized, enriched, and renewed.

2.2 Service offers

2.2.1 Room:

The Westin Dhaka's 241 guest rooms and suites are designed for guest personal renewal, ensuring that guest 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 a separate bath and shower. A variety of room types are available. Individual 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 Chairman Suite. It offers separate living, dining, and bedrooms, as well as a private bath room with Jacuzzi. 427-square meter Presidential Suite, on level 22, invites guest 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, guest 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.

Room	Description
DELUXE	<ul style="list-style-type: none">• 398 sq ft / 37 m²• Heavenly Bed & Bath• Spacious luxurious bathroom• Free bottled water in room
EXECUTIVE CLUB	<ul style="list-style-type: none">• 409 sq ft / 38 m²• Smoking• 38 sq m/409 sq ft• Heavenly Bed & Bath

	<ul style="list-style-type: none"> • Executive lounge benefits
JUNIOR SUITE	<ul style="list-style-type: none"> • 624 sq ft / 58 m² • Executive lounge benefits • Heavenly Bed & Bath • Internet for free • Plasma TV
EXECUTIVE SUITE	<ul style="list-style-type: none"> • 689 sq ft / 64 m² • Executive lounge benefits • Heavenly Bed & Bath • Personal butler • Internet for free
CHAIRMAN SUITE	<ul style="list-style-type: none"> • 1,055 sq ft / 98 m² • Executive lounge benefits • Bottled mineral water • Personal butler • Plasma TV
PRESIDENTIAL SUITE	<ul style="list-style-type: none"> • 1,410 sq ft / 131 m² • Executive lounge benefits • Internet for free • Bottled mineral water • Plasma TV

Source: <http://www.starwoodhotels.com/westin/rates/room.html>

2.2.2:

The Westin Dhaka have five venues where offers nourishing dining for taste and style from fresh, authentic Italian to pan Asian and international cuisine.

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 mock tails, and beverages. Food also available for take away.

Cuisine: Deli

Dress Code: Casual

Hours: 24 Hours

Atmosphere: Casual

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.

Cuisine: Italian

Hours: Daily 12:00 PM - 3:00 PM;
6:30 PM - 11:00 PM

Atmosphere: Contemporary and
Sophisticated

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.

Cuisine: Asian

Hours: Daily 6:00 AM - 11:30 PM

Atmosphere: Friendly and Informal

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.

Cuisine: Health Food

Hours: 7:00 AM - 12:00 AM

Atmosphere: Sporty

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.

Cuisine: Light Fare

Hours: Daily 8:00 AM - 1:00 AM

Atmosphere: Relaxed

2.2.3 Meetings and 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. The Westin Dhaka 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.

ROOM DIMENSIONS & SEATING CAPACITY:

Sl No	Room Name	Level	Dim. (L x W)	Height	Area Sq. ft.	Round s/ Banquet	Round H-moon	Class Room	U-Shaped	Reception	Theatre
	Grand Ballroom	1	110.0' x 52.0'	15.7'	5,675	350	220	200	-	600	550
1	Ballroom 1	1	52.0' x 45.0'	15.7'	2,300	150	96	100	60	260	230
2	Ballroom 2	1	52.0' x 26.0'	15.7'	1,325	80	48	48	30	120	110
3	Ballroom 3	1	66.0' x 26.0'	15.7'	2,050	120	72	60	45	220	200
4	Silver Room	2	25.0' x 20.0'	9.5'	620	40	24	20	22	50	50
5	Gold Room	2	25.0' x 20.0'	10.0'	400	30	18	15	14	30	30
6	Bronze Room	4	25.0' x 20.0'	8.'	800	50	30	30	25	80	80
7	Portofino	23	16.0' x 25.0'	12.0'	550	18	15	-	16	25	25
8	Panorama	Top Fl.	-	-	1400	-	-	-	-	60	-
9	BC Meeting room	L	11.0' x 9.0'	8.0'	250	-	-	-	10	-	-

2.2.4 Departments:

<u>Department Name</u>
Human Resource
Sales
Marketing
Catering
Engineering
Finance
Food & Beverage
Purchase

Human Resource:

Human resource department is mainly responsible for recruiting people and also they have other activities like training, performance appraisal, rewarding employee, ensuring employees' safety and working conditions etc.

Sales:

Sales department is playing crucial role in hotel business. The main goal of Sales department is to sale the rooms. They are targeting possible customers and try to sale rooms to them.

Marketing:

The Westin Dhaka's marketing department is responsible for promotional activity, event organizing and also for maintain Westin's brand standard.

Catering:

Catering department is arranging food service in a hotel's meeting and convention rooms. They coordinate menus and costs for banquets, parties, and events with meeting and convention planners or individual clients. They coordinate staffing needs and arrange schedules with kitchen personnel to ensure appropriate food service.

Engineering:

This very essential department who is maintains the property's structure and grounds as well as electrical and mechanical equipment.

Finance:

Finance department monitors room sales and reservations. In addition to overseeing accounting and cash-flow matters at the hotel, they also project occupancy levels, decide which rooms to discount and when to offer special rate.

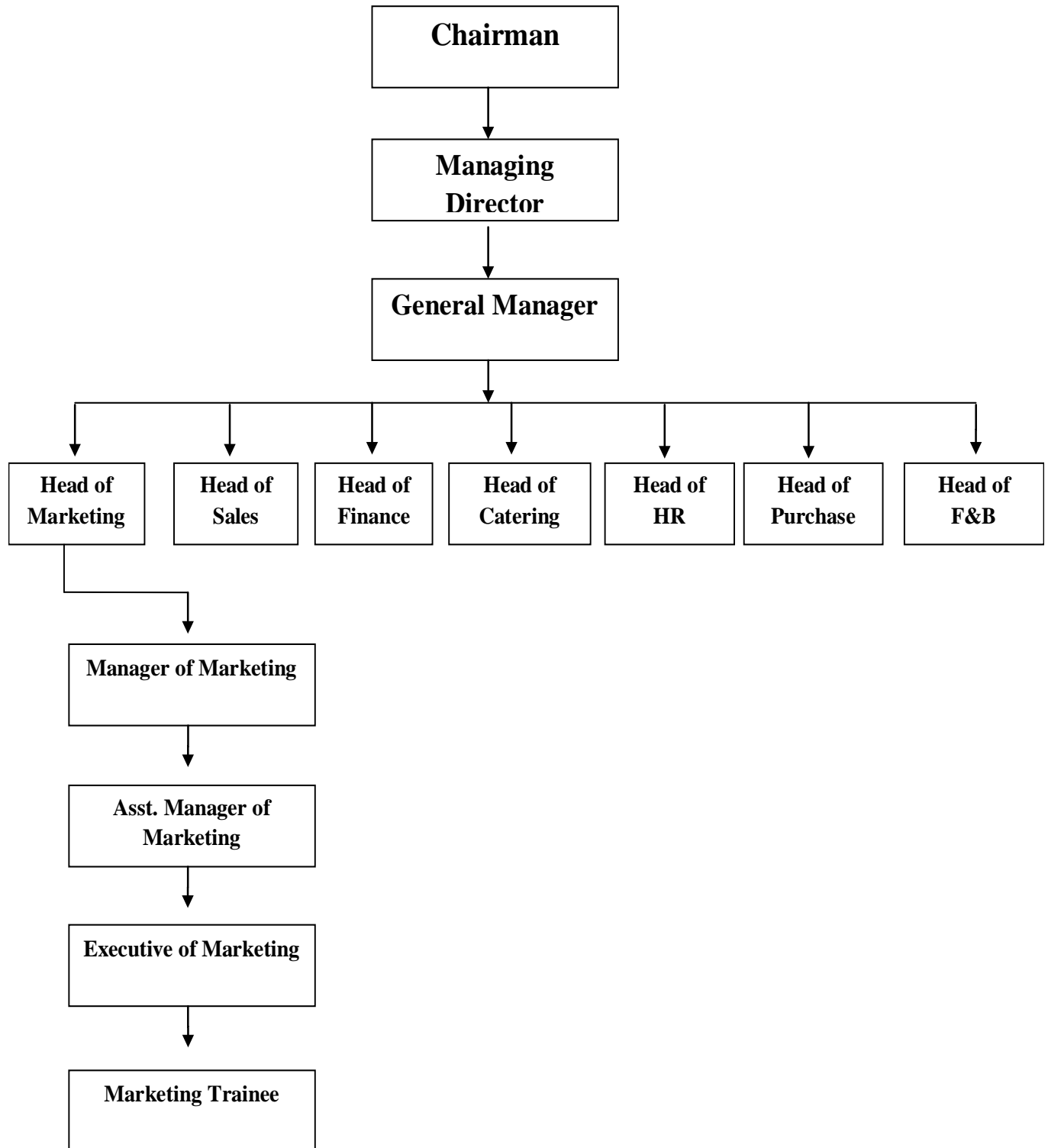
Food & Beverage:

Food and beverage Department oversee all food service operations and they coordinate menus with the Executive Chef for the hotel's restaurants, lounges, and room service operations. They supervise the ordering of food and supplies, direct service and maintenance contracts within his kitchens and dining areas, and manage food service budgets.

Purchase:

Purchase department oversees all things which hotel needs to purchase. They deal with different vendors and contract them to purchase the materials.

Organizational chart:



2.3 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.

2.4 Vision:

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

2.5 Room Comparisons:

- **The Westin Dhaka**
- **Ruposhi Bangla Hotel Dhaka**
- **Pan Pacific Sonargaon Dhaka**
- **Radisson BLU Dhaka**
- **Dhaka Regency**



2.5.1 Similarities:

- **Executive Club Room Benefit**
 - Complimentary wake up Tea/Coffee with daily English newspaper
 - Complimentary 4 pieces of laundry (except dry cleaning) & Shoe Shine
 - Complimentary Late Check Out till 04:00 pm (Depends on availability)
 - Complimentary high-speed internet access, both Wi-Fi & Cable

- Free use of Westin Workout, Swimming Pool, Sauna & Jacuzzi
- Free Tea / Coffee making facilities in the room
- In room safe
- Heavenly Bed & Bath
- **Executive lounge benefits**
 - Complimentary Continental Breakfast from 06:30 am.-10:30 am
 - Complimentary Tea/Coffee with assorted cookies & daily snacks
 - Complimentary one hour use of meeting room
 - Complimentary Hors D’oeuvres and cocktails from 05:30 pm.-07:30 pm
 - Complimentary local telephone calls, facsimile, email & internet services facilities

2.5.2 Comparison Findings (Differences):

The Westin Dhaka	Ruposhi Bangla Hotel Dhaka	Pan Pacific Sonargaon Dhaka	Radisson BLU Dhaka	Dhaka Regency
-	Fruit Basket on arrival	-	-	-
-	-	Personal Butler service	-	-
984 Star points per night for spg	-	-	1000 Bonus Gold Points per night	-

2.6 SWOT analysis:

Strengths:

- **Position:** The Westin Dhaka is situated at very crucial place where most of the company head offices and embassy situated.
- **Associate:** The Westin Dhaka always consider young employee for better, fast and smart service.
- **Strong brand name:** Westin hotel and resort worldwide renowned brand they have 192 properties worldwide. Using this popular name they can easily getting customer attention.
- **Number of room:** The Westin Dhaka has 235 guest rooms with different suite and deluxe room.

Weakness:

- **Promotion:** The Westin Dhaka has less promotional activities. So people are not much aware about their activities.
- **High price:** The Westin Dhaka room price and also other things like food, SPA, Saloon etc charge high rate which is much higher for our country. Where other hotels charging comparatively low price.
- **Lobby Space:** The Westin Dhaka has two consecutive lobbies - one is ground lobby another is upper lobby but those are not adequate for large gathering.

Opportunity:

- **Spg (Starwood Preferred Guest) Service:** The Westin Dhaka has Spg (Starwood Preferred Guest) service for this reason they can attract guest. That means when guest staying Westin hotels they can get point which added in their account.
- **Place:** Westin situated in Gulshan area which is now very popular zone for corporate business and there are so many multinational companies established this will easier to find corporate client.

Threat:

- **Competitors:** Competitors increasing day by day and under Starwood three more hotel chain starting their business in Dhaka. They are Sheraton, Four points by Sheraton and Le Meridien.
- **Convention center:** So many convention centers have established near by The Westin Dhaka.

Chapter - 3

My Job Experience

3.0 Description/nature of job

The Westin Dhaka was the first place where I have gathered practical knowledge about the hospitality sector. I joined in The Westin Dhaka as a sales trainee under the supervision of Mr. Yameenul Hque but he assigns me to marketing department and worked under the supervision of Ms. Sabrina Mridha. It was a tremendous journey to go through the real life experience of work.

3.1 Job responsibilities:

- **Press release writing:** As a Member of marketing team I have to write Press release for different event.
- **Maintain relationship with media:** I always try to maintain relationship with different print media as well electronic media.
- **News coverage:** Everyday I have to search hotel news on different media and repot to Sabrina Mridha, head of marketing.
- **Organizing action plan:** When department head decided what is the up coming events are then I need to make action plan with the help of marketing team.

3.2 Different Aspects of job performance:

During my internship period I was assigned to arrange different events. Those are as follows:

1. Pohela Bishakh

Pohela Boishakh is the first day of Bengali year. The Westin Dhaka celebrated this day with lots of festivities. On this festival hotel was decorated with colorful cultural spectrums. Restaurants had added traditional Bangladeshi food in their menu. Marketing team with myself we had to organized whole program. In order to communicate with press and media I was with marketing team. I had to communicate with media person and wrote press release.

2. Easter Carnival

The Westin Dhaka celebrated Easter carnival 2014 with children. Every year Westin has arranging this occasion with fun and happiness. Basically this event for children so, Westin Dhaka added some rides especially for child, magic show, Bouncy castle, painting etc. I have made action plan with marketing team for this event. In order to acton plan I have assigned for communicating press and media and vendor who were responsible for decoration.

3. Italian food festival

The Westin Dhaka inaugurated Italian food festival from May 15 to May 30 2014 at Westin's Prego restaurant. The main focus was to feel taste of Italian food with live cooking performance. I have captured pictures of chef and different Italian foods for promotion and send pictures with pre and post press release in different media.

4. Starwood career day

The Westin Dhaka has arranged Asia Pacific Starwood Careers day on 21st march 2014. I was assigned for assist people who came for dropping their CVs. I had to interact with guest and present information about Starwood Hotels and Resorts.

5. Sothern Chinese food festival

The Westin Dhaka has organized Southern Chinese food festival at signature restaurant Seasonal taste from June 12 to June 22, 2014. I was with marketing team arranged press conference to launch festival. I have to made pre and post press release and send it to different media. And also I have made invitation card and distribute them.

Chapter - 4

Project

4.0 Introduction

Event planning is the process of planning a festival, ceremony, competition, party, concert, or convention. Event planning can include budgeting, establishing dates and alternate dates, selecting and reserving the event site, acquiring permits (alcohol permits, insurance licenses, etc), coordinating transportation and parking, developing a theme or motif for the event, arranging for speakers and alternate speakers, coordinating location support (such as electricity and other utilities), and arranging decor, event support and security, catering, emergency plans, aid stations, and cleanup. Event management is the application of project management to this process. The industry now includes events of all sizes from the Olympics down to a breakfast meeting for ten business people. Many industries, charitable organizations, and interest groups will hold events of some size in order to market themselves, build business relationships, raise money or celebrate.

4.1 Scope

This project covers Marketing Department's activities and how they arrange the events. It includes the activity of event organizing like develop plan, organizing events, taking post evaluation and feedback from participants, maintaining customer relationship etc.

4.2 Methodology

For flat and accurate study everyone has to follow some rules & regulations. The study materials were collected from two sources:

Primary sources:

- Practical work.
- Direct observations.

Consultation with the Following Persons:

- Mr. Yameenul Hque, Director, Sales & Marketing

- Ms. Sabrina Mridha, Asst. Manager, Marketing & Communications

Secondary sources:

- Files & Folders.
- Daily diary (containing my activities in internship) maintained by me.

4.3 Limitations of the Report

There were some problems faced when I have started to write the project part of my report. In spite of having the wholehearted effort, there exists some limitations, which acted as barrier. The limitations were,

- Hotels maintain strict confidentiality about providing their information.
- Lack of reliable sources.

4.4 Summary

The Westin Dhaka established marketing department for promotional activity, event organizing and also for maintain Westin's brand standard. Marketing department basically prepares their budget yearly basis. Westin's marketing team actually working on three major tasks. First of all promotion, hotels are doing their business for revenue and for generating revenue need to increase their sales. To get attention from customer need promotional activities. The Westin Dhaka's marketing department is responsible for all promotional activities. Marketing team promoting their service like room packages through different medium. Secondly event arrangement, Westin's marketing department performs another important task that is event organizing. Each and every month Westin has event and marketing team is responsible for that with proper planning and organizing. Westin always tries to relate them with cultural by arranging different events like celebrating Pohela Boishakh, Christmas day, Eid, and also seasonal festival. Another important role of marketing department is consider the Westin brand standard. Marketing team is always aware of everything whether following brand standard or not.

4.5 Budgeting

Budget is playing very important role for any departments. After budgeting the main challenge is to utilize budget. Every year marketing department proposes their budget to managing director. Managing director approved budget then head of marketing arrange their plan. Budget is important because:

- It is evaluate the performance of manager.
- It controls resource.
- It is motivate manager to achieve goal.
- It provides visibility of department's performance.

Marketing team arranges event based on budget and always think about budget whether it is properly accomplished or not.

4.6 Planning

Behind every success has proper planning without proper planning no one can get success. The Westin Dhaka's marketing team always goes through by planning. Marketing team with higher authority arrange board meeting and come up with what to do and what has done. Marketing team decided next six month what thing has to do and proposing to the higher authority. If higher management approved then total team making their action plan. Based on action plan marketing team arrange different events.

4.7 Action plan

	Daily Treats	Seasonal Tastes	TLR	Prego	Splash	IRD	Beverage
February							
	New menu Feb 1	ALC New menu Feb 22		ALC New menu Feb 1	ALC New menu Feb 15	ALC New Menu Feb 22	
				-	-		
	Valentine Cakes & Sweet delights	Valentines Buffet Lunch & Dinner		Valentine Dinner 5 course dego	Valentines night market		
			-	-			
	Bread at Home	Moroccan Food Festival 27 Feb - 6 March Dinner Buffet		Prego Pronto Express Lunch menu	Hawker's Night 1st & 3rd Thu		
		-	-	-		-	
	Build your own Burger price only price with Corona	Flavours of the Orient Every Thu Dinner BDT 4700	Build your own Burger price only price with Corona	New Chef Press Release	Build your own Burger price only price with Corona		Corona a special
				-			

	Sushi @ treats	Seafood Friday Every Fri Dinner BDT 4700					
				-			
M a r c h							
	Bread at Home	New Buffet Cycle Mar 15		Regional Theme	Hawker's Night 1st & 3rd Thu		
	Build your own Burger price food only price with Corona	Flavours of the Orient Every Thu Dinner BDT 4500	Build your own Burger price food only price with Corona	Prego Pronto Express Lunch menu	Build your own Burger price food only price with Corona		Corona special
	Sushi @ treats	Sea food Friday Every Fri Dinner BDT 4500	-		-		
	-						
A p r i l	Bread at Home			Region Theme	Hawker's Night 1st & 3rd Thu		
	Build your own Burger price food only price with Corona	Flavours of the Orient Every Thu Dinner BDT 4500	Build your own Burger price food only price with Corona	Prego Pronto Express Lunch menu	Build your own Burger price food only price with Corona		Corona special
	Sushi @ treats	Sea food Friday Every Fri Dinner BDT 4700	-		-		
			-		-		

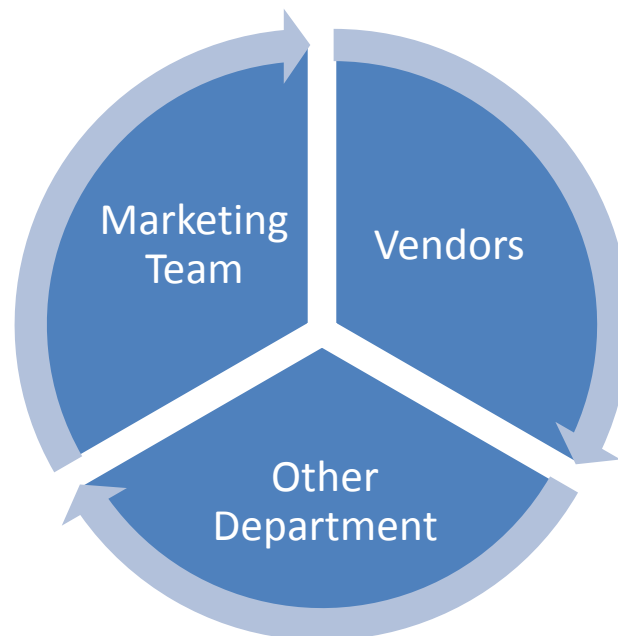
	Pohela Boishak Bangla New Year Specialities Apr 12 to 17	Easter Brunch Apr 20		Chef's special Italian ND with Embassy Apr 25 24th dinner wine dinner			
	Easter Goodies Apr 12 to 20	Bangladesh NY food week UK guest chef Apr 12 to 17 Apr 14 main day					
MAY							
	Mother's day :May 11 Treats 3kilo cake purchasing =11minutes spa foot wellness message	Flavours of the Orient Every Thu Dinner BDT 4800		Italian food promo(1-10; dinner only) to be confirmed with Sheraton Bangkok	Hawker's Night 1st & 3rd Thu		
		Thai food promo(1-10; dinner only) to be confirmed with Sheraton Bangkok, if Italian promo is not feasible					

	Build your own Burger price food only price with Corona	Seafood Friday Every Fri Dinner BDT 4800	Build your own Burger price food only price with Corona	Mother's day: May 11 Prego set dinner with free foot (wellness) message- 11minutes	Build your own Burger price food only price with Corona		
	Sushi @ treats			Prego Pronto Express Lunch menu			
J U N E	Ramadan; June 28 Grab and go iftar	Ramadan; June 28 Iftar come dinner ticket sponsorship (dropping business cards):Tastes iftar Group iftar bookings offer;	Build your own Burger price food only price with Corona		FATHER'S DAY; June 15 15% off on any kind of wellness tretment for men(salon)		
	Build your own Burger price food only price with Corona	Flavours of the Orient Every Thu Dinner BDT 4800					
		Chinese nights @ Taste promo (dates to be confirmed) to be confirmed with Sheraton Xiamen					

	Sushi @ treats	Seafood Friday Every Fri Dinner BDT 4800					
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4.8 Who are involved?

As per action plan each and every event done by whole marketing team. Event management is basically team work. Head of marketing arrange team meeting and divide work through whole team. Sometime marketing team needed help from other department. Westin has some vendors who are responsible for decoration and external support.



4.9 Culture (Local & International)

Westin Dhaka always concern about the culture and every event related with culture either it is local or international. Westin Dhaka arranges different cultural events in their property like:

Local:

- Pohela boishakh celebration
- Eid celebrate
- Traditional food festival
- Mango festival

International:

- Mother's day celebration
- Father's day celebration
- Women's day
- Easter Sunday
- Christmas day
- Italian food festival
- Chinese food festival

4.10 Benefit of Events

Westin Dhaka arranges different events for promotion purpose. There are some benefits given below:

- **Increase revenue:** Westin Dhaka arranges different events that can increase their revenue.
- **Grab Customers attention:** By different events easily grab the customer attention. Because when event run people try to participate and they have curiosity what is going on.

- **Build relation with customers and also media:** By arranging event Westin try to build good relationship with customer and also with different media people.
- **Create positive impression:** Some event directly related with local and international culture which can creates positive impression to customer.
- **Brand positioning:** For brand positioning events play very important role. By arranging event Westin can focus their brand to customer.

4.11 Challenges

There are some challenges faces when event arrange those are as follows:

- **Budget:** Forecasting budget for particular event is very challenging. Because without right forecasting no one can get actual result.
- **Time:** Event arranges in right time and finished it perfectly is challenging. Time always play important role for event management.
- **People:** Assign right people for right work are challenging. If someone assign for the work but he or she is not right one that time outcome will be worst.
- **Design:** As per plan event organizing team need to design their event, if it not matches with the plan then that could be meaning less.
- **Promotion:** For every event promotion play vital role because without proper promotional activities no one cab grab customer attention.

Chapter - 5

Case Study

5.0 Case

As per action plan Westin's marketing team decided to arrange Pohela Boishakh and Easter carnival on 14^h April & 18th April, 2014. First marketing team arranged board meeting with other departments and planned how to organize events. For any event Food & Beverage department playing important role because we are dependable for all food and beverage items. Budget for event is very essential and within budget complete the event is more crucial. For Pohela Boishakh and Easter carnival marketing team proposed budget to General Manager. After approved the budget marketing team sit together and planned how to organize the events of Pohela Boishakh and Easter carnival. Head of marketing divided work to team and we made an action plan where we added who is responsible for what and when work to do. In those two events I was responsible for pre and post press release writing and follow-up to vendors and media persons. After that we made a design which was approve by General Manager and implemented in the events. We also took help from other department because with me in marketing team only four people and for the event we needed more manpower.

5.1 Easter Carnival:

Easter fest is basically for Christians they celebrating this day from their religious perspective. This day celebrates worldwide and for kids it's an amazing day. The Westin Dhaka arranged Easter Carnival at ballroom. The celebrations began at 10 am and continued till 1 pm. The ballroom was ornate with balloons, Easter eggs of various sizes and colors, and of course the famous Easter Bunny was there. Children attended the event, eager to have a fun time while celebrating Easter with their parents. The kids jumped on the bouncy castle, played in the ball pit and rode on the rides. They also took turns playing the Wii console. Parents were able to bond with their children as they played multiplayer games with them like tennis and baseball on the console. Children's movies were playing on a large projection screen and the kids enjoyed scenes from Ice Age and Hop every now and then. There were stalls offering popcorn and candy floss, and a booth where people could get their faces painted. The first competition of the carnival was the Easter Egg Hunt. Baskets were handed to all of the children and they searched

the ballroom high and low for all the hidden Easter eggs. After a while all the eggs were discovered and children carried baskets filled with colorful eggs to the stage. The winners received prizes such as gift vouchers for the Westin Dhaka. With paint and brushes at hand, the children got a chance to showcase their inner artists by participating in the Egg Painting. All the guests sat down to watch the shows while enjoying sandwiches, cupcakes and other snacks. Magician Arif Asgar left the kids in awe with his acts. He seemed to conjure colorful cloth out of thin air and also made a single coin multiply into many more. He then managed to procure the coins from the kids' ears. Like a classic magic show his act also included a live rabbit. The next item in the carnival was a live music show by the band Sensation. The children danced to the songs and after this, prizes were given out for the Easter Egg Hunt and the Egg Painting.

5.2 Pohela Boishakh:

The most popular and celebrated event of Bengali culture Pohela Boishakh is celebrated by people from all segments. The Westin Dhaka arranged at the South Park. Westin Dhaka decorated hotel with colorful banner, festoons and it was decorate traditional style. Considering this day, Seasonal Tastes restaurant offered Boishakhi fiesta with the authentic Bengali flavor for all day long. In their menus had mouthwatering Hilsha along with other local fish curry, various kinds of delicious bhartas, salad made by all local ingredients will be the special addition in the appetizers selection. Guest had the endless opportunity to enjoy the traditional Bangladeshi food in this Boishakh in breakfast, lunch and dinner time. For all day long Daily Treats chatpati corner offered traditional Bangladeshi deserts, chotpoti – fuchka, special dohi fuchka, pithas and many more. Surrounded by the sounds of the water fountain alongside the restaurant, Splash sets the mood for a relaxing retreat to renew customers soul in this festival. Boishakhi Hawkers at Splash gave customers an experience of exciting array of live traditional food stalls and entertainments. In the Westin South Park we arranged traditional beats, baul performance, face painting, nagordola ride, fashion show, kids' entertainment and traditional delicacies.

Chapter – 6

Conclusion & Recommendations

Conclusion

As a most leading five star hotel of Bangladesh The Westin Dhaka is serving excellent selling and marketing services to its customer. Customers' interest for selling and marketing service is pleasing. The Westin Dhaka is a five star hotel, located within the diplomatic and commercial zone of Gulshan area in Bangladesh. The Westin Dhaka has a superior name in the world. With its talent and facilities it is performing very well in the hospitality industry from the beginning. Every aspect of The Westin Dhaka is carefully selected to create an emotional connection with the guests. The sensory welcome meets 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.

Recommendation

Although The Westin Dhaka is providing very proficient and valuable Service and they have good position in market. There are also some facts which can help them to improve their service and generate more revenue. Some recommendations are given below:

- Marketing team should concentrate on effective promotional activities.
- Westin Dhaka needs to give more freedom in work to employee.
- Concentrate on service pricing.
- Marketing team need to more focus on customer relationship.
- Think about upcoming competitors.

References

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- II. Marketing reports.
- III. Westin Dhaka Brochures.
- IV. Hotels documents work on.
- V. http://en.wikipedia.org/wiki/Event_management
- VI. Philip Kotler and Gary Armstrong, Principles of Marketing, PEARSON Prentice. Hall, 12th Edition.

Appendix

F&B Marketing Action Plan							
Action	Description	Date By	In Charge				
Concept	International Women's Day celebration		Mkt				
Date	8-Mar						
F&B	Special discount on food/spa/sweets/drinks	8-Mar					
PR	Related Websites:	Facebook, twitter information	3/1/2014-8/3/14				
	Local Media	post event Press release- Naksha; daily star, new age,	8-Mar				
	Radio						
	TV						
	Badge	Male associate 8 write up badge	8-Mar				
	Seal		8-Mar				
	Voucher	3/tastes 1/Prego					
Uniforms	Pink all associates						
Decoration	Entrance:						
	Restaurant:	Special lunch / dinner: seasonal tastes & prego	8-Mar				
	Entertainment:						
Activity	Photo session at appayan		8-Mar				
	Cutting cake at appayan at 4.30-5.30pm		8-Mar				
Action	Description	Date By	In Charge				
Expected	Menu Printing & PR:						
Additional	Decoration:						
Expenses	Entertainment:						

Distance of important locations:

Arts & Culture

- Liberation War Museum 5.0 km/3.1 miles
- National Museum 5.0 km/3.1 miles
- National Art Gallery 5.0 km/3.1 miles
- Ahsan Manzil 8.0 km/5.0 miles

Community

- North South University 1.0 km/0.6 miles
- American International School 2.0 km/1.2 miles
- St. Thomas Cathedral 4.0 km/2.5 miles
- Baitul Mukarram, the National Mosque 6.0 km/3.7 miles
- Dhaka University 6.0 km/3.7 miles
- Sat Gombuj Mosque 6.0 km/3.7 miles
- BB Sheikh Medical University 7.0 km/4.3 miles
- The Old Armenian Church 7.0 km/4.3 miles
- Bangladesh University of Engineering and Technology 8.0 km/5.0 miles
- The Chowk Jame Mosque 8.0 km/5.0 miles
- Dhaka Medical College 9.0 km/5.6 miles

Corporate Offices

- Grameen Phone 0.5 km/0.3 miles
- Microsoft 0.5 km/0.3 miles
- DHL 0.5 km/0.3 miles
- Mondian Oriental 0.6 km/0.4 miles
- Mark & Spencer 1.0 km/0.6 miles
- Nokia 1.0 km/0.6 miles
- Motorola 1.0 km/0.6 miles

- FedEx 1.0 km/0.6 miles
- Airtel 1.0 km/0.6 miles
- Standard Chartered Bank 1.0 km/0.6 miles
- ROBI 1.0 km/0.6 miles
- Apex 1.0 km/0.6 miles
- Chevron Corporation 1.0 km/0.6 miles
- Sony Ericsson 1.0 km/0.6 miles
- Bangla Link (Orascom) 1.5 km/0.9 miles
- Levi Strauss 1.5 km/0.9 miles
- Walmark Global Procurement 1.5 km/0.9 miles
- Nokia Siemens 1.5 km/0.9 miles
- Siemens 1.5 km/0.9 miles
- ExxonMobil Corporation 1.5 km/0.9 miles
- Li & Fung 1.5 km/0.9 miles
- HSBC 4.0 km/2.5 miles
- Bangladesh Bank (Central Bank) 6.0 km/3.7 miles
- IMF 8.0 km/5.0 miles
- World Bank/ADB 8.0 km/5.0 miles
- Dhaka Export Processing Zone 30.0 km/18.6 miles

Government Offices

- Canadian High Commission 0.3 km/0.2 miles
- French Embassy 0.5 km/0.3 miles
- German Embassy 0.5 km/0.3 miles
- Australian High Commission 0.5 km/0.3 miles
- Russian Embassy 0.8 km/0.5 miles
- Thai Embassy 1.0 km/0.6 miles
- Embassy of the United States of America 1.0 km/0.6 miles
- British High Commission 1.0 km/0.6 miles
- Chinese Embassy 1.0 km/0.6 miles

- Pakistani High Commission 1.0 km/0.6 miles
- Italian Embassy 1.0 km/0.6 miles
- Japanese Embassy 1.0 km/0.6 miles
- High Commission of India 1.5 km/0.9 miles
- National Assembly Complex 4.0 km/2.5 miles
- Prime Minister's Office 4.0 km/2.5 miles
- Ministry of Foreign Affairs 5.0 km/3.1 miles
- Parliament Buildings 6.0 km/3.7 miles

Local Attractions

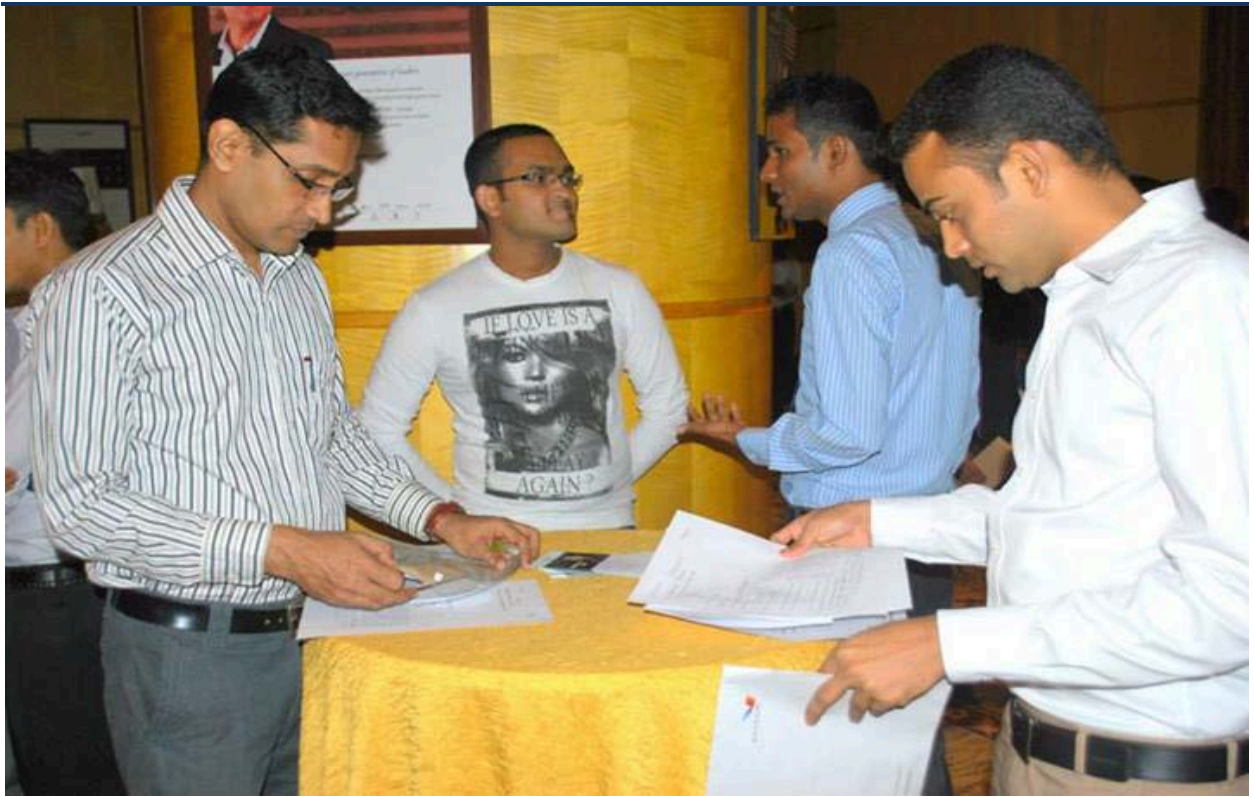
- Shahid Minar 5.0 km/3.1 miles
- Suhrawardy Uddayan 5.0 km/3.1 miles
- National Mausoleum 5.0 km/3.1 miles
- Boro Katra & Choto Katra 6.0 km/3.7 miles
- Baldha Garden 7.0 km/4.3 miles
- Bangladesh Secretariate 7.0 km/4.3 miles
- Lalbagh Fort 12.9 km/8.0 miles
- Sonargaon 30.0 km/18.6 miles

Recreation

- The Ramna Park 5.0 km/3.1 miles
- Bahadur Shah Park (1857 Mamorial) 8.0 km/5.0 miles
- Botanical Garden 12.0 km/7.5 miles
- Zoological Garden 12.0 km/7.5 miles

Starwood Career Day:







Easter Carnival:











Poleha Boishakh:







Chinese Food Festival:



