



Effectiveness of PR activities at Amari Dhaka”

**Internship report On
“Effectiveness of PR activities at Amari Dhaka”**

**Prepared For
Iffat Tarannum
BRAC Business School
BRAC University**

Prepared By

Name: Syed Tanvirul Hasan

ID : 12104162

Dept : BRAC BUSINESS SCHOOL

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Letter of Transmittal

12th June, 2016

To

Iffat Tarannum

BRAC BUSINESS SCHOOL

BRAC University

Mohakhali, Dhaka-1212

Subject: Submitting Internship report.

Dear Miss,

I respectfully state that I am Syed Tanvirul Hasan bearing ID: 12104162 is a student of BRAC Business School. This is my internship report. I am very glad to complete this report. The topic of my report is **“Effectiveness of PR Activities at Amari Dhaka”**

I, therefore, hope that you would be kind enough to go through my internship report for evaluating my performance. I am always available for any clarification of any part of this paper at your convenience time.

Yours sincerely

Syed Tanvirul Hasan

ID: 12104162

BRAC Business School



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ACKNOWLEDGEMENT

First, I would like to express my gratitude to Almighty Allah for giving us the opportunity and strength to successfully attend the internship program at Amari Dhaka and complete the report within the extended time period.

I am deeply thankful to my academic supervisor Iffat Tarannum for her open-hearted supervision during my internship period. I would like to express my deepest gratitude to the Director of Sales and Marketing Mr. Pranav Bharadwaj and Manager of Marketing and Communication Department Ms. Sabrina Mridha Razani, who allowed me to carry out internship program in her renowned department. I also like to thank Mr. Dhiraj Roy, Mr. Sandip Kar, Mr. Shakil Jawad, Mr. Mezbah Uddin, Mr. Rezwanul Alam, Mr. Shofequll Islam Jhoney, Ms. Ruth Banya and Ms. Zeenat Mariam . I also give thanks other concern in Amari Dhaka Hotel for their sincere help and guidance in carrying out necessary works to write this report.

Last but not least, I would like to convey my gratitude to all my faculty, friends and hotel associate who gave me good advice, suggestions, inspiration and support to complete this report.



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STUDENT DECLARATION

I am Syed Tanvirul Hasan bearing ID 12104162 the student of B.B.A program in BRAC Business School. This is to inform that the report named **“Effectiveness of PR activities at Amari Dhaka”** has only been prepared for the partial requirement of my Internship. It has not been prepared to serve any other purposes. Hence, it is strictly prohibited to copy, duplicate or to use this report without prior permission.

Syed Tanvirul Hasan

ID: 12104162

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EXECUTIVE SUMMERY

Understated, unassuming complemented by simple touches of local flair. Comfort and warmth combined with impeccable service, welcome to Amari Dhaka hotel – is the gateway to Bangladesh's vibrant capital. Conveniently located in Dhaka's new business district, our modern new hotel is less than 20-minute drive from Hazrat Shahjalal International Airport. With a number of multinational companies, office complexes, embassies and the city's popular attractions nearby, Amari Dhaka hotel is in Gulshan-2, the ideal choice whether on business or travelling for leisure. Stylish and spacious yet incredibly cozy, our 134 guest rooms and suites feature free Wi-Fi, 40 inch LED TVs, rain showers, work desks, individual climate control and stunning lake views. The perfect venue for meetings in Dhaka which offer four separate function spaces ranging from The Eden - Grand Ballroom for cocktail dinners of up to 350 people to the more intimate Karishma, all fully equipped with modern audio-visual technology. A dedicated team is also on hand to help the guest with planning needs. Share exciting experiences at Amari Dhaka hotel, whether it's sampling simple yet delicious cuisine at Amaya, winding down to fun and easy treatments at Breeze Spa or lazing around by the pool, our hotel is just right for spending time with family, friends or colleagues when guests are on the road.

In terms of hotel, the sales and marketing team plays the most important role. Without the assistance of this team, its quite impossible to get guests. The main job of Sales team is to visit different organization and convince them to use our hotel as their residence. The main customer of our hotel is foreigner, who are coming in Bangladesh to supervise different multinational organization or to run the company. Sales team used to visit those offices and try to get those business. On the other hand, Marketing team used to spread the presence of this hotels to all. Sales team is mainly concern about room and banqueting, where as marketing team is busy with the whole hotel. They have to make plan for different promotional activities, they have to plan for rooms and banquet and restaurants of the hotel. They have to contact with the regional office for any promotional related issue. Basically a hotel industry generally



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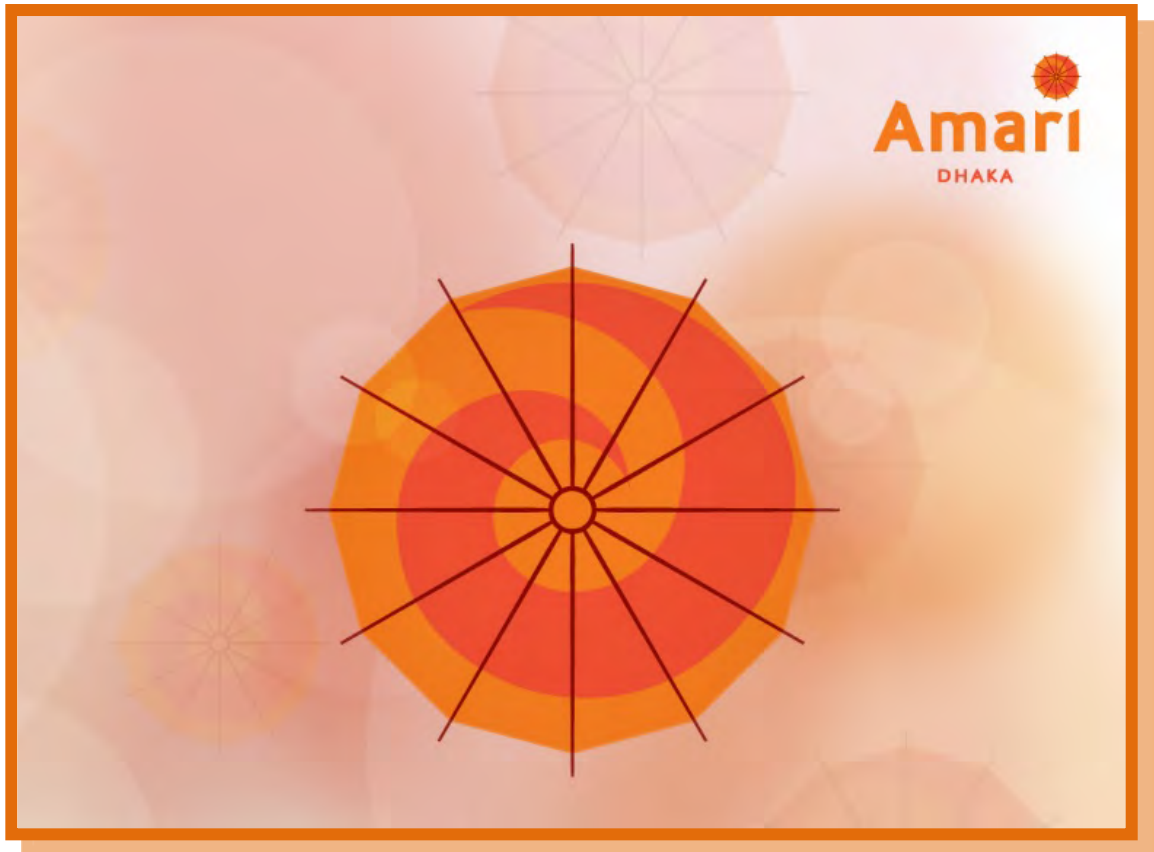
runs basing on the smooth functioning of different department. Finance department, Front Office department, HR department, Sales and Marketing

department, Housekeeping department, Security department and others. which on the other hand is connected with the proper functioning of some departments.

We know a hotel is an element of Tourism, which means hospitality industry include hotel that provides service to visitors, guests, and clients in a warming and welcoming manner. An international hotel is fully service oriented commercial organization. Sales and Marketing department performs a vital role in the hotel.

Chapter One

Body Part





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1.1 Introduction

The hotel industry was organized in the 6th century BC. Any organization that provides a full measure of the facilities as food, accommodation transportation entertainments or health care belongs to the hospitality industry. A hotel is a home away from home. Therefore a hotel provide food and beverage and lodging to travel on payments and has in turn the right to refuse admission if the traveler is drawn, disorderly, and unkempt or is not in a position to pay for the service.

1.2 Background of the Report

As a student of B.B.A, i have to do an internship program for 3 months. And in this regard i have chosen hospitality sector for my internship. I have done my internship in Amari Dhaka, a 5 star chain hotel from Thailand. They have started their operation in Bangladesh from July 2014 and till then its running successfully. To complete my graduation, i have to do this internship .

1.3 Objective of the Report

Broad Objective

The general objective of preparing this report is to fulfill the requirement of internship as well as completion the graduation and experience the application of theoretical knowledge in the real life.

Specific Objective

More specifically, this study entails the following aspects

- ❖ To give an overview of Amari Dhaka.
- ❖ To focus on the products, services, work environment and facilities provided to Associates of Amari Dhaka.

1.4 Methodology of the report

- Primary sources: The primary sources of the data collection was the departmental colleagues and my reporting concern person and departmental PC. Guests of Amari Dhaka
- Secondary sources: Websites of ONYX

1.4 Scope of the Study

The main intention of the study is to focus on Marketing and PR department of Amari Dhaka, to understand and document the processes and activities carried by Amari and correlate them to get a clear picture of the effectiveness of their PR activities.

1.5 Limitation of the Study

In spite of related peoples willingness in Marketing department I could not avail the full concentration as I was supposed to have. The Marketing manager was extremely busy with her assigned jobs. On the way of my study, I have faced the following problems that may be termed as the limitations/shortcoming of the study.

Lack of sufficient information on Marketing department in organization website.

- Lack of time of the busy key persons, necessary data collection.
- Some useful information cannot be expressed in this report for the reason of Confidentiality.
- As no one from this hotel have worked on this topic, so it has become difficult for me to analyze all those things. They do not have any tool for measuring the effectiveness.

1.6 Limitations of the Report

Finally i want to talk about my limitations that i had to face during the completion of the report. On the way of preparing of this report, i have faced following problems that may be termed as the limitation of the study.



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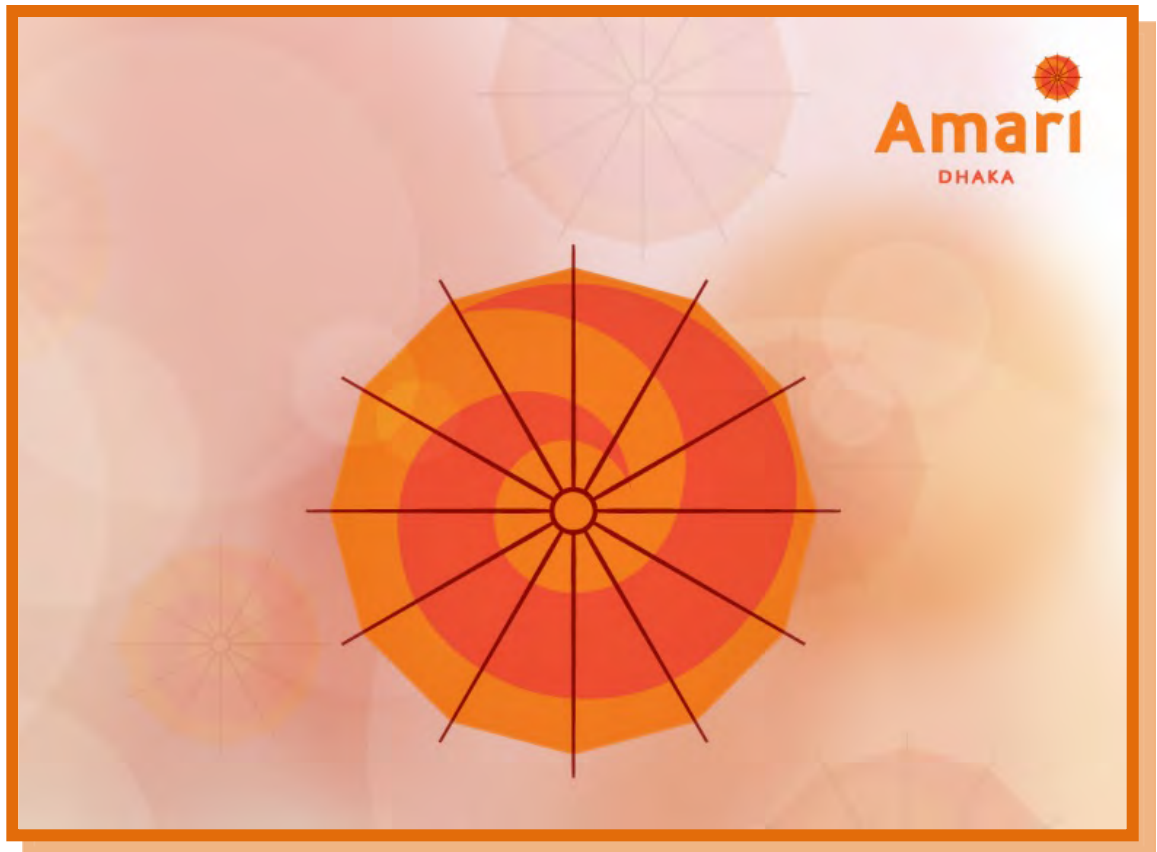
- ❖ Only Three Months are not enough to understand the overall marketing operations of the hotel.
- ❖ Hotel policy of not disclosing some sensitive data and information for obvious reason posed an obstacle to the practical orientation that could be very much useful.
- ❖ With no experience of writing internship report , it has become a challenge for me.



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Chapter Two

About Hotel & The Brands





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2.1 An Overview of The Hotel & The Brands

Amari Dhaka is a brand from ONYX Hospitality Group, the centerpiece of the ONYX portfolio, featuring mid- to upscale hotels in urban and resort destinations covering both leisure and business markets. Amari is ONYX’s oldest and most established chain of hotels. Proud of Asian roots, Amari brings to life the colors and rhythms of Asia, creating experiences that embody the spirit of local culture as well as enhancing the renowned tradition of Asian hospitality.

2.2 ONYX Review

ONYX hospitality group focuses on effectiveness and efficiency. It tries to maintain world-class standards and warmth of Asian hospitality. It is a leading Asian hotel management company combining the expertise of a truly international executive team with the industry excellence for which Asia is renowned. Their needs and concerns are their driving force.

Amari is it’s most established chain of hotels. Proud of its Asian roots, Amari creates memorable experiences for the guests that embody the spirit of local culture as well as enhancing the Middle East culture as well. Overall Amari offers a vision of contemporary Asia. There is the same flavours and texture in every Amari property. So whether traveling for business or for pleasure, guests will discover contemporary spaces alive with energy and zesty menus designed to share with family and friends.



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2.3 Amari Dhaka at a glance

Offering: business Hotel.

Number of rooms: 134

Room Types Overview					
Room Class	Room Type Code	Room Description	Bed Type	Sqm.	Room
SP	SUAQ	Superior Queen	Queen	29 – 33	30
DX	DXAK	Deluxe King	King	37.7	28
DX	DXAT	Deluxe Twin	Twin	37.4	12
DX	DXLK	Deluxe King Lake View	King	37.7	32
DX	DXLT	Deluxe Twin Lake View	Twin	37.4	8
SU	JSAK	Junior Suite King	King	53.25	2
SU	JSAQ	Junior Suite Queen	Queen	47.7	10
SU	JSLQ	Junior Suite Lake View	Queen	47.7	8
SU	S1AK	One Bedroom Suite	King	75.6	2
SU	S1GK	One Bedroom Terrace Suite	Queen	75	2
				Total Rooms	134

Market segment: Mid to upscale

F&B:

- Cascade Coffee Lounge (24 Hours)
- Amaya (Main Dining) the biggest Buffet Restaurant around the city where guest can enjoy Asian Cuisine.
- IRD (In Room Dining) 24 Hours
- Dec 41 (Main Bar of The Hotel)
- The Den (Private Bar for the guest)

Breeze Spa (11:00 hrs to 21:00 hrs)

Fit Center (24 hours)



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2.4 Core Values of ONYX

Mission of ONYX : Enriching the experience of our guests, team members and business partners through the right brands, network, standards, support and culture.

Vision of ONYX: To be a leading Asian hospitality provider by 2018

Core Values of Onyx is they represent their identity in the way they think, the way they do things, the way they treat their customers and the way they treat their colleagues.

For ONYX their values are their foundation.

Core values of ONYX are:

R: Responsible

I: Inspiration

C: Compassionate

E: Enthusiastic



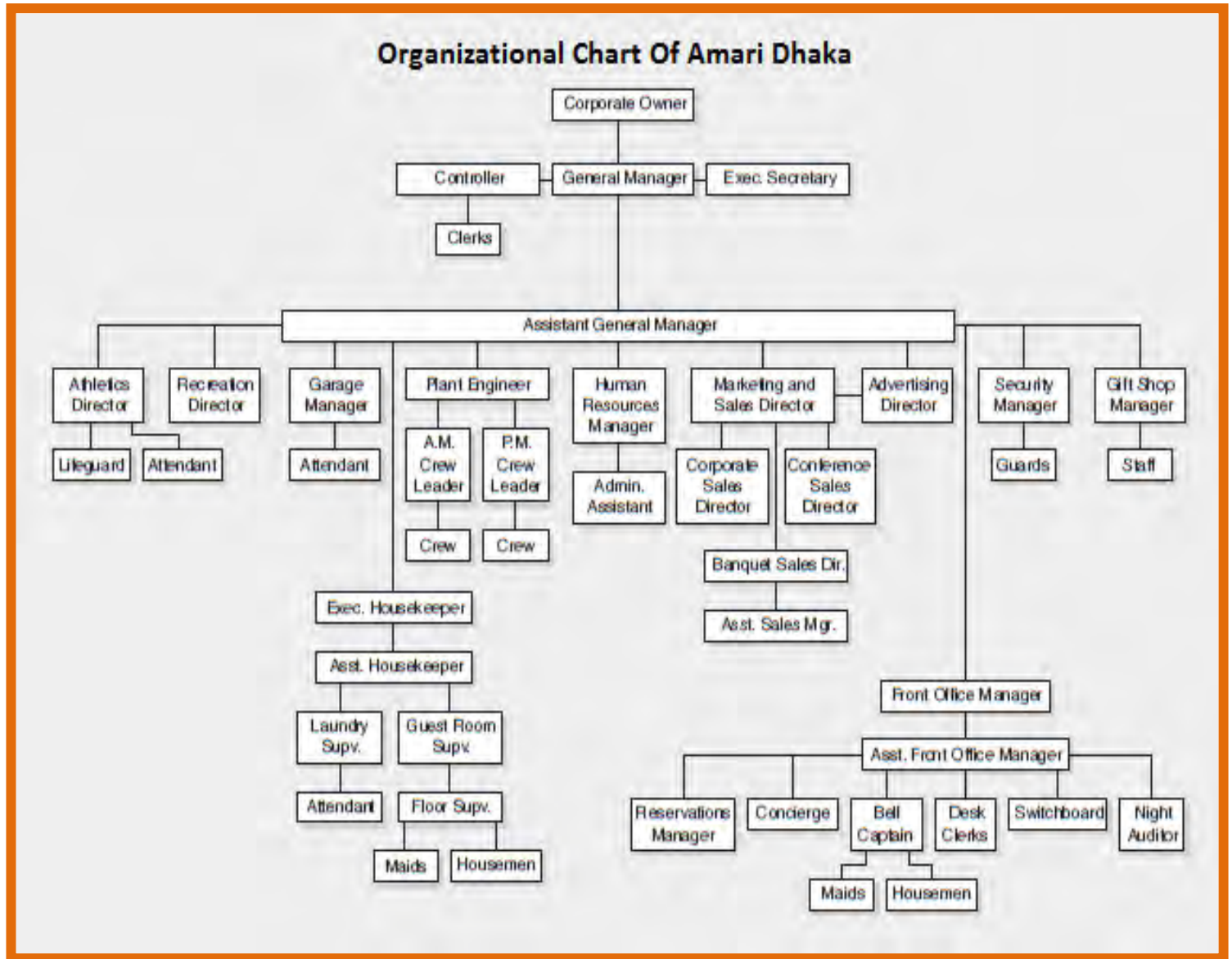
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Chapter Three

Marketing Department & Its Operations



3.1 Organizational Chart of Amari Dhaka





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3.2 Sales and Marketing Department

Sales and Marketing team is the most integrated part of this hotel. Most of the revenue are being generated through this department.

- Sales Department: The sales department ensure the flow of guests in the hotel. They are the most important part of this hotel. Unless they bring guest to the hotel, the hotel wont be of any use. The sales team are also divided in three parts.
- Room Sales
- Banquet Sales
- Food and beverage Sales

Room Sales: Room sales is the most important segment of Amari Dhaka. The highest number of revenue is being generated from this segment. The team of Sales and marketing is mostly consists of sales guys. There are director of sales and Marketing, Then associate director of Sales, Asst. Manager of Sales, Senior Manager of Sales and Sales Executive. There is a sales coordinator also. For room sales the sales team used to visit different big and renowned organization that has potential. They used to have a target of room night each month. They have target of room nights and ADR also. They have to convince the customer and bookers and take the business to the hotel. They always have to compete with other five star hotels like Westin, Le meridian etc. In case of room sales the main advantage of Amari Dhaka is, it is in the corporate zone. Gulshan 2 is a corporate area, where many organizations have their head offices or branch offices. So, people from different countries who comes in Dhaka can stay at Amari. . In case of room sales they have some top list companies. Those companies provides a huge number of room every month. There are some potential companies also. Those companies have guests, who are staying at different hotels. The target of sales team is to convert those accounts to their own, means get those guest in this hotel. Every week there is a sales and revenue meeting, where they talk about their present statues of their own accounts, Moreover, every day there is a



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departmental meeting, where everyone talks about their daily task, where they are going and what they are converting. For room sales, the team is always act pro actively. They used to visit different companies and convince them to keep their guest with Amari.

Banquet Sales: Banquet sells are another important feature of this hotel. At Amari there are 4 banquet hall. The biggest one is named Eden- The Grand Ball Room. It can accommodate almost 250 person at once.

It is around 3260 square feet. It is located in the ground floor of the hotel. Weddings, corporate party's and other social gatherings can be take place in this hall. In the 14th floor of the hotel there are 3 more banquet halls. All those halls can accommodate 40-50 person each. Those are named Ankita, Karishma and Doel. For banquet there is also a monthly target. Banquet manager is there to take care of this banquet sales. Sales coordinator also take care of banquet sales. For Banquet sales most of the times guests come and visit those hall and so on. Different kind of seminars, private events, inauguration program and other programs are also take place in these banquet halls. Den is the bar of Amari Dhaka. Here different types of hard drinks and soft drinks are available. People can enjoy their evening here peacefully. Its located in the 14th floor of Amari Dhaka.

Foods and Beverages: Food and Beverage sell is another vital part of this hotel. In case of a five star hotel, it has to maintain the food grade and quality of the ingredients. It has to arrange food in different taste and of different continent. Amari Dhaka is offering 4 main cuisines, at their signature Asian restaurant Amaya Food Gallery. Thai, Chinese, Japanese and Indian food is there for the guests. Alongside with the in house guest, Amaya Food Gallery is inviting others to have their food at Amari Dhaka. Cascade Lounge, another dessert station in the lobby area of Amari Dhaka. It serves various kinds of soft drinks, welcome drinks, desserts, light foods and so on. Amaya is also serving A La Carte menu to its guest.

3.3 Marketing department:

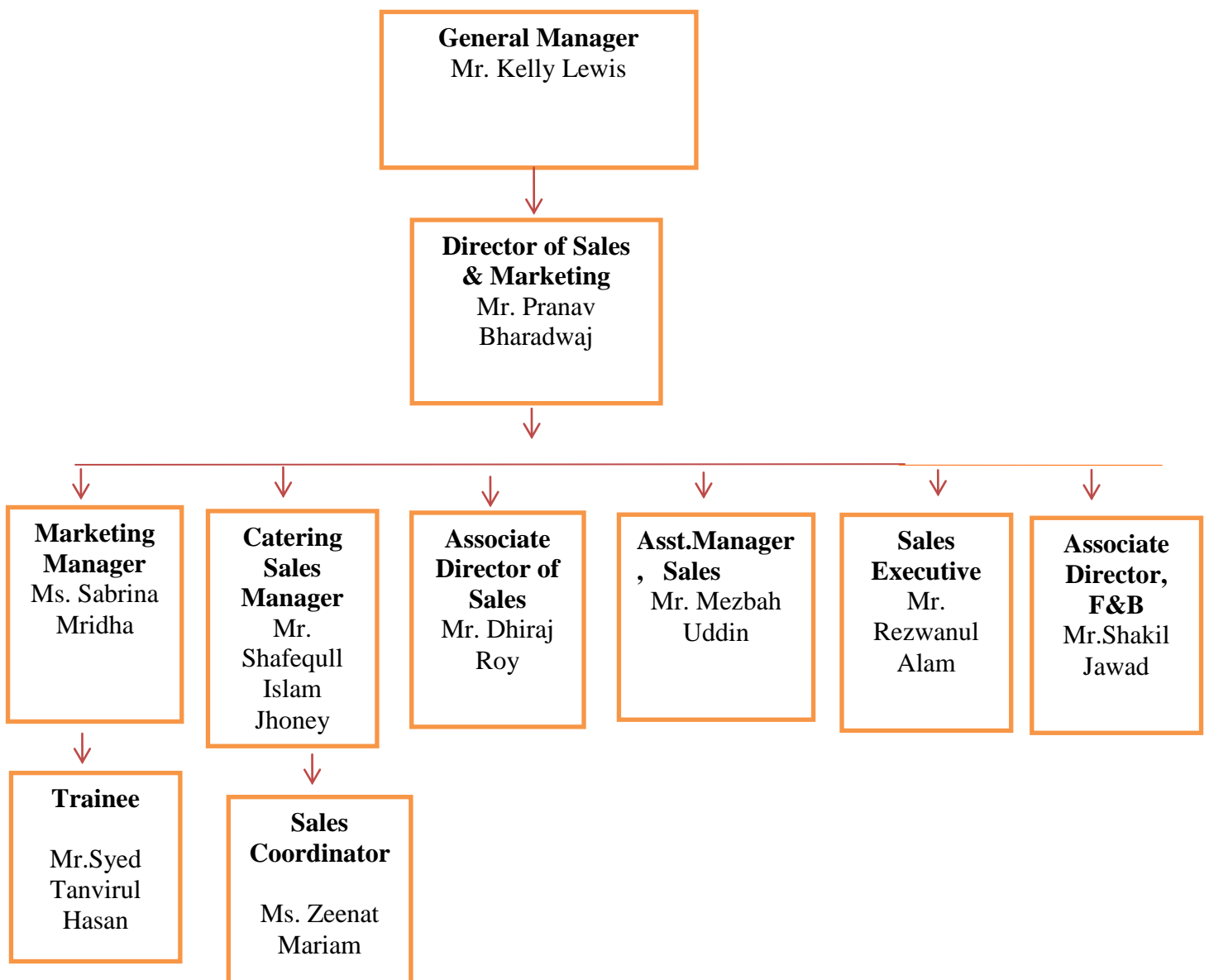
Marketing department of Amari Dhaka is mainly concern about PR, Branding and Communication of this hotel. Ms. Sabrina Mridha, Marketing Manager of Amari Dhaka handle the marketing department alone. She used to communicate with the Brand team of Onyx about Branding of the hotel. Moreover marketing team has to combined the whole thing in the hotel. As this is still a new hotel and there are still some work is going on, so to stay connected with the regional head office, Amari Dhaka marketing team observe the proceeding.

Maintaining relations with vendors, with media, with regional offices another main role of marketing team. Moreover, making plan for different promotions, making CSR plans and implement it is also a task of marketing team. From the day i have joined, marketing team has made plan from different special days

- 1) 14th February: Valentine’s Day
- 2) 21st February: International Mother Language Day
- 3) 8th march: International Woman day
- 4) 10-15th March : World T20 blast
- 5) 26th March: Independence day
- 6) 14th April: Bengali new year
- 7) 8th May: Mothers Day

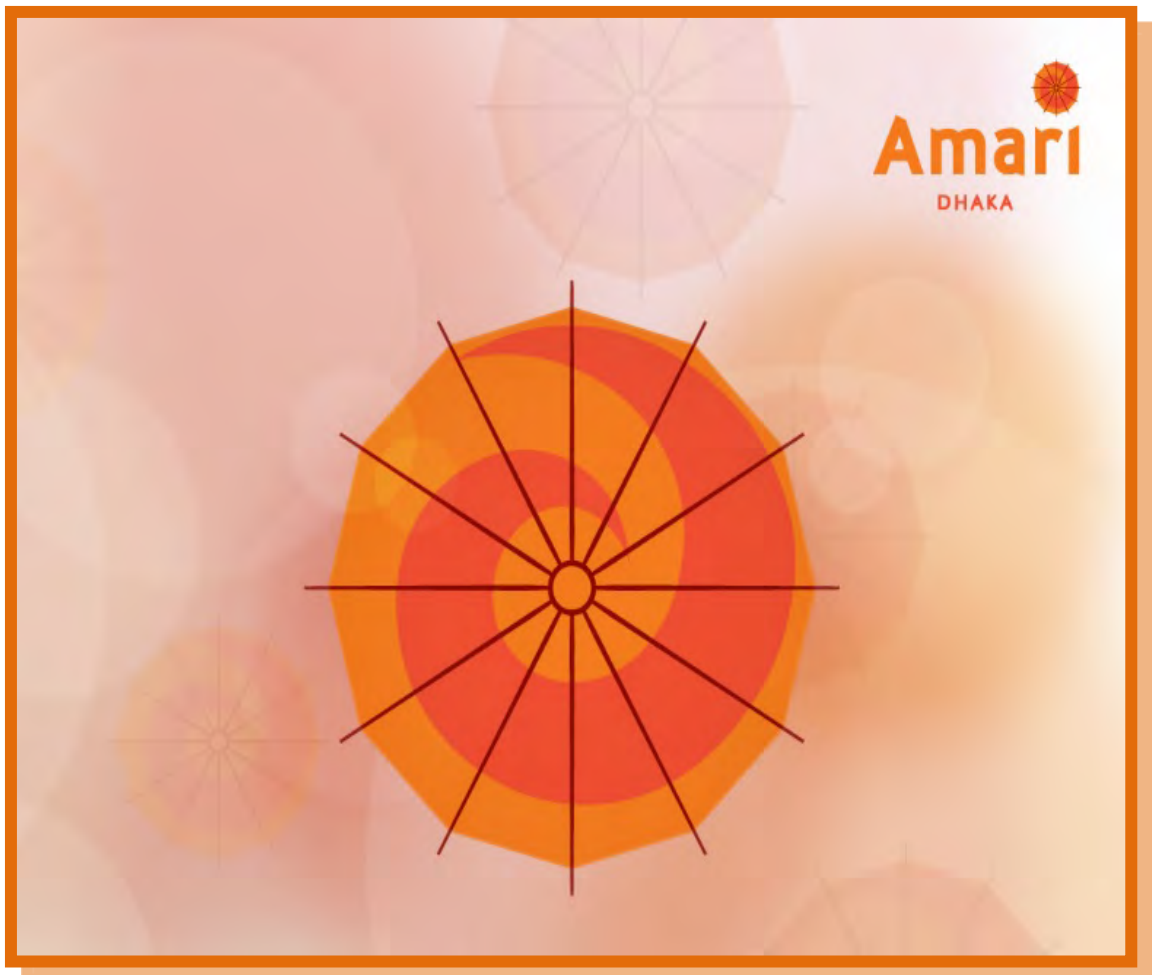
Along with these special days, Amari Dhaka plans for their new menu launching, their chef’s special dishes branding. Amari Dhaka marketing team also take care of its social media site. Though a agency is taking care of social media site, but Amari Dhaka marketing team is supervising them and their activities and telling them what to do and when. When and which post to be boost and so on.

THE TREE FOR SALES & MARKETING DEPARTMENT



Chapter Four

Task Part





4.0 MY JOB RESPONSIBILITIES

4.1 My Designation

I have been at Amari Dhaka as a Marketing Intern.

4.2 My Main Role

- A. I used to support the sales and marketing team in their daily work.
- B. I used to coordinate with different departments for the official documents
- C. I used to keep the database for the department.
- D. Sometimes, i used to help the sales coordinator in her work.
- E. Had to come up with different ideas for different promotional activities.
- F. Had to work on a remote server from Regional office.

4.3 My Main Tasks & Responsibilities:

- i. I have assisted marketing team for making different promotional activities.
- ii. I have to contact with different vendors for decoration and for other work.
- iii. I have to make PR report for every month, which is going to be submitted in the regional office.
- iv. I have to work on Delphi system.
- v. I sometimes used to work as a sales coordinator, when the coordinator was not available.
- vi. Had to answer guests query about banquet halls. Sometimes have to show them the banquet halls.
- vii. Make banquet event orders. (BEO's)

4.4 Projects I work on :

During my internship there there were several special events took places. I had assist the marketing team on those events.

1) **14th February Valentines Day: “ Toast Your Love at Amari Dhaka.”**: This promotional event were took place in the valentines day. On that special day Amari was offering 4 coursed meal @ only BDT 6999 net, along with a special room rate for the couple. Card holders of BRAC Bank, MTB, EBL and SCB can enjoy a discount of 25% on their purchases. Moreover Amari was offering 14% discount on Cakes and desserts.

2) **21st February, International mother Language Day:** On the occasion of mother language day Amari was offering flat 25% discount on AMAYA Food gallery for 4 consecutive days. From 18th to 21st February anyone could enjoy this offer. Along with this Amari had a special discount for Spa. Anyone who wanted to enjoy spa on those days get a discount of 30%. For room package the rate was only BDT 9999 only.

3) **8th March: International Womens Day:** On the occasion of womens day Amari Dhaka gave 10% discount of all F&B outlets of Amari Dhaka from 7th to 9th march. Moreover, there were special discount card for women which has been jointly given by Amari and Cats Eye. Guests who will dine in Amari Dhaka can enjoy 20% discount on Cats Eye products. Moreover they will get a special gift voucher from Amari Dhaka.

4) **19th March: Earth Hour:** “The earth hour, shine a light on Climate Action” On the occasion of 60th earth hour, Amari Dhaka celebrated it with the special dish Japanese bento only at BDT 1200 net, which is more eco friendly. The use of electricity and other natural vulnerable energy usage is very less in this dish. Along with this, A special offer was there at Spa. Anyone could enjoy a 20 minutes complimentary Treatment with a 60 minutes regular treatment.

4) **26th March: Independence Day,** “Special Days at Amari on this Independence Day”: ON the independence day Amari Dhaka offered special room rates for all



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Bangladeshi citizens, along with special discount of 25% on foods and beverage outlets. There is a special discount on Spa also.

5) **14th April: “Boishakhi dhak dhol at Amari Dhaka”:** On this day, Amari Dhaka celebrate the beginning of Bengali new year. It had organized special cultural program on this day, there are special dishes also. The cascade lounge offers special sweets on this day. There was special room rate for this event. On Pohela Boishakh Amari Dhaka decorated its premises with the color and rhythm of Bengali new year.

6) **8th May: Mothers day: WOW deals for MOM at Amari:** Mothers way is the most special day for a child. Its a day to say how much you love your mother. Its a dady to celebrate the special dining with mother. Amari Dhaka had offered 30% discount on mothers dine. Moreover for a group of 4 members with a mother, mother will get free dine at Amari Dhaka. There were special voucher at Amaya restaurant for Mom’s. Those who will avail those card will get a free massage at Spa. There was special discount on Spa also.



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Chapter Five

Project Part



5.1 Literature Review:

Before working on PR activities we first need to know what PR is.

“Public relations is the management functions which evaluates public attitudes, identify the policies and procedures of an individual or an organization with the public interest, and plans and execute a program of action to earn public understanding and acceptance.” (Effective Public Relations, Cutlip and Others)



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Elements common to see definitions suggest the public relations:

- 1) Conduct a planned and sustained program as part of an organization’s management.
- 2) Deals with relationship between an organizations and its public.
- 3) Monitors awareness, options, attitude and behaviors inside and outside organizations.
- 4) Analyze the impact of procedures, policies and actions on public.

Parts of Public Relations:

To keep a good relations with customer and target market, marketers have to take some actions, which as in general known as PR activities. They are such as:

- **Publicity:** Publicity is information from outside source that is used by the media because the information has news value. It is an uncontrolled method of placing message in the media because the source does not pay the media for the placement.
- **Advertising:** Advertising is information placed in the media by an identified sponsored that pays for the time or space. It is controlled methods of placing message in the media.
- **Press Release:** Press release is creating newsworthy stories and events to attract media attention and to gain public notice.
- **Public Affairs:** Public affairs is a specialized part of public relations that builds and maintains governmental and local community relations inorder to influence public policy.

5.2 PR activities of Amari Dhaka

Amari Dhaka is newly built 5-star standard business Hotel. As a new hotel it need a vast advertisement to let people know about their products and service quality. I have found that in this competitive market Amari Dhaka could not make profit so easily as the management expected. From the Marketing department to complete my graduation report i have chosen the topic of effectiveness of its PR activities. Though



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there is not any measurement scale or tools to review the effectiveness of such activities. So, its bit difficult for me to do such type of experiment. The main PR activities, what Amari Dhaka does is:

1. Print media:

- News paper advertisement
- Press release
- Flier distribution

2) Social Media:

- Facebook page
- Twitter page
- Instagram

3) E- Marketing:

- E-mail
- SMS

1) **Print Media:**

- **Newspaper Advertisement:** Amari Dhaka sometime gives newspaper advertisement of their different offers and so on. Till my joining it has given two newspaper ad: One is in the eve of Pohela Boishakh and another is the advertisement of Amaya Food gallery offer. Daily Prothom Alo and The daily Financial Express paper published those advertisement. Those were half page advertisement containing 5inch * 8 column. Those advertisement were circulated in all the papers .
- **Press Release:** Press coverage is the main thing in Amari Dhaka’s PR activities. Press release of different event and different promotional activities are being published on daily newspapers, monthly and weeklies. There has been around 30 coverage in almost every months.
- **Flier distribution:**Amari Dhaka used to distribute its flier in different areas of Dhaka city. Mainly in Gulshan- Banani- Baridhara areas. WE have published 2 fliers till now. One was in the month of March about the Amaya food gallery and another one is going to be published in this Ramadan. We have circulated around 10000 pcs of flier. Our earlier flier had circulated 10000 pcs, but the Ramadan one could be circulated more than 35000 pcs.



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2) **Social Media:** Amari Dhaka has its spread social media sites as well. Amari Dhaka has its own facebook page. www.facebook.com/AmariDhaka - Everyday marketing team and our agency post in this page. Different type of promotional offer and different type of event is being posted here. In Amari page, it has more than 32000 likes. As this is a new property and it does not have its grand launching yet, so its a good start in social media sites. And the number of reach is increasing everyday. Apart from facebook page, Amari Dhaka has its own Twitter page and Instagram account. Twitter page: <https://twitter.com/AmariDhaka>, Instagram: One can easily get the instagram page by searching Amari Dhaka on their device.

3) **E-Marketing:** In E- Marketing, Amari Dhaka used to mail their offers and other special features in their guests E-mail. There are corporate guests, traveler guests, restaurant guests and other guests. We used to send our customer different promotional offer of our hotel in their e-mail, so that we can reach them personally. In e-mail marketing we tries to attract the guests attention through different creative pictures of our offer and so on. Moreover, Amari Dhaka used to send SMS to their database. Amari Dhaka send SMS to 14645 people, consisting members of Gulshan Club, Dhaka Club, different embassy and to their own database.

5.3 Effectiveness of Newspaper Advertisement of Amari Dhaka :

Till my internship period at Amari Dhaka, there were 2 news paper advertisement. First one was on Amaya food Gallery. Amari Dhaka’s signature restaurant Amaya Food Gallery. As it has inaugurated just a year ago and has not get the spot light so much, That why Amari Dhaka marketing team wants to give a newspaper advertisement. It has been published in copies of Daily Prothom Alo and The Daily Star. People over Gulshan- Banani-Baridhara were chosen for being circulated. The Second one was published on the eve of Pohela Boishakh. Amari Dhaka’s offers and arrangement about Pohela Boishakh was there. It was also published in both the news paper. People of these papers got to know about Amari Dhaka.

5.4 Effectiveness of Press Release of Amari Dhaka

As mentioned earlier, Press release is the most important element of Amari Dhaka’s PR activity. We have to make those Press release and had to give it to different newspapers. In February, Amari Dhaka had press release about their newly launched menu A La Carte in Amaya Food Gallery, valentine day’s offer, International mother days offers and so on. Other than that Amari Dhaka gets the coverage of some



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specialized newspaper like travel world, traveller, regent wings mirror etc. These newspaper are also focusing on our different promotions and so on. These newspapers are being supplied to different renowned organizations and in other hotels and other important organizations. In the month of March, Amari Dhaka had 32 press release in different dailies, weeklies and monthlies such as: Prothom- Alo (Noksha), Daily Star (The Life Style), New Age (Trends), Jugantor (ghore baire), the Financial express, current view, alokita Bangladesh etc. In March there were media coverage about CSR activities of Amari Dhaka, Independence days offer, Womens day offer, Amaya A La Carte menu launching, T20 world cup offer and so on. In the month of April, there were 31 press release, mainly covering the Pohela Boishakh, Earth hour celebration, Amari Dhaka chef's promotion, Amari Dhaka's signature restaurant Amaya Food Gallery's promotion and others. When we publish our offers in different print media, we see a good response from the people. People used to visit us when we offers different promotional activities.

At the time of valentines day, Amari Dhaka has sell 12 room on their special offer. There were about 50 guests checked in at Amari Dhaka for their special dinner and they all avail our special promotional offer for valentines day.

Then in the event of Woman's day, Amari Dhaka has given special discount to all woman and along with that a special discount card for Cats Eye outlet. Any guest who would dine with Amari on that very day would get that discount card and they could avail that card for 3 months.

Then we have got huge number of guest on Pohela Boishakh event. On that very day in the afternoon time around 500 people were there in Amari Dhaka. Amari Dhaka was decorated nicely in the color of baishakh and with the traditional look. Fluite player, fortune teller, baul song was there, along with road side food carts were there too. On that day to avail the dinner offer, Amari had got more than 100 guests. According to the Asst. Director of F&B, Mr. Shakil Jawad, "On that day the signature restaurant of Amaya was almost full, People came and enjoyed the delicious foods of Amari Dhaka." he had attended more than 100 guests on that day.

The next big successful campaign of Amari Dhaka was the Mothers day on May 8. To celebrate the motherhood, Amari had offered 30% discount on mothers dine. Not only that, but also there was offer for group dining too.



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Amari Dhaka published all this promotional offer in print media and guest willingly avails those offers.

5.5 Effectiveness of Flier Distribution

Amari Dhaka has distributed flier twice.. In the first flier, there was the offer about the group dining at Amaya restaurant. On that offer, for a group of 5 people the guest will get a discount of 500tk for each person. The price of lunch will be than of 1500++ and the dinner would be 2000++ BDT. People are asking about the promotion quite randomly, This promotional offer is still on. People even now is also asking for this offer. This offer is one of the best promotional offer of Amari Dhaka.

Measuring the effectiveness of PR activities is really hard. Cause in that case you have to ask every guest, whether they are availing their offer or so on. So, what i have done is, rather than asking guest, i have collect the information from restaurant’s cashier and finance department about guests availing offer. Moreover, the associate director of F&B has also given me information about the sales of the signature restaurant Amaya.

2) Social Media Effectiveness.

5.6 Effectiveness of Facebook Page

Its very tough to measure the effectiveness of social media. Yet I am trying to do so. In our Facebook page,we have around 35,000 likes and we try to promote our hotel property through our Facebook page. For the month of April Amari Dhaka Facebook page had 12 paid post, which worth \$60. The total reach of all the post of that month was around 250000. Moreover, in twitter and instagram we have around 1000 followers. So, we are reaching around 250000 people across the social media site.

Effectiveness of PR activities at Amari Dhaka”

Amari (Dhaka, Bangladesh)
Published by Control N (?) · 4 April · 🌐

Indulge in the exotic flavours of 4 types of Asian cuisines at #AmayaFoodGallery, with lunch buffet at BDT 1999++ and dinner buffet at BDT 2500++ and per person. Enjoy lunch buffet at BDT 1499++ and dinner buffet at BDT 1999++ for a minimum group of 5 people. Our four cuisines include authentic #Chinese comprising of Cantonese, Kung Pao, Caramelised fish and Roasted duck.

16,175 people reached [View Results](#)

10,175 People Reached		
946 Reactions, comments & shares		
900 Like	875 On post	25 On shares
1 Love	1 On post	0 On shares
4 Wow	4 On post	0 On shares
36 Comments	35 On Post	1 On Shares
5 Shares	4 On Post	1 On Shares
976 Post Clicks		
580 Photo views	0 Link clicks	396 Other Clicks
NEGATIVE FEEDBACK		
0 Hide Post	0 Hide All Posts	
0 Report as Spam	0 Unlike Page	

How effective was the boost? ★★★★★

15,219
Paid Reach [?]

1,224
Actions [?]

\$5.00
Budget Spent

Actions | **People** | Countries

18.7% Women

	0	161	53	6	2	2	5
	13-17	18-24	25-34	35-44	45-54	55-64	65+
	0	678	222	53	18	2	20

81.3% Men

Some of our boost post are given here, These offers been posted on our Facebook page and has been boosted. So we can see the effectiveness of those boost and how they perform in customers mind.



Effectiveness of PR activities at Amari Dhaka”

Amari (Dhaka, Bangladesh)
Published by Control N (?) · 24 April at 18:50 · 🌐

EASY DEAL FOR BUSY PEOPLE!
Experience an exotic buffet of four cuisines: #Thai, #Indian, #Japanese and #Chinese for a special group dining price for a minimum group of 5 people at #AmayaFoodGallery!
Reservations: 01777796444, 01777770944, 0255059620.
#AmariExperience

41,757 People Reached

1,013 Reactions, comments & shares

873 Like	830 On post	43 On shares
4 Love	3 On post	1 On shares
5 Wow	4 On post	1 On shares
2 Angry	1 On post	1 On shares
97 Comments	80 On Post	17 On Shares
32 Shares	32 On Post	0 On Shares

4,390 Post Clicks

3,870 Photo views	0 Link clicks	520 Other Clicks
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

41,757 people reached

Boosted



Recently, Amari Dhaka follows the PR tools of ONYX, the mother brand of Amari. In order to finalize our online media PR value we use MozRank. Similar to Google PageRank, MozRank is a tool for evaluating the popularity of websites. It represents a link popularity score, or the importance of any given website on the internet. The scoring is on a scale between 0-10, with 0 being the lowest score and 10 being the highest. MozRank is earned by the number and quality of the other pages that link to them. The higher the quality of the incoming links, the higher the MozRank.



Effectiveness of PR activities at Amari Dhaka”

However, a measurement of 3 is considered an average score of a normal page on the internet.

5.7 Effectiveness of E-Marketing

E-mail marketing is another vital element of our whole marketing system. We used to send guests our different types of offers, such as: Special room rate offer, Special date’s promotional offer, Group dining offers and so on. Amari Dhaka Marketing team used to mail all their targeted guests from different sectors about its promotions. We have got queries for our promotional offers due to those mail. We used to get a good number of query every time. Phone calls can be included also in this section. Sometimes, on the eve of very potential events, Amari Dhaka used to call their target customers and tell them about their offers for that event. Calling guests and having conversation over phone are very effective marketing plan for Amari Dhaka. If you tell guests about your offer, they show importance to you and would give a thought about your offer. You can not reach to any guest as lose, as you can go through by calling them or meeting them personally. On the event of Pohela Boishakh, we have given phone calls and that project was successful. Amari Dhaka again go to call their clients on Ramadan about their offers at this premises.

Along with the E-mail blast, Amari Dhaka sends SMS to its potential and targeted customers too. When it sends SMS, there are some queries come about the offers and so on. Sometimes Amari Dhaka solely sends the sms about their promotional offers, sometimes with other mobile operator (specially GP). IN different special days AMari Dhaka used to send SMS. For example, Amari Dhaka is going to send a SMS in this Ramadan, about informing the potential customers about their iftar and suhoor offers and so on. Actually, analyzing the effectiveness of SMS marketing is quite difficult. And it cant be judged as well, cause, customer will think several times to visit Amari Dhaka. They will take some times, will see different offers and then they might visit here. The main focus for SMS marketing is the Amaya restaurant. All the SMS are about Amaya.



Effectiveness of PR activities at Amari Dhaka”

5.8 Effectiveness Test

As, its quite difficult to analyze the effectiveness, yet i tried to analyze through some gusts point of view. I have asked some guests about the PR activities of Amari Dhaka and whether they have came to avail different offers which we post on our pages or we published.

In case of research, with the help of front office and Amaya Food Gallery, there was a survey among the guest, whether they have come by seeing the advertisement of Amari Dhaka or not. As this is a 5 star hotel, so doing any one to one survey was not possible there. So, we have to ask them verbally and technically about these things. So, we have run this session for 2 months. In this 2 months, we have asked around 200 guests and the result is given below. Among them 67 person’s answered could be taken as they have answered according to our questions. We have given them a like scale and asked them to tell how much effective our PR activities are?

Likert Scale

As all the activities are related to customers , so for my report purpose i have to take some interviews of some guests. I have ask them about the activities, we do to communicate with the guests, whether they are good enough to connect the customers. Basically, as it is a 5 star hotel, so I do not have the access to disturb them while they are enjoying the services. So, i could not take the proper interview from them. I, along with the help of hostess from Amaya restaurant and front office people could just ask them, whether they have seen our advertisement and are they going to avail them.

In order to analysis the data i have use a 5 point Liker scale. 1 stands for highly disagreed customers, 2 stands for only disagreed customers, 3 stands for the neutral customers, 4 stands for agreed customers, and 5 stands for highly agreed customers.

The scale has been shown below.

Objective: Does the promotional activities of Amari Dhaka is good enough to connect the customers- is the topic my internship report.

Promotional activities of Amari Dhaka are enough to connect customers.

Likert’s scale	number	percentage
A)Strongly Disagree(1)	3	5%
B)Disagree(2)	11	17%
C)Neither Agree nor Disagree(3)	14	21%
D)Agree(4)	19	27%
E)Strongly agree(5)	20	30%

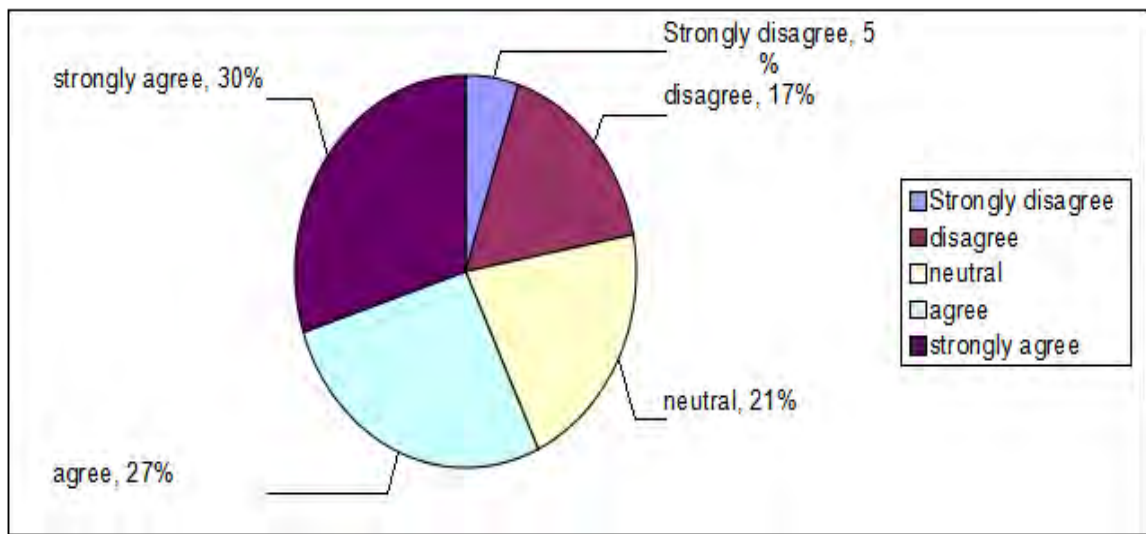


figure: Result of the effectiveness.

According to the answers from the quests, we have found that around 30% of the customer strongly agreed with our PR activities, and in total around 57% customer thinks that Amari Dhaka’s PR activities are effective. Other than 22% comments that, the PR activities are not effective enough.

Chapter Six

Findings, Recommendation and Conclusion





Effectiveness of PR activities at Amari Dhaka”

6.1 Test Findings:

Through the effectiveness test, we have found that, 30% of guests strongly agree with the statement that Amari Dhaka’s PR activities are effective to grab customer. Moreover, 27% guests agreed that PR activities of Amari Dhaka is effective. But 21% guests are not sure about whether our activities have the effectiveness or not. And rest of 22% think that Amari Dhaka’s PR activities are not effective and these activities can;t drag business towards its brand name. With this customer feedback and effectiveness of PR activities indifferent form such as Print media, Social media, E- marketing, we could conclude that Amari Dhaka has not reach to its peak yet, it term of connecting customers. As they are still a new hotel, so it will take time to reach them into customers top of mind. Amari Dhaka is competing with other world class brands like - The Westin, Le Meridian, Six Seasons and so on. Their effectiveness couldnot measure mathematically or with any graphs. Cause it is mainly done on hypothetically.

6.2 Recommendations:

The recommendation part of the project is prepared based on the research findings. By following those recommendations, Amari Dhaka can decrease the dis-satisfactions of guests and the clients and thus earn a sustainable, distinct competitive advantage to achieve more market share. Some recommendations are:

- ❖ Need to be more aggressive in marketing of its properties.
- ❖ Need to allocate more budget to marketing department.
- ❖ Total staffs are not efficient compare to the hotel's current situation. Have to recruit more employees.
- ❖ In case of social media marketing more posts needed to be uploaded.
- ❖ In case of distributing flyer and newspaper advertisement, they have to allocate more budget. Only 10000 flyer is not enough for so larger population.
- ❖ In terms of marketing department, need to have more freedom.



Effectiveness of PR activities at Amari Dhaka”

6.3 Conclusion:

In this report I have tried to give all the information related to Amari Dhaka’s marketing team and their activities, which was gathered during the time of doing practical work in the mentioned department. In this report I emphasized on the basic operational activities activity of marketing department where do I worked practically. There are some essential qualities needed to manage a whole department and I have discussed what those qualities are and how all the work is organized. It is a great and worthwhile experience for me to work in the 100% international business oriented hotel in Bangladesh. The entire assigned work has given me an overall idea of marketing department and its proper activities. There is no doubt it was a splendid opportunity for me to do my practicum in such a renowned five star hotel, which has enriched my theoretical & practical knowledge a lot and it will really help me in the near future to do my job perfectly.



Effectiveness of PR activities at Amari Dhaka”

Appendix

7.1Bibliography

Cutlip, Center, Tulip (2003), **Effective public relations**, Introduction to contemporary public relations, page 21

<http://www.amari.com/dhaka/>

<https://www.onyx-hospitality.com/>



Effectiveness of PR activities at Amari Dhaka”

Thank You