



# Internship report on

*"Customers' perception about Concord's Hospitality Complex (Motel Atlantis) and its potential in the industry".*



*Concord  
In Relentless Pursuit of Quality*

*In Relentless Pursuit of Quality  
CONCORD*



**Submitted to:**

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**Date of submission:**

**23/04/2010**

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**Sub: Submission of Internship Report.**

Dear Sir,

Here is the report you have requested for, on "Customers' perceptions about the Concord's hospitality complex (Motel Atlantis) and its potential in the industry".

In this report I have tried to assume the potential of Concord's hospitality complex in the industry and finally found out how much they have actually progressed by conducting a customer survey.

I have also identified some problems and suggested solution in the "Result Analysis" parts of the Customer perception survey (page30).

Yours Sincerely

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## *Acknowledgement*

First, I would like to express my gratitude to Almighty Allah for giving me the opportunity and strength to successfully attend the internship program at Concord Entertainment Co. Ltd. and complete the report within the extended time period.

I am deeply indebted to my academic supervisor Probal Dutta for his whole-hearted supervision during my organizational attachment period. I am also grateful to Mr. A. Z. M. Tanvir Ahad, Senior Manager of Sales and Planning in CEnCL as he was my organizational supervisor. It would have been very difficult for me to prepare this report up to this mark without their guidance.

My heartfelt gratitude goes to Mr. Anup Kumar Sarkar, The General Manager of Marketing in CEnCL for arranging Internship Program that facilitates integration of theoretical knowledge with real life situation.

I would also like to take this opportunity to thank all executives, officers, and staffs of CEnCL, especially Mr. Anamul Haque Shadhin, Mr. Nuruzzaman Molla and Mr Kazi Rokon Uddin for their helping hand whenever seemed necessary. Without their valuable advice and guidance my internship program would not be so promising.

Last but not least, I would like to convey my gratitude to my inmates, both seniors and fellow BBA students who gave me good advice, suggestions, inspiration and support.



## *Executive Summary*

Amusement is one vital part of human life. Without it nobody remains sound and healthy. So in this busy world people aside little bit of their precious time to enjoy. One of the most popular ways to enjoy and get rid of the boring life is to go to the Amusement parks and enjoy for a while.

As a developing country Bangladesh is trying to get good opportunities in the world market. This is why the area and load of working is increasing day by day. For this the people of Bangladesh also suffering from lack of enjoyment in their life, especially in the cities. This is one of the factors that push the idea of making Amusement parks in Bangladesh.

It sounds really strange that Bangladesh has a theme park which is almost equivalent to the theme parks of USA. Bangladesh is a developing country with poverty and hunger. Apparently it is impossible to think about building theme parks here, but this impossibility is been conquered by Concord Entertainment Co. Ltd. by building an excellent theme park called “Fantasy Kingdom” in Ashulia.

Concord Entertainment Co. Ltd. Has started its journey in 2002. It started its journey with an exclusive idea of making a theme park in Bangladesh. Fantasy Kingdom is the first and only one theme park in Bangladesh. Gradually Concord expanded its projects by making another 2 parks and a Motel in Dhaka city situated in Fantasy Kingdom complex. Another addition to Concord Entertainment is the Foy’s Lake, Sea World and Zia Smrity Complex situated in Chittagong; the second important city of Bangladesh.

Generally it takes years for a hospitality complex (hotel/motel) to sustain high profit. But by introducing a unique concept and taking the advantages of nearby theme parks Concord’s Motel Atlantis is making reasonable profit every year. Now, it is their duty to understand the current behavior of their customers and take action accordingly if they want to retain constant performance.

Overall the future of Theme Motel/Hotel business is looking good, because as people get busier, they will be more willing to visit these theme Motels.

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# Chapter 1

## Introduction

## **1.1 Origin of the report**

Internship in private business organizations, government offices, public sector corporations or banks or other non-bank financial institutions is an integral part of the BBA program of the business administration department of the BRAC University. The objective of the program is to expose the students in the organizational work situation. Each student is required to undergo the program and prepare a report according to a format specified by the advisor.

As a regular student of Bachelor of Business Administration (BBA) program, it requires an internship attachment with an organization followed by writing and submission of a report. This report is an end result of an Internship attachment with one of the top graded entertainment oriented company in Bangladesh the Concord Entertainment Co. Ltd (CEnCL). As per the advice and recommendations of respected advisor Mr. Probal Dutta, the main concentration of this report is about customer perception of Concord's hospitality complex and its potential in the industry. This report is based on an actual survey of Concord's hospitality complex (Motel Atlantis) it draws a clear picture about how the Concord's hospitality complex performed over the years according to expectations

## **1.2 Objective of the report**

### ***Broad Objective***

- a) To get a clear picture of the Concord's hospitality complex's (Motel Atlantis) performance and identify it's lacking to take immediate actions necessary.

### ***Specific Objective***

- b) To identify the most profitable customer base.
- c) To find out it's position in the industry.
- d) To find out it's potential in the industry.
- e) To develop an action plan to improve performance.

### **1.3 Literature Review:**

In order to understand the hospitality industry, this part would review literature about the current development of the business/entertainment hotels/motels throughout the world and in Bangladesh.. The hospitality industry consists of broad category of fields within the service industry that includes lodging, restaurants, event planning, theme parks, transportation, cruise line, and additional fields within the tourism industry. The hospitality industry is a several billion dollar industry that mostly depends on the availability of leisure time and disposable income. A hospitality unit such as a restaurant, hotel, or even an amusement park consists of multiple groups such as facility maintenance, direct operations (servers, housekeepers, porters, kitchen workers, bartenders, etc.), management, marketing, and human resources. (Armstrong 1996)

Because of the globalization and other issues many business people are visiting Bangladesh and they need a place to stay that satisfy their standards A luxury/entertainment hotel is a good business in foreign domain. Because of the intense competitions and globalizations in the international market the industry is in its shakeout stage. But for a developing country like Bangladesh this hotel business is still in its growth stage. Most of the hospitality industry in Bangladesh is chain from international hotels like Sheraton, Sonargaon. Now there are lots of hotels like Sarina, Regency, Westin and Radisson who is doing well in the industry. As the needs for high class hotels are increasing; the competition in the industry is increasing at the same pace. In order to compete with the others entertainmet hotels/motels like Atlantis is trying to include more customer segments; especially the business/corporate people of our country.

### **1.4 Significant of the report**

At present Concord Entertainment is the only group of company which has introduced theme Motel like Atlantis in Bangladesh. There are no other theme Motels like that which has the facility of a theme park like Water Kingdom and Fantasy Kingdom. Motel Atlantis started its journey as an entertainment Motel in 2007. But recently it has experienced higher sales because of its affiliation with some corporate organizations.

These corporate organizations ensure regular visits and that ensures higher revenue for Concord. So as the Motel Atlantis is becoming a profitable business key for them it is necessary to identify its lacking and go for some improvements. Throughout this report the current situation of Concord's hospitality industry is analyzed and some suggestions and recommendations are noted. These will

1. Provide a clear picture of current status of Motel Atlantis.
2. Identify the gap between the actual and perceived performance.
3. Identify necessary factors for more improvement in the future.
4. Point out sectors where changes and renovations have to be made.
5. Help to make a long-term plan for the incoming years.

### **1.5 Methodology**

The study requires a systematic procedure from selection of the topic to preparation of the final report. To perform the study, the data sources were to be identified and collected; to be classified, analyzed, interpreted and presented in a systematic manner and key points were to be found out. The overall process of methodology has been given as below:

- *Selection of the Topic:* The topic of the study was assigned by the respected GM of Marketing Mr. Anup Kumar Sarkar. While assigning the topic necessary recommendations and suggestions were provided by the supervisor to make this internship report a well organized and perfect one.
- *Methodology:* For the current study, descriptive research has been conducted. Because the primary objective of the study is to present the current customer perception of CEnCL.
- *Target population:* All clients of Concord's hospitality complex (Motel Atlantis).
- *Sampling Technique:* Simple Random Sampling.
- *Sample size:* 300 customers.
- *Data Collection Method:* Data have collected from both Primary & Secondary sources.

Primary Source: Personal interviewing with clients who stayed in Motel Atlantis at least once.

Secondary Source: Annual reports, Articles, Website etc

- *Classification, analysis, interpretations and presentation of data:* Some pictorial tools are used in this report for analyzing the collected data and to classifying those to interpret them in a clear and understandable manner.
- *Findings of the study:* The collected data were scrutinized and were pointed out and shown as findings. Few recommendations are also made for improvement of the current situation.
- *Final report preparation:* On the basis of the suggestions of the supervisor, some corrections were made to present the paper in this form.

### **1.6 Limitations**

Some of the limitations of the report are:

1. Accuracy of the secondary data depends upon the accuracy of the secondary source as cross checking was not possible.
2. Due to confidentiality the policy of the company restricts disclosing some important data.
3. Unwillingness among the clients to participate in the survey.
4. High sample size restricts me from giving more time for each client.
5. Insufficient numbers of Field visits.
6. Scheduling with university deadline and office assigned job completion deadline mismatched for conducting the study.

# Chapter 2

## Organization



# *An overview of Concord Entertainment Co. LTD*

## *2.1 Brief History*

Although Concord Group of companies started long back in 1972 but Concord Entertainment Co. LTD is a relatively new venture. Concord Entertainment Co. Ltd.; a concern of Concord Group, has started its journey in 2002. It started its journey with an unique idea of making a theme park in Bangladesh. Fantasy Kingdom is the first and only one of its kind. Gradually Concord expanded its projects by making another 2 parks and a motel in Dhaka city situated in Fantasy Kingdom complex; near Ashulia. Another additions of Concord Entertainment are the Foy's Lake Resort & Entertainment complex, Sea World and Zia Smrity Complex (currently it has been shut down) situated in Chittagong; the second important city of Bangladesh.

The landscape and the look of the parks take us to an ancient but colorful world. The main entrance of the parks is the biggest of its kind in the subcontinent. Inside the park gardens, fountains, statuettes, pillars and walkways radiate the lost look of the kingdom. The overall look of the park has an enthralling charm. (CEnCL 2008 & Internet)

## *2.2 Name and characteristics of the founder*

S. M. Kamaluddin, the chairman of Concord Group is the founder of Concord Entertainment Company Limited. Fantasy Kingdom is his relatively newest venture. This is also one of the pioneering projects among Concord Group's many pioneering projects. S. M. Kamaluddin is the first person to bring and establish theme park concept in Bangladesh.

This dedicated and hardworking person is presently thinking about establishing resorts, bungalows, and markets revolving Fantasy Kingdom and Foy's Lake. (CEnCL 2008)

## *2.3 Mission*

Relentlessly provide innovative and authentic entertainment facility to the people of Bangladesh. (CEnCL 2008)

## **2.4 Vision**

To maintain top position among all the other high-class entertainment parks in future.  
(CEnCL 2008)

## **2.5 Objective**

At present Fantasy kingdom is the only theme park in Bangladesh. There are other entertainment parks in the country such as, Shishu Park, Wonderland, Shishu Mela etc. These parks are the contenders of each other. But Fantasy Kingdom stands out among them for its theme concept, for its rides, and for various other reasons which are completely new to the people of Bangladesh. Hence, no other entertainment park in Bangladesh even dares to claim that it is the contender of Fantasy Kingdom. So, Fantasy Kingdom is enjoying monopoly over these parks. But the future will not be the same. New outdoor entertainment facilities will emerge time to time. The management of the park understands it very well. They want to enjoy the same advantage in the future as they are enjoying now. Hence, they are relentlessly pursuing to give the people of Bangladesh innovative and authentic entertainment facility. The objectives of Fantasy Kingdoms are-

1. To bring on an average at least four thousand visitors per day
2. To increase per capita expense among the people visiting in the park
3. To ensure repeat visit of visitors

## **2.6 Major functions of Concord Entertainment Company**

Major function of Concord Entertainment Company as the name reflects is to create recreational opportunities for the people. Bangladeshis have very few recreational facilities and most of them are incapable of providing pure entertainment pleasure. To fill the gap Concord Entertainment started its business with Fantasy Kingdom, the first theme park of Bangladesh. Subsequently, the company built an indoor theme park- Fantasy World, which is very popular among young children.

*Two major functions of Concord Entertainment Company are as follows-*

- Providing outdoor recreation for all ages of people by creating and maintaining Fantasy Kingdom.
- Providing indoor recreation especially for young children by creating and maintaining Fantasy World.

## *2.7 Functional departments of Concord Entertainment Company-*

Concord Entertainment Company is comprised of three departments-

1. Marketing & Sales Department
2. Operation Department
3. Accounts Department

### *1. Marketing & Sales Department:*

The whole business of Concord Entertainment Company is being conducted from this department. From arranging programs to acquiring sponsorship, all the functions take place here. All major decisions are taken from here after being discussed by three experienced managers and being headed by highly qualified and high experienced one Head of Marketing.

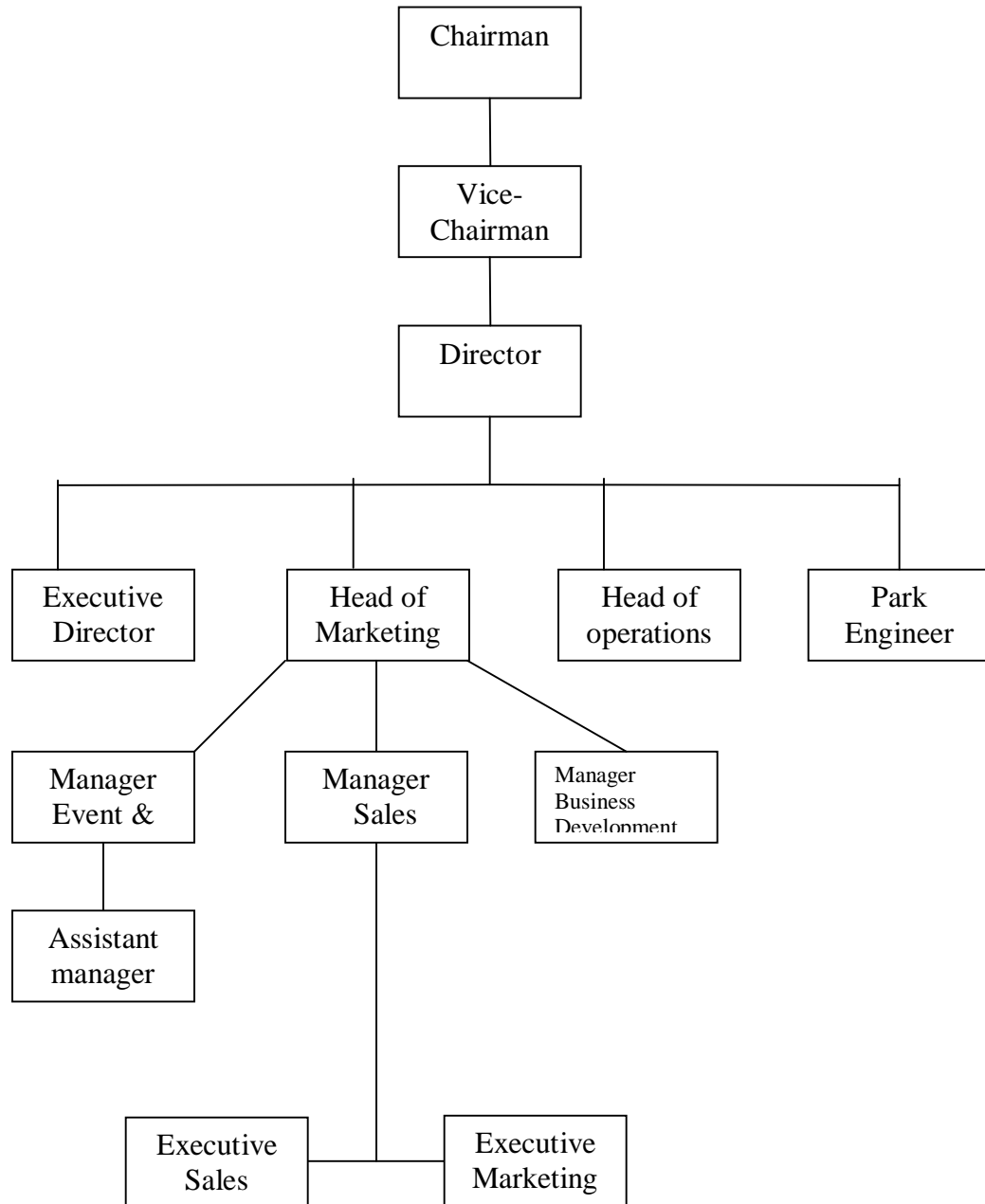
### *2. Operation Department:*

Operation Department located in each park of CEnCL, it is in charge of maintaining the park under the order and guidance of Marketing Department. General Manager of operations is in the charge of supervising the entire park activity from ride operations to the cleanliness of the park. The chief engineer of the Operation Department ensures that all the rides are functioning properly and safely.

### 3. Accounts Department:

Located in the corporate office, this department keeps records of all the earnings and expenditure of the Concord Entertainment Company. Salary of all the staffs of the Concord Entertainment company is being drawn from here.

### 2.8 Organizational Structure:



## 2.9 Products:

1.  : Inaugurated on 19<sup>th</sup> February, 2002.
2.  : Inaugurated on 13<sup>th</sup> January, 2005.
3.  : Inaugurated on 17<sup>th</sup> June, 2005.
4.  : Inaugurated on 12<sup>th</sup> November 2004.
5.  : Inaugurated on 29<sup>th</sup> August, 2006.
6.  : Inaugurated on 31<sup>st</sup> August, 2007.
7.  : Inaugurated on 7<sup>th</sup> July, 2007.
8.  : Inaugurated on 17<sup>th</sup> January, 2009.
9.  : Inaugurated on 19<sup>th</sup> January, 2010.

# Chapter 3

## Job Description

## **Responsibilities as an intern:**

At Concord Entertainment Co. LTD I had the opportunity to do a three months long internship. Although the General Manager of Marketing Mr. Anup Kumar Sarkar assigned me in Sales department I had the opportunity to work in other departments as well. Well, before I could get myself into any real office responsibilities; carrying on with the new office environment and the office employees was a real challenge. So, I started with small and finally take over. Besides, the major assignments like filed survey, creating sales offers there were other responsibilities like customer managing and database updating. In the following there is a complete set of responsibilities which I had been assigned to:

1. Updating database
2. Customer manager
3. Restructuring the organizational sites
4. Sales executive
5. Field surveys
6. Marketing executive
7. Observer
8. Other jobs

The diversified natures of these jobs were a great experience for me.

Now, the detail discussion about the responsibilities I mentioned above is as follows:

**3.1 Updating database:** There were two kinds of database; one is the potential customer database and another is the existing customer database. At first I was assigned to update the existing customer database. The existing customer database consists of membership cards of many of Concord Entertainment's facilities. The facilities vary from card to card; the more the facilities customer avails the price of the card goes higher. Although updating this database seems like a monotonous job but it was done for a specific purpose. All the membership cards were sorted in accordance with the members' birthdates. So, we could offer a birthday party to our existing customers. And about the potential customers database is definitely very huge. Our

sales executives visit different corporate, banking, educational organizations to give different sales offers. So, our potential customer's database is enriching everyday with contact no, email addresses from the officials of those organizations.

**3.2 Customer manager:** Concord Entertainment Co LTD consists of 9 projects. These include theme parks and hospitality complexes. The theme parks and hospitality complexes have different types of facilities that the customers want to avail. So. We are always busy receiving calls from customers and giving them the best possible solution we could. The customer managing includes both structured and unstructured decision making skills. As an internee of sales department I was provided with all the fliers, brochures and a price chart of everything. Besides providing the price related information we try our best to clear potential customer's confusion regarding our different sales and seasonal offers. Our price chart is provided from higher management and strictly maintained by us. We don't really bargain about the price of our facilities but sometimes some remote educational institutions/ regular clients request us to give a discount rate. In case of discounts and other issues the matter is passed to Senior Manager and sometimes to General Manager.

**3.3 Restructuring the organizational site:** We have some official site likes "<http://www.fantasy-kingdom.net.bd>", "<http://www.concordgroup.net>", "<http://www.xtremeracingbd.com>". Some of these sites were developed years ago and after the development many changes were made in case of facility prices and facility types. It was one of my jobs to point out the misleading information and replace with correct details. Besides, the old theme parks Concord Entertainment Co LTD launched a new venture called "X-treme Racing". They developed a site for it and it also needs mending regarding write-ups, grammatical correction, suggestion page, photographs and other issues.

**3.4 Sales executive:** Sales executives of Concord Entertainment Co LTD visit 3-5 sales points (corporate/educational/financial organizations) everyday. They give different sales and picnic offers and try to close the deal or maintain a healthy relationship with them. If the deal is closed then a functioned sheet is



created by the sales executive and signed by the senior manager and the general manager and finally it is sent to the parks/hospitality complexes. As an internee of the sales department I didn't have to travel different sales point but give sales offer via phone and post. Sometimes interested customers call us and want to avail our facilities. In that case, we told them to meet us in our office with "50% advance" (company policy). During my internship period I was engaged with few of these meetings with clients (especially small deals), creating function sheets and sending it to the parks.

**3.5**      ***Field surveys:*** Besides, the regular jobs field surveys were my main internship assignments. During my internship period I participate in two surveys; "customer satisfaction of X-treme Racing" and "customer perception about the Concord's hospitality complexes in Bangladesh". Before the surveys could be conducted a questionnaire has to be prepared under the direction of General Manager/ Senior Manager. The "X-treme Racing" questionnaire was created in likart scale as the questionnaire has to deal with the customers' satisfaction and it was conducted on 50 people at the X-treme Racing complex. On the other hand the "Concord's hospitality complex's survey" was conducted on 300 people and the questionnaire was prepared in simple "yes/no" format to pin-point the exact information. The result of the survey was submitted to the General manger of marketing Mr. Anup Sarkar along with the suggestions and recommendation. The copy of "X-treme Racing" survey report is provided with this report in the **Appendix 1** part and the "Concord's hospitality complex's survey" report is in Chapter 3 of this report. The questionnaire of "Concord's hospitality complex's survey" is given in the **Appendix 2** part.

**3.6**      ***Marketing executives:*** As the sales executives are busy with giving sales offers to different organizations the marketing executives are engaged with creating that offer and in different promotional activities. The GM of marketing assigned me for marketing activities of Concord's Foy's lake resort, X-treme

racing and Motel Atlantis. During my internship period I created seasonal offer/offer letters for Foy's lake resort and X-treme racing complex and sent it to various people of our customers' database. The seasonal offers were done under the instruction of GM himself and the other offers were done by taking information from various Concord's brochures and with the help from my fellow employees. The copy of these seasonal offer letters are given in the **Appendix 3 & 4** parts of this report.

**3.7**      ***Observer:*** During my internship period I also visited Concord's Foy's Lake Entertainment Complex in Chittagong. I was sent there to collect product knowledge and observe the current condition of Foy's Lake. On the basis of my Foy's Lake visit I was asked to create a general invitation letter for travel enthusiastic/tourists, family people and corporate people. The invitation letter is enriched with lots of photographs of Foy's Lake Entertainment Complex and it is also in the **Appendix 5** part of this report.

**3.8**      ***Other jobs:*** Besides all the other activities I mentioned above I also represented Concord in "Travel & Tourism Fair 2010" in Hotel Sheraton. I also visited corporate organizations like RAK Ceramics, Nourish Poultry, Holcim BD with whom Concord has close affiliation to exchange Checks and Challan.

### *3.9 Recommendation for future interns:*

Concord is one of the most recognized local companies of Bangladesh. I was glad to get the chance to do my internship there. Although there are lots of works and activities but the diversified nature of these works will keep the future interns focused and motivated and the experience is priceless when they will enter the job market.

# Chapter 4

**“Customers’ perception about Concord’s Hospitality Complex (Motel Atlantis) and its potential in the industry”**

## *An overview of Motel Atlantis*

### *4.1 Mission*

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Motel Atlantis is dedicated to providing its guests with the highest quality of service and standards. We seek to deliver on our promise of value and quality above all else. We value our place in the community and will work to develop those relationships and to respect and protect our environment. (CEnCL 2008)

We will continue to strive to create value for both owners and shareholders whilst honoring our brand values and encouraging our personnel to develop themselves in an environment of trust, loyalty and encouragement.

### *4.2 Vision*

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To create a brand name in the hotel industry, by providing exemplary and superior quality to the upmost perfection in the form of service satisfaction. (CEnCL 2008)

### *4.3 Key products/ Services*

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***Service:*** High quality facilities accompanied by exemplary personal service, differentiated from competition in line with the overall brand strategy are proven to be the successful approach for us.

The Motel Atlantis offers a range of products and services to facilitate the guests. (Motel Atlantis Brochure)

- 42 elegantly furnished deluxe rooms & suites
- Large business desk in all rooms
- 2 Line telephones in all rooms
- Conference Centre
- Credit Card Facility
- Restaurant
- Air-conditioned Room
- Car parking
- En-suite Bathroom
- Variety shop
- Cyber Cafe
- 100 channel cable TV
- Laundry & Dry Cleaning
- Board rooms & Meeting rooms
- Water kingdom complex
- 24 hr In-Room dining
- Cinema Dolby Digital Surround Sound
- Avail exciting rides at Fantasy Kingdom & Water Kingdom
- Billboard, Pool & Air hockey
- B.B.Q Night
- Cultural Show ( Dance, Musical Show, Acrobat Show )
- Different interactive games

#### **4.4 Strategic Goals and Objectives**

The overall strategic goals and objectives of the Motel are to provide high quality service, to uphold customer satisfaction as first priority and providing service with elegance and unprecedented image.

### **Short-Term Goals and Objectives**

- To create extensive brand awareness of the Motel.
- To gain a large loyal customer by the end of every year with the help of our commitment and exemplary service.
- To create good reputation in terms of price-performance of our products & service.

### **Long-Term Goals and Objectives**

- Spread throughout the country
- To create a shield to deal with the new entrants.
- To open chain in Chittagong by the end of 5<sup>th</sup> year.
- To earn major market share and become the number leading business/family hotel in the industry.

## 4.5 INDUSTRY OVERVIEW AND ANALYSIS

### Five Forces

Michael Porter identified 5 forces that determine the long run profit attractiveness of a market or market segment. These include industry competitors, potential entrants, substitutes, buyers and suppliers. **Porter's five forces** is a framework for the industry analysis and business strategy development developed by Michael E. Porter of Harvard Business School in 1979. It draws upon Industrial Organization (IO) economics to derive five forces that determine the competitive intensity and therefore attractiveness of a market. (David 2007)

### The Five Forces That Shape Industry Competition





● **Rivalry among existing firms**

The competition of business hotel/motel is quite high in the local market compared to luxury hotel business. But we have developed ourselves in a very different way. The Motel Atlantis is the first theme Motel in Bangladesh and the only of its kind. So, until the establishment of another theme Motel like we will not feel the real the heat of rivalry.

● **Threat of new potential entrants**

Although the local market has a good list of hotels, most of these are chain of international hotels, like- Sheraton, Radisson. Therefore, the business hotels segment from Bangladesh is not that much highly competitive plus it is difficult for new entrants to establish a strong foothold in the market. The barriers to entry are high, as great amount of capital and skills are required to survive. Also, the marketing barriers to entry remain high and threat of new potential entrants remains low.

● **Bargaining power of suppliers**

The suppliers are actually not a great in number from entire Bangladesh providing hotels of all shapes, sizes. As the suppliers are few and the cost of supply is high, these suppliers do bargain much. Therefore, we can safely presume that the bargaining powers of suppliers are high.

● **Bargaining power of buyers**

As already mentioned, Bangladeshi hotels are mostly chain of international hotels. As we are providing our services in international standards with local support, we have a cost advantage over our local competitors, which use international methods of service providing.

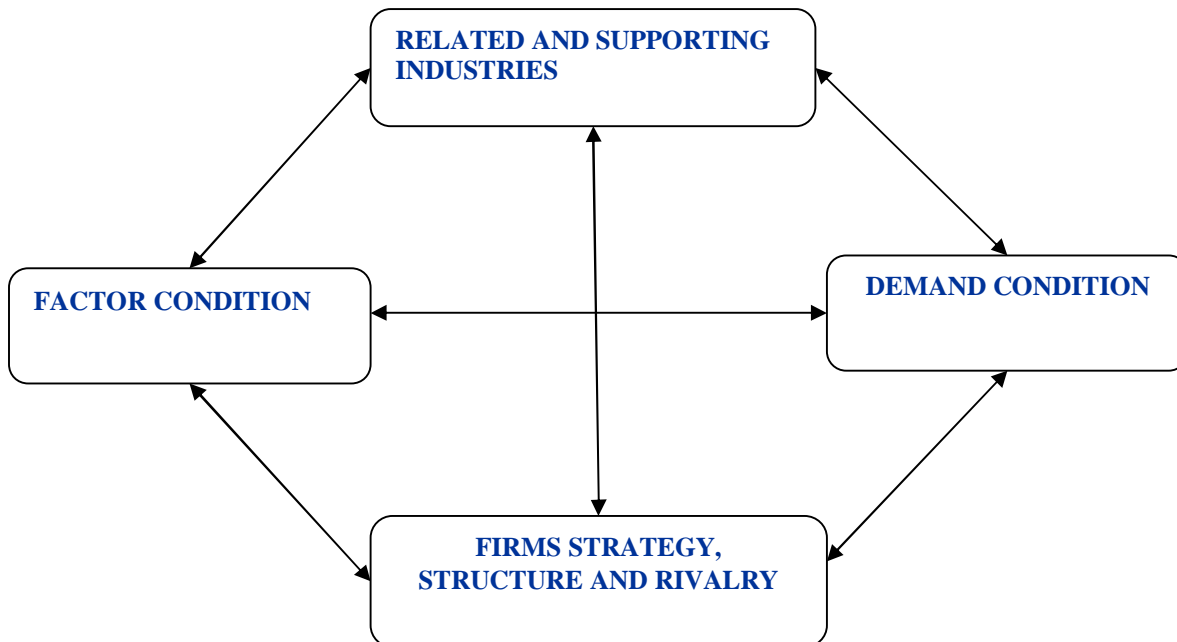
● **Threat of substitutes**

A segment is unattractive when there are actual or potential substitutes for the product. Substitution makes it difficult for any business to sustain high profits. If

technology or competition advances in the substitute industries, prices and profits of the industry are likely to fall. In this segment threat of substitutes will be very low due to the uniqueness of the services that we are offering in relatively lower rate than our competitors.

## 4.6 Porter's Diamond Model

The **diamond model** is an economical model developed by Michael Porter in his book *The Competitive Advantage of Nations*, where he published his theory of



why particular industries become competitive in particular locations. (Porter 1998)

### **Factor condition:**

To explore the role of factors in the competitive advantage of a nation, the concept must be made more meaningful to industry competition. Factors of production are often described in very broad terms such as land, labor, and capital, which are too general to bear on competitive advantage in strategically distinct industries. Factors can be grouped into number of broad categories:

#### **● Human Resource:**

Although we are buying our products from suppliers, we still need the expertise and skills of individuals like merchandisers, commercial officers, IT managers, Marketing executives and all other personnel in our organization. Motel Atlantis is working as a whole for three years, through motivated individual efforts.

#### **● Physical Resource:**

The physical resources that we have are our hotel building, furnishers, vehicles for transportation, the computer etc. at our office location.

#### **● Capital structure:**

The stock market in Bangladesh is not very developed yet to generate equity and capital for local companies. Even then the banking industry is quite structured. There are quite a number of banks in Bangladesh from where debt capital can be obtained through term loans for a fixed tenure. However the interest rate in Bangladesh is quite high compared to other countries. Initially, we will not pursue bank loans. But as soon as we begin to expand and have a loyal client base, we will need these loans.

#### **● Infrastructure:**

Busy schedule of our everyday life restricts us from having a holiday these days. There is no time for a long tour. But Motel Atlantis can be a solution of all these because it is very adjacent to Dhaka city but free from dean & bustle of Dhaka

city. Motel Atlantis is only a 20 minutes drive from Shahjalal International Airport. Recently we were pleased to serve some foreign guests from South African Cricket team.

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### **Demand Condition:**

#### **◆ Segment structure of Demand:**

In case of demand condition an industry first prevailing at home condition and we are being appreciated with our home country segment for the hotel. Presently Bangladesh; especially In Dhaka city everything is getting centralized. As the income levels of the people are increasing the recreational/leisure/holiday facilities are not increasing that rate. So, we are very happy to provide recreational/accommodation facilities for these peace loving people Bangladesh.

#### **◆ Sophisticated and demanding buyer:**

In our Motel Atlantis we specialize our-selves as a family hotel for families of Dhaka city. We pleased so many corporate officials in their organization's corporate day out and some of them willing to avail our facilities in the future. So, in this situation our sophisticated and demanding buyers are all family personals working in different corporate organization.

#### **◆ Anticipatory buyer needs**

Although we focused on family personals; our clients or focus customers are not only family personals. In our focus customers group, our Bangladeshi business people are also included. For most of the time, our business people need a good place to have a corporate day out or arrange any sort of business seminar. During our three years of operation we have already affiliated ourselves with Holcim BD, RAK ceramics and Nourish poultry.

◆ **Size of home (local) demand**

Total size of the home demand is very important in our case. As the size of home demand is increasing and the portion of foreign demand is contributing in our final revenue we might have to expand our operations and facilities.

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**Related and Supporting Industries:**

We are not having any joint venture or acquisition or merging for our hotel. We introduced our-selves as totally new. And for our business purpose we have good relation with some other industries such as furnishers for maintaining a good and standard look of the hotel, banks for fulfilling need of ATM or for giving the credit card support, we have contact with travel agencies and so on.

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**Firms Strategy, Structure & Rivalry:**

◆ **Ownership Structure:**

Most of the hotels are private limited companies. And we also introduced our-selves as private.

◆ **Goal:**

Our goal is to provide holiday motel/business hotel facilities to our focus customer with international standard.

◆ **Domestic Rivalry:**

There is moderate competition in the local market. Because, some of the hotels are chain in Bangladesh, like Sheraton, Radisson and some are not, like- Regency, Sarina and so on.

◆ **The Role of Government**

Role of government is important for any company and we are not beyond that. As other companies we have to follow all the roles of government very carefully, like- following tax rules and paying tax.

## 4.7 SWOT Analysis

The following analysis highlight strength, weakness, opportunities and threat that our Motel Atlantis has and we are working on the weaknesses to improve.

### Strengths

- ◆ **Strategy:** Establishing differentiated strategies
- ◆ **Structure:** Flat and decentralized structure
- ◆ **Skill:** Multi-tasking skill within management and staff.
- ◆ **Style:** Unique and first in Bangladesh.
- ◆ **Staff:** Specialized and experience staff.
- ◆ **Brand strength:** Brand values in the market because of supporting company
- ◆ **Reputation:** A strong reputation within the local market.

### Weaknesses

- ◆ **Strategy:** Differentiated strategy might fail to see the big picture.
- ◆ **Systems:** The system is formal and sometimes lacks flexibility.
- ◆ **Staff:** Seasonal turnover requires ongoing training and orientation of new staff.
- ◆ **Facilities:** certain rooms require renovation and upgrade as regards to technical equipment.

### Opportunities

- ◆ **Market:** Lucrative since certain sectors in Bangladesh are booming, encouraging international investors to set foot, hence inadvertently expand our target segments.
- ◆ **Competitors:** No direct competitions exist at present.
- ◆ **Suppliers:** Strong and long term relationship established with suppliers.
- ◆ **Guest Dependency:** Repeat corporate presence will make them dependable and create goodwill for us in the future.

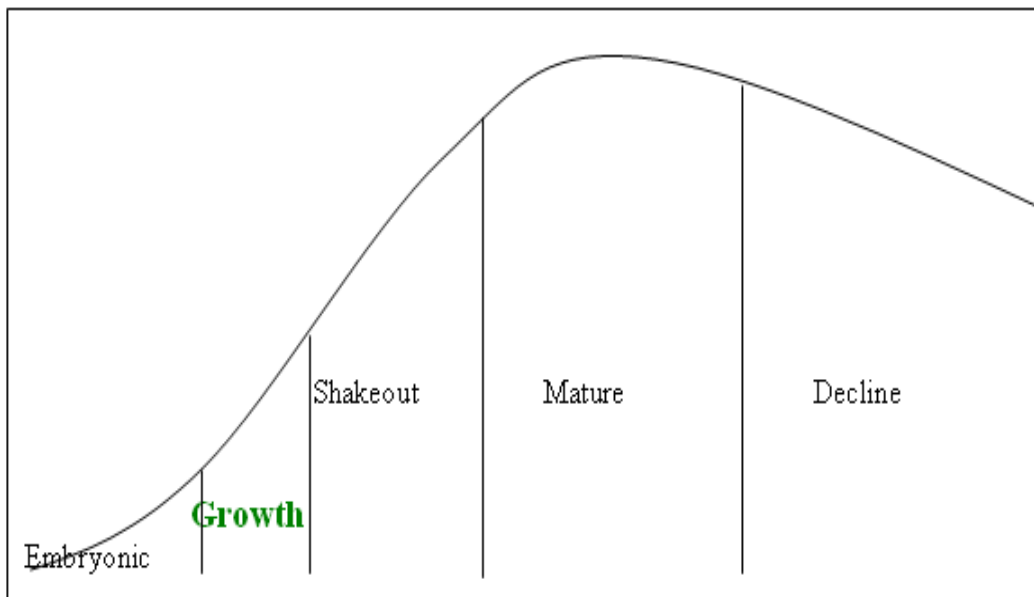
## Threats

- ◆ **Market Entry:** Potential for a competitive, global brand to enter the market with a similar product.
- ◆ **Substitutes:** Short and Lucrative holiday packages offered by different travel agencies.
- ◆ **Economy:** Recovery from the recent global recession may take time.

## 4.8 Industry Life Cycle

Like other living creatures, industry also has its circle of life. The industry lifecycle imitates the human lifecycle. The stages of industry lifecycle include embryonic, shake-out, maturity and decline (Kotler 2003). While we are a fairly new company, the industry of business standard hotels/motels is currently in its *growth* stage in our country. Most people may argue and signify the industry in its *shakeout* stage due to the intense competition and globalization in the international market. But this is not the case. We will be facing competition when new entrance will be in the market.

***The current stage of the global hotels industry life cycle:***

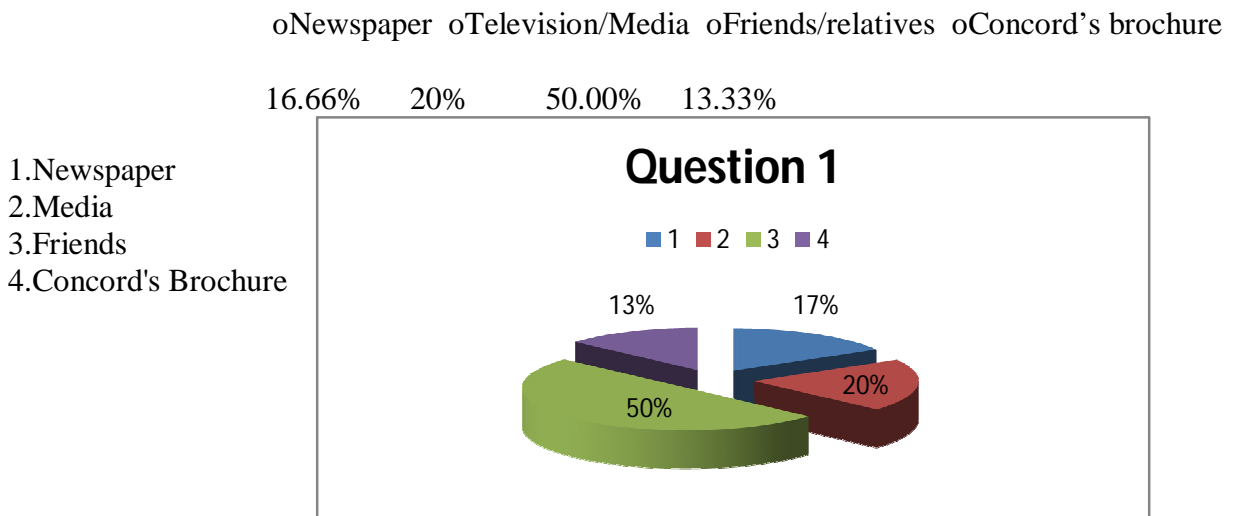


## 4.9 Survey on Customer Perception of Concord's Hospitality Complex(Motel Atlantis)

### Introduction:

The General Manager of Concord Entertainment Co. LTD. Mr. Anup Sarkar assigned me to conduct this survey. For that purpose, a questionnaire was prepared with to better understand the customers' perceptions about Motel Atlantis. During the preparation of the questionnaire my organizational supervisor Mr. A.Z.M Tanvir Ahad helped me with advice and suggestions. These kind of surveys usually conducted in Likart scale but to get the exact preview a simple "yes/no" questionnaire was advised by my organizational supervisor. Later it was checked by both my organizational supervisor and General Manager of Marketing and released for survey in the Motel Atlantis. The survey was conducted among 300 people and many interesting issues were discovered during the survey. Although the survey was about to be conducted on 400 people; the target unit could not be achieved for few limitations. Those are described in the limitation section. The result of all the survey questions and analysis are given below:-

### *1. How do you come to know about Motel Atlantis?*



### Result analysis:

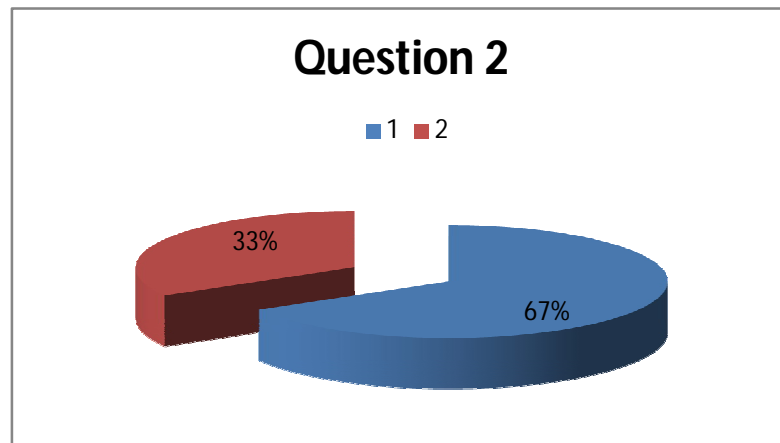
It is clear from the graph that Concord Entertainment is successful in spreading the "word of mouth". As most of the people know about Motel Atlantis from their friend and relatives that means the other mediums had worked well in previous years. However, Concord's Brochure has a disappointing 13.33% success rate; it's still inspiring as most of the people don't have time to read all those brochures because other electronic medias like Television, Internet has already taken its place. At this moment, it would be wise for Concord Entertainment to put more emphasis on the most successful media like television. At the same time they should develop an up-to-date website to accelerate the growth.



**2. Considering the facilities we provide do you think room rate for Motel Atlantis is fairly charged?**

o Yes      o No  
66.66%    33.33%

1. Yes  
2.No



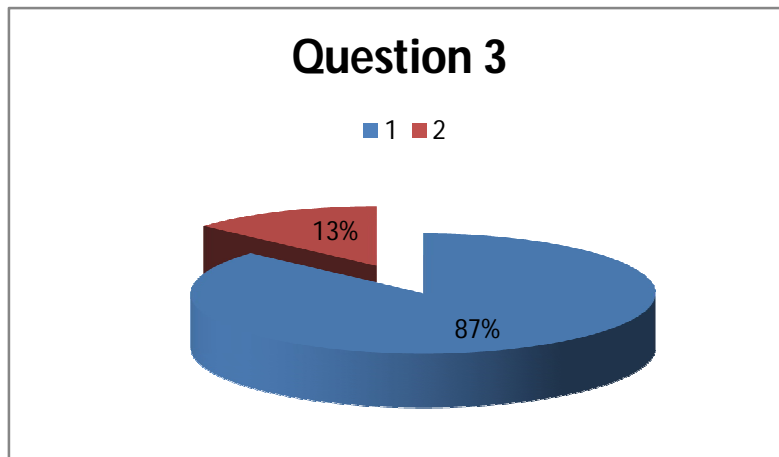
**Result analysis:**

As most of the Motel Atlantis customers' think the price is fair, I think Concord Entertainment don't have to worry about price issues for now. But some of the clients have complained about high additional charges. But additional charges for additional persons is actually a benefit for the customers because the Motel authority is allowing more than two persons in a "two person's" room and by this way family members are staying together. Now, the Motel authority should ensure that customers get the message; otherwise they would continue to think they are paying high prices for additional charges.

**3. Do you like our welcome reception?**

<input type="radio"/> Yes	<input type="radio"/> No
86.66%	13.33%

1. Yes  
2. No



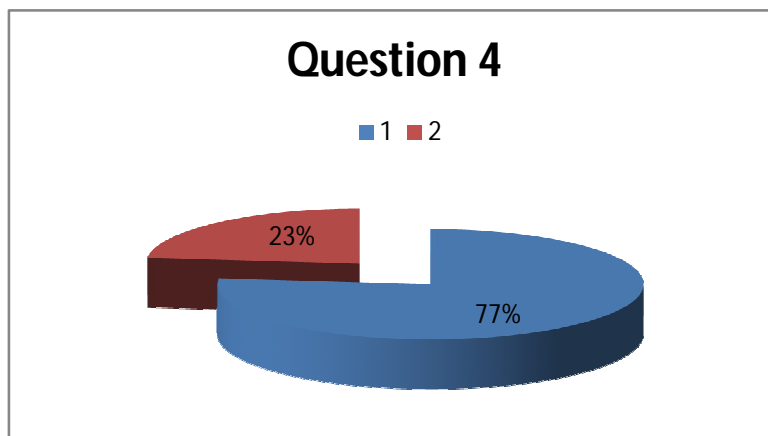
**Result analysis:**

There is nothing much to talk about this question. The welcome reception of any hotel/motel should be nicely decorated and experienced, well-mannered officials should be posted in the front desk because welcome reception is the first thing clients see and that helps him/her to develop a psychological impression. It is clear from the graph that Concord Entertainment is successful in doing so and they should make sure they will be consistent in upcoming years.

**4. Do you think our room's interior, furniture and overall conditions are satisfactory?**

o Yes      o No  
 76.66%    23.33%

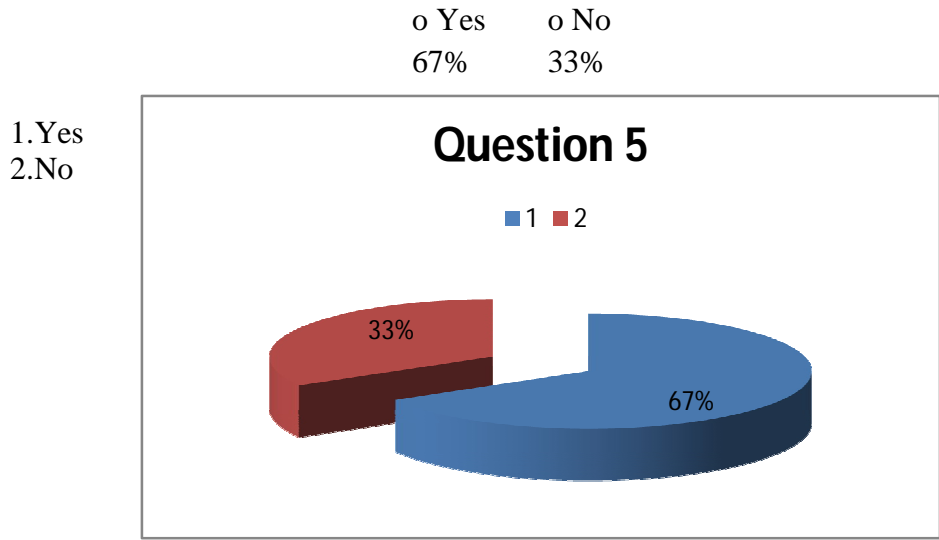
1. Yes  
 2. No



**Result analysis:**

Motel Atlantis also scored well in here. As Motel Atlantis is a new motel it's furniture and interiors are still in good condition. But regular and yearly maintenance is necessary. As Motel Atlantis have some regular customers they are tired of seeing the same furniture and interiors. So, if possible polishing the old furniture and simple changes in interiors are recommended.

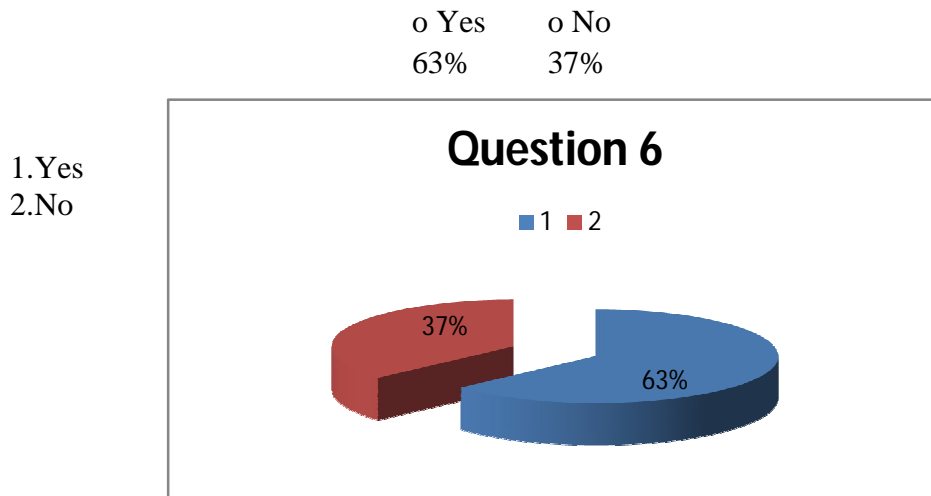
**5. Do you know that Motel Atlantis includes the facilities of Water Kingdom entry plus rides and Fantasy Kingdom entry?**



**Result analysis:**

Now this is a very important issue. The more people know about the facilities of Motel Atlantis the more they will be interested in renting rooms. So far, Concord Entertainment has been quite successful in spreading words. But they should always make sure their customers know about this facility before renting. Theme Motel like Atlantis is still a monopoly concept in Bangladesh and it is also inside of our Capital city; keeping the these advantages in mind when they will know about its Park facilities they will be more interested in renting rooms and avoiding negotiation.

**6. After check in did you find our room clean and tidy and got the food menu booklet?**



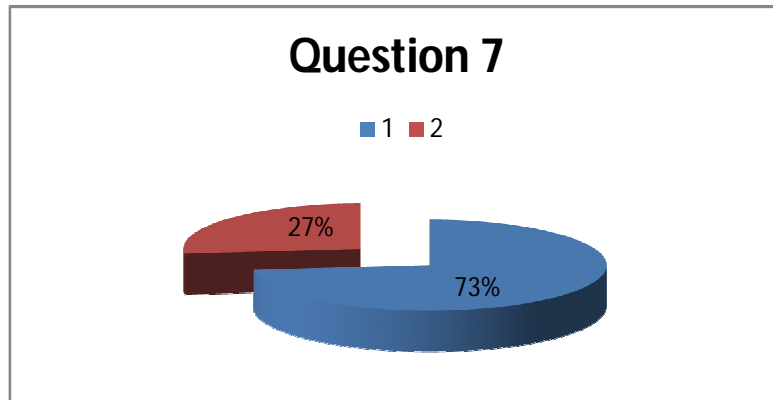
**Result analysis:**

To build a good impression about any Hotel/Motel; the Hotel management should always be prepare for its guest. At this point only 63% percent success rate is disappointing because customers want everything to be prepared when they arrive. Although Motel Atlantis is enjoying its monopoly image; issues like cleaning rooms when the guests arrive and absence of food menu booklet could create serious negative impression among the customers' mind.

**7. Do you think the Motel Atlantis management is helpful in suggesting the most appropriate room types and providing adequate information?**

o Yes      o No  
73%      27%

1. Yes  
2. No



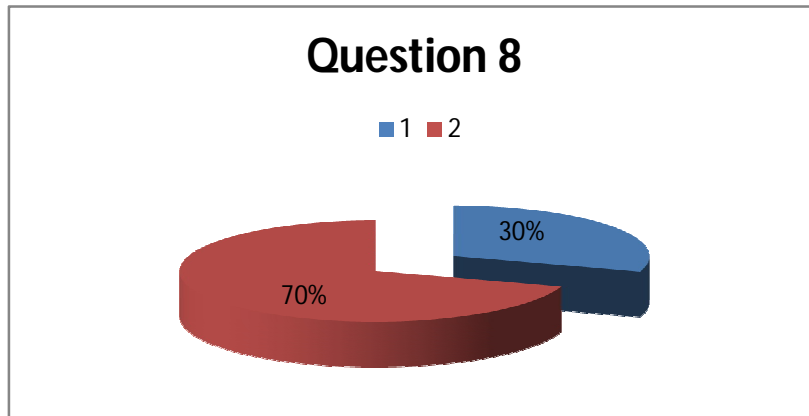
**Result analysis:**

This is a crucial issue as well because most of the customers expect cooperation and suggestions from front desk. Although Motel Atlantis has a good success rate in this issue few complaints were noted. These complaints include lack of command in English language of front desk employees and suggesting inappropriate/expensive rooms for customers.

**8. Do you think the current Food menu is enriched with varieties of food items and don't need any further inclusion?**

o Yes      o No  
30%      70%

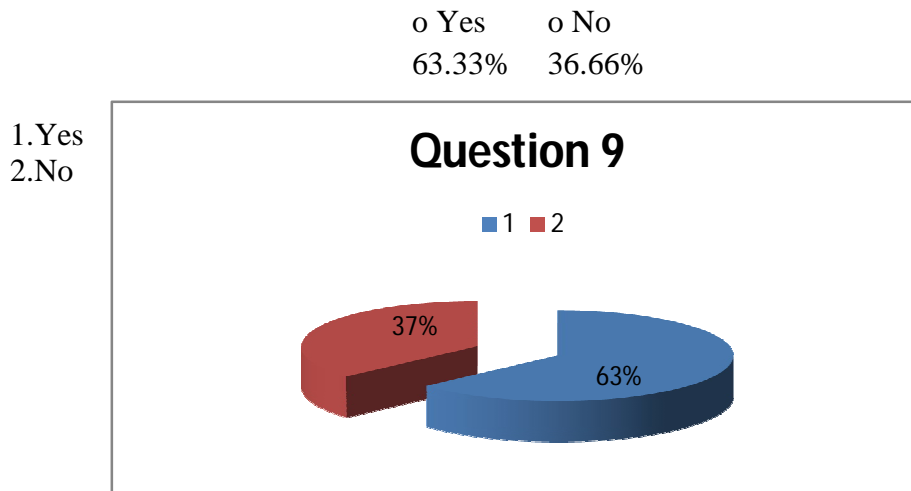
1. Yes  
2.No



**Result analysis:**

Now this is the sector where Motel Atlantis is really lagging behind. As so many complaints were noted regarding these food issues Atlantis authority should take immediate measures to resolve this issue. A star quality Motel like Atlantis can't go on with so less varieties of food items. The package food items of Motel Atlantis no longer satisfy its customers. At this point, a better menu enriched with varieties of food items like Indian, Thai, Chinese cuisine is required.

**9. Do you think Motel Atlantis and its surrounding is a great place to organize big corporate events/family picnics?**



**Result analysis:**

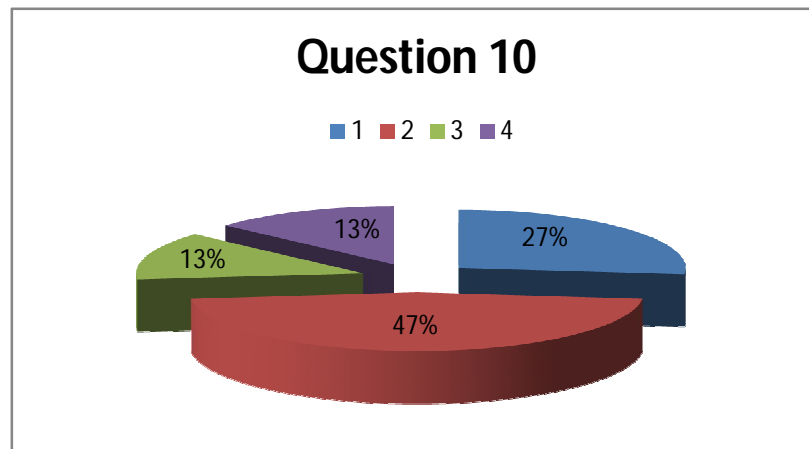
As I mentioned earlier Motel Atlantis has a great advantages over the other hospitality complexes. This is the one and only theme Motel of Bangladesh and it is also inside our capital city. Busy schedule today's corporate world doesn't allow many companies to organize corporate events outside of Dhaka city. So, Motel Atlantis could be a top preference for many corporate organizations. But it has a major drawback; it has the capacity of only 42 rooms. At this point to increase its current success rate of 63.33% it has to expand its capacity.



**10. What are the facilities do you think is most essential for Motel Atlantis?**

o Room service    o Extra facilities/Park facilities    o Food    o Room condition/decoration  
 26.66%    46.66%    13.33%    13.33%

1. Room service
2. Park facilities
3. Food
4. Decoration



**Result analysis:**

Different people valued a hospitality complex differently but for Motel Atlantis most of the people agreed in one thing. The Extra facilities or the Park facilities are the main attraction for Motel Atlantis. Rather than traveling hundreds of kilometers people find it more justifiable to have a day out in Motel Atlantis because of its Park facilities. Now, Motel Atlantis need to focus on its other facilities as well because facilities like Room service and food are crucial to achieve maximum customer satisfaction.

*11. Is there anything you can recommend us to provide better services and gain superior customer satisfaction?*

**Answer: (Recommendations)**

To provide better services and gain superior customer satisfaction, few ideas were suggested by some Motel Atlantis clients. Those suggestions are described in the followings:

1. Need Wi-Fi internet connection all over the motel area.
2. English language proficiency required at the front desk.
3. Softer beds and pillows are required.
4. Toilet tiles should be changed.
5. Make sure you are ready for your guest.
6. Quick response required.( ex- guests don't want to wait long for a cup of coffee or breakfast.)
7. Room need to be prepared before the guest arrives.

**Limitations:**

1. The target unit of 400 surveys is quite unjustifiable for a Motel with the capacity of 42 rooms.
2. Without any prior notifications about the survey from higher level management restrict the Motel employees from giving me exclusive access.
3. The unwillingness of many clients was also an obstacle to reach the target of 400 units.
4. Bangladesh Cricket Board booked Motel Atlantis for about a week which also restricted me from carrying on my survey.

## **Conclusion:**

Motel/Hotel/Resort business is relatively a new venture for Concord Entertainment Company. For the time being they are enjoying their uniqueness; as it is the one and only theme Motel of Bangladesh. And the infrastructure advantage is also significant. But through this customer perception survey many of their lacking was identified. If they don't take actions according to their customers' demand they will eventually lost their customers. Moreover, as the size of the Motel is small soon they will have to extend their operation if they want to hold a good position. Finally, for any business to survive constant renovation is required. So, positioning their Motel in only one aspect would not be a wise decision for Concord Entertainment.

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Book: Strategic Management (concepts and cases) by FRED R. DAVID

## Appendix 1(X-treme Racing survey report)

### Xtreme Racing – Customer Satisfaction Questionnaire :

#### Survey Results

*The following are the results of the Customer Satisfaction survey conducted on 12/02/10 and 19/02/10.*

**1) Gender:**

Male	Female
43	7

*\* 86% of the respondents were Male.*

**2) Age:**

Below 16	16-20	20-30	30-40	Above 40
5	14	24	7	N/A

*\* 48% of the respondents belonged in the 20-30 age bracket.*

**3) Occupation:**

Service	Business	Student	Other
10	7	29	3

*\* Non-respondents: 1*

*\*\* 58% of the respondents were Students*

**4) Place of Residence:** *Listed below are the Top 5 places where the majority of the respondents reside in :-*

*i. Dhaka - 7*

*ii. Uttara - 9*

*iii. Gulshan (1 & 2) - 7*

*iv. Dhanmondi - 5*

*v. West Rajabazar – 3*

**The other places mentioned by the remaining respondents were:**

*Komlapur, Gandaria, D.O.H.S Baridhara, Baridhara, Banani, Khilgaon, Motijheel, Shantinagar, Central Road, Mohammadpur, Indira Road, Panthapath, Azimpur, Kazipara, Shewrapara, Mirpur, Bashundhara and Chittagong.*

*\* Non-respondent: 1*

**5) On a scale of 1 to 5 where 1 represents "Extremely dissatisfied" and 5 represents "Extremely Satisfied," how would you rate your level of overall satisfaction with Xtreme Racing?**

1	2	3	4	5
3	5	7	12	20

\* 40% of the respondents were "Extremely Satisfied" with Xtreme Racing.

\*\* Non-respondents: 2

\*\*\* One respondent rated: 3.5

**7) How likely are you to recommend Xtreme Racing to a friend or relative?**

Highly likely	Quite likely	Quite unlikely	Highly unlikely	Unsure
34	15	N/A	1	N/A

\* 68% of the respondents said that it is "Highly likely" that they would recommend Xtreme Racing to a friend or relative, indicating positive word-of-mouth.

**8) How would you rate the overall quality of service, go-karts and all related Xtreme Racing features?**

Excellent	Very good	Good	Fair	Poor
21	21	8	N/A	N/A

\* 42% of the respondents rated the overall service and all related Xtreme Racing features as "Excellent" and "Very good" respectively.

**9) On a scale of 1 to 5 where 1 represents "Extremely dissatisfied" and 5 represents "Extremely Satisfied," how would you rate your level of satisfaction with Xtreme Racing in regards to value?**

1	2	3	4	5
1	7	7	21	12

\* 42% of the respondents said that they were very satisfied with Xtreme Racing in regards to value.

**10) What did you think of the layout of the track?**

Excellent	Very good	Good	Fair	Poor
5	18	24	2	N/A

Other: \_\_\_\_\_

\* 48% of the respondents are satisfied and happy with the layout of the track.

\*\* Non-respondents: 1

**11) What more features would you like to see in Xtreme Racing?**

More no. of cars	More competitions	Bigger/ longer tracks
7	9	41

Other: \_\_\_\_\_

\* 82% of the respondents would like bigger and longer tracks.

\*\* Non-respondents: 1

Open – ended Questions:

**6) What specifically are you satisfied or dissatisfied with Xtreme Racing? Please enter your response below.**

*Majority of the respondents were “Extremely Satisfied” with Xtreme Racing, hence for this question there weren’t any negative feedback or response. Many of the respondents responded by saying “Awesome”, “Very good”, “Satisfactory” and the like.*

*Those who rated lower in the previous question did however mention that the price was too high and that the race time should be increased.*

**12) How would you suggest we can make Xtreme Racing even more thrilling and exciting?**

*The answer to this question can be categorized as “Complaints” and “Suggestions”:*

**“Complaints”:**

- *Most of the respondents mentioned that it was too costly*
- *Many complained about the distance, they felt they had to travel very far and on top of that not enjoy as much since it is not quite affordable. So, even if they do want to race longer, they have their limitations due to the price, which questions the fact whether it is worth traveling so far in order to pay so much.*
- *One respondent felt that the steering wheel was too rigid and hard and also the breaks aren’t so good.*
- *One respondent said that the attendants present at the racing pit were not very helpful.*
- *A respondent complained that there weren’t all shoe sizes available. The respondent had to wear shoes that were a few sizes bigger which made it difficult and uncomfortable to drive.*

**Suggestions:**

- *One respondent felt that we can create even more of a racing environment if we have more lights and music in the racing arena. The respondent even suggested the introduction of cheerleaders if possible, to give it a more Grand Prix feel.*

- *Another said, to make the competitions free of cost. The participants who have participated before with the fastest lap time should be able to compete in the competition for free, this would encourage more customers to keep racing several times in order to get the fastest lap time so that they can enter the competition for free. The respondent also felt that we should create more branding.*
- *One respondent felt that socks should also be included as one of the racing gears.*
- *The time duration should be longer for the given price.*
- *The no. of cars should be increased and tracks should be longer.*
- *One respondent suggested that along with the existing packages, where it is priced according to no. of persons, we should introduce another package priced according to the no. of minutes a participant wants to drive.*

**Appendix 2(Customer perception questionnaire of Motel Atlantis)**



**Survey on Customer Perception of Concord's Hospitality Complex (Motel Atlantis)**

Name: .....	Cell: .....
Occupation: .....	Age: .....
Email:.....	Area:.....

1. How do you come to know about Motel Atlantis?

- Newspaper     Television/Media     Friends/relatives     Concord's brochure

2. Considering the facilities we provide do you think room rate for Motel Atlantis is fairly charged?  
 Yes  No. (Please suggest).....
3. Do you like our welcome reception?  
 Yes  No. (Please suggest).....
4. Do you think our room's interior, furniture and overall condition are satisfactory?  
 Yes  No. (Please suggest).....
5. Do you know that Motel Atlantis includes the facilities of Water Kingdom entry plus rides and Fantasy Kingdom entry?  
 Yes  No
6. After check in did you find our room clean and tidy and got the food menu booklet?  
 Yes  No
7. Do you think the Motel Atlantis management is helpful in suggesting the most appropriate room types and providing adequate information?  
 Yes  No.
8. Do you think the current Food menu is enriched with varieties of food items and don't need any further inclusion?  
 Yes  No. (Please suggest).....
9. Do you think Motel Atlantis and its surrounding is a great place to organize big corporate events/family picnics?  
 Yes  No. (Please suggest).....
10. What are the facilities do you think is most essential for Motel Atlantis?  
 Room service  Extra facilities/Park facilities  Food  Room condition/decoration



11. Is there anything you can recommend us to provide better services and gain superior customer satisfaction?

Answer:

### Appendix 3(X-treme Racing Offer)

**Dear Sir,**

Concord Entertainment Co., Ltd. has recently launched a new venture –**Xtreme Racing Go-Kart**. It is the first of its kind in Bangladesh at Fantasy Kingdom in Ashulia. Go-karting is a type of motor sport & as a free- time activity; it can be performed by almost anybody.

**Go Kart Features:**

- J & J from USA (Speed; Max 45km/hr)
- Sodi from France (Speed; Max 60 km/hr)
- Track size is 400m
- Timing by **TAG HEUER**

**Individual Rate:**

- J & J @ BDT 350 Tk ( for 6 minutes )
- Sodi @ BDT 500 Tk ( for 6 Minutes )

**Group & Corporate Packages Include:**

Package Type	Rate (TK)	Privileges
Survival Racing(for minimum 10 persons)	6,000/-	<ul style="list-style-type: none"> <li>▪ For minimum 10 persons</li> <li>▪ Use of track for 18 minutes (3 nos race)</li> </ul>
Road Burner Racing(for minimum 20 persons)	10,000/-	<ul style="list-style-type: none"> <li>▪ For minimum 20 persons</li> <li>▪ Use of track for 30 minutes (5 nos race )</li> <li>▪ Complimentary snacks for all participants</li> </ul>
Grand X-treme Championship(for 50 persons)	30,000/-	<ul style="list-style-type: none"> <li>▪ For minimum 50 persons</li> <li>▪ Use of track for 84 minutes ( 12 nos race)</li> <li>▪ Complimentary snacks for all participants</li> </ul>

Apart from the specific privileges for respective Package Type (last column in the above table) following are general privileges, common offers for all:

- Welcome Drinks
- Track Exclusivity
- Complimentary Gift for Winner

**Membership Cards Include:**

Type of Card	Rate (TK)	Individual Privileges
<b>Platinum</b> Class (membership for 1 year for 900 minutes )	40,000/-	<ul style="list-style-type: none"> <li>▪ Platinum card members will get 50% discount for the next 600 minutes.</li> </ul>
<b>Gold</b> (membership for 1 year for 900 minutes)	25,000/-	<ul style="list-style-type: none"> <li>▪ Gold card members will get 50% discount for the next 300 minutes.</li> </ul>
<b>Silver</b> (membership for 03 months for 300 minutes )	15,000/-	<ul style="list-style-type: none"> <li>▪ Silver card members will get 50% discount for the next 300 minutes.</li> </ul>
<b>Privilege</b> Card (membership for 01 months for 200 minutes)	10,000/-	<ul style="list-style-type: none"> <li>▪ Privilege card members will get 50% discount for the next 200 minutes</li> </ul>

Apart from the specific individual privileges for respective Card Type (last column in the above table) following are general privileges, common offers for all:

- A member can ride maximum 60 minutes in a visit only.
- 10% discount for accompanying guests racing.
- 20% discount on Fantasy Kingdom & Water Kingdom regular rate.
- Use of VIP lounge & VIP Toilet.
- Member can arrange any party without any lounge cost.

**Others Facilities**

- **Security** : Well Protected
- **First Aid** : Available
- **Food** : Available at actual charges

Thanking You

**Tanvir**

Intern (Sales & Marketing)

Mobile No: **01922552739**

**Appendix 4(Foy's Lake corporate offer)**

**Dear Sir,**

Concord Entertainment Company is delighted in enlisting your corporation in its client's data bank.

Since the Granton Group has been such a valuable customer to our company, we would like to offer a **special 20% discount** at our Foy's Lake Resort, Chittagong for all Grantones employees.

Our guests get to choose to stay in our 50 room Resort Hotel or if they are seeking for an outdoor escapade they can opt to stay in our bungalows located in the middle of the breathtaking hills and overlooking the lake. Keeping businesses like yours in mind, who are concerned in organizing any sort of corporate interests; Foy's Lake Resort Complex has been designed to cater to any such activities.

We are pleased to assist in any sort of corporate activities such as:

- Annual General Meeting
- Seminar

- Conference
- Corporate Day Out
- Dealers' Conference
- Farewell Party
- Retailers' Meetings
- Others


Foy's Lake Resort Complex is equipped with all the amenities required to host and hold any of the above mentioned corporate activities and more.

Our facilities consist of:

- Conference facilities
- Accommodation facilities
- Dining Hall (fully equipped)
- Ample space
- Catering
- Recreational facilities – Amusement Park and Water Park

We aspire to ensure that our valued guests leave Foy's Lake Resort with beautiful memories that they will cherish forever and keep coming back to Foy's Lake to relive them all over again. The attached file can portray more extended information. This proposal offers you a special corporate package rate which is lower than our usual. Thanks for your interests in our services, awaits your click to reply mail instant or your any future needs to come.

Regards,  
 Tanvir Ibna Shafi  
 For CENCL  
 Cell: 01922552739



The brand new Foy's Lake Resort is a unique place in Chittagong where you can stay in luxurious accommodation while enjoying the natural beauty of Foy's Lake and the entertainment of its two theme parks. Whether you are taking your kids on holiday, enjoying a corporate retreat or on a romantic break, we have everything you need for an unforgettable experience.


The Resort at Foy's Lake invites you on a journey of discovery... The Resort is surrounded by spectacular hills and picture perfect lake views. It is situated in a complex containing two theme parks (Foy's Lake Adventure Land and Sea World), restaurants, rides, boating facilities and much more. For children, we have entertainment beyond their wildest expectations; for newlyweds, the special Honeymoon Chalets provide the perfect romantic getaway, there is something for everyone at Foy's Lake. You have the choice of our 50 room Resort Hotel or our pretty bungalow style accommodation for those who want to try something a little different.

For truly lasting memories, stay at the Foy's Lake Resort with your family, colleagues or special someone and experience our legendary hospitality, impeccable service, amazing entertainment and delicious international cuisine. The beauty of Foy's Lake combined with our excellent facilities will make your holiday truly unique and unforgettable.

**Reservation Procedure:**

- At least 50% of one day's rent is required to confirm booking in advance.
- Booking has to be confirmed at least 24 hours ahead.
- Check out time 12:00 pm.

To book, please call:  
 Dhaka Office: Tel- 8833786, 9896482  
 Cell- 01913531381, 01913531527  
 Chittagong Office: Tel- 031-2566080, Fax- 031-659406  
 Cell- 01913531460-1, 01913531463, 01913531554-5




**50 Rooms with all modern amenities**

*Foy's Lake Resort @ Sea World (Water Park)*

Types of Room	Price (Tk)	Additional Person
Economy (2 persons)	Tk. 2500 Tk. 3000	Hill View Tk. 600 Lake View Tk. 700
Deluxe (2 persons)	Tk. 3500	Hill View Tk. 800
Super Deluxe (2 persons)	Tk. 4500	Lake View Tk. 1000
Suite (4 persons)	Tk. 7000	Lake View Tk. 1500

\*Room Rent includes complimentary Breakfast and Free Entry - Rides at Sea World



*Foy's Lake Resort Bungalows @ Foy's Lake*

Types of Room	Price (Tk)	Additional Person
Platinum (4 persons)	First Floor (AC) Tk. 6000 Ground Floor (Non-AC) Tk. 4500	Tk. 1000
Gold (4 persons)	Tk. 5000	Tk. 3500 Tk. 1000
Honeymoon Chalet (for Couple 2 persons)	Tk. 3000 (AC) & Tk. 2500 (Non-AC)	

\*Room Rent includes complimentary Breakfast and Free Entry - Rides at Foy's Lake  
 \*\* 5% Service Charge applicable  
 \*\*\* Prices were correct at the time of printing. The management reserves the right to cancel/change activities and prices.

**Royal Suite @ Sea World (Water Park)**

Types of Room	Price (Tk)	Additional Person
Exclusive (Duplex) (4 persons)	Tk. 20,000	Surrounded by Lake & Hill Views Tk. 2000

\*Room Rent includes complimentary Breakfast and Free Entry - Rides at Foy's Lake & Sea World

## Appendix 5(Foy's lake invitation letter)

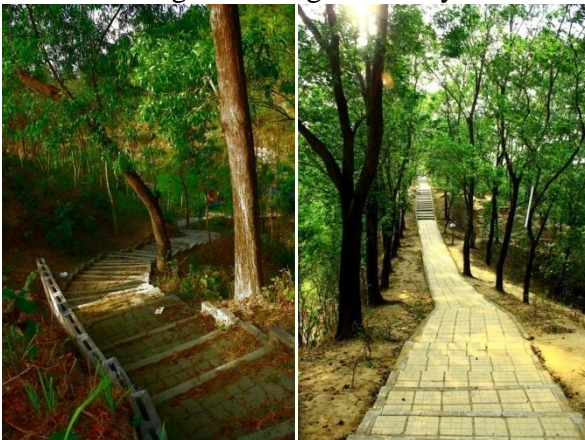
Dear sir/madam,

Sub: concord entertainment invites you to experience FOY'S lake  
 Foy's lake is a place where nature and human creation live in harmony. Although it started as a reservoir long back in 1924 it had soon become a place for relaxation for the peace loving people of Chittagong. After we (Concord Entertainment) took over this place we are committed to give you an experience of a life time. Throughout years we are proudly serving the tourists and nature loving people of Bangladesh; sometimes even outside Bangladesh. The followings are some major features we want to show to attract your attention:

- 1) **Foy's Lake Theme Park:** Just a few steps forward from the entrance gate a giant ferries wheel will invite you to our theme park. This theme park is equipped with world class quality rides which would surely give you and family members an amazing experience.



- 2) **Hiking:** The mountainous terrains surrounding FOY'S lake is an amazing opportunity for the enthusiastic hikers. So, "What about the women and children?" No worries!! Our hill tracks are formed with strong staircase, which would be good enough to take you towards the top.



- 3) **The Observation Tower:** At the top of the hills there is an observation tower prepared with a state-of-earth quality long-range telescope. This telescope can give the bird's eye view of the whole Chittagong district. This is a spectacular place to hang out in hot summer as it is one of the windiest places of Chittagong.





- 4) **Exploring in FOY'S Lake's water:** To make your holidays memorable Concord Entertainment are providing stream boats, row boats and paddle boats to venture out in the calm water of FOY'S lake. Dazzling landscapes and wild cormorants would take you one step closure towards nature.



- 5) **FOY'S Lake's sea world:** After you had a long day in FOY'S Lake with lots of adventures you are back in resort tired; you just want to a place to relax, lay down and take a deep breath. FOY'S Lake's Sea World can come up with a solution. This artificial Sea creates waves powered by giant water pump.



- 6) **FOY'S Lake Resort:** FOY'S Lake Resort is a star quality resort presented with all kinds of modern amenities and luxuries. Whether you want to have a romantic evening or a family get-together FOY'S Lake Resort is the most ideal place for it. The colorful evening sun will make your mind distant and keep you mesmerized.



Along with all those amazing experiences we also want to let you know that we are offering a 20% discount for this summer and we are expecting your lively presence.

For Concord Entertainment  
Tanvir Ibna Shafi  
01922552739

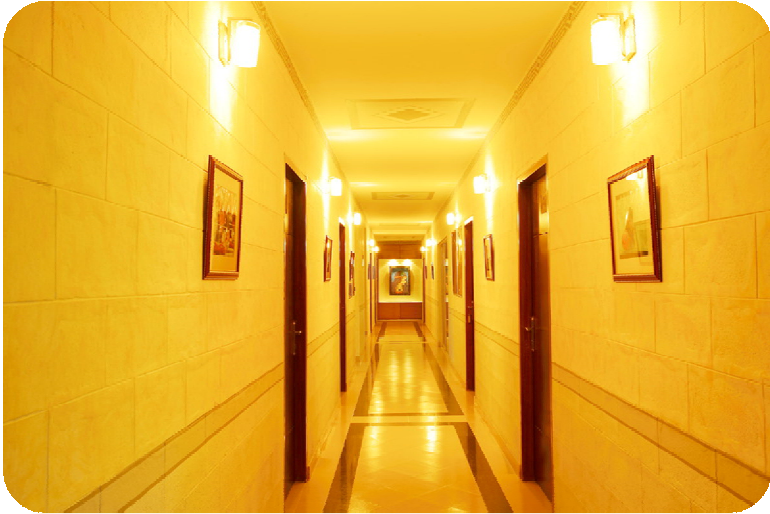
For more details call: 01913531387(Mr. Zaman), 01913531378(Ms. Razia), 9896482, 8833786(head office).

**Appendix 6 (picture gallery)**  
Motel Atlantis & Reception





Hallway



Deluxe Room



**Appendix 7 (Concord's Brochures)**



**motel**  
**ATLANTIS**

Reservation & Enquiries -  
 Telephone : 8833786, 9896482, 7701946-52  
 Mobile : 01913531381, 01913531386  
 01913531387, 01913531527  
 01913531373, 01913531547

**CONCORD ENTERTAINMENT CO. LTD.**  
 Concord Centre, 43 North Commercial Area  
 Gulshan-2, Dhaka-1212, Bangladesh  
 E-mail : motelatlantis@concordgroup.net  
 Web : www.fantasy-kingdom.net.bd  
 www.concordgroup.net

Welcome to

The first  
themed motel  
in Bangladesh

**motel**  
**ATLANTIS**

@

**WATER KINGDOM**  
CONCORD

Ashulia, Dhaka (Next to **FANTASY KINGDOM**)



Experience  
**Legendary Hospitality**  
**motel ATLANTIS**  
 at **WATER KINGDOM**

Ashulia, Savar, Dhaka (next to **FANTASY KINGDOM**)

Take a break from your busy schedule, for a truly rejuvenating experience this summer. The Atlantis is a unique getaway into a world of unparalleled luxury.

Atlantis Motel at Water Kingdom invites you on a journey of discovery. Escape to a fabulous resort in a location where spectacular landscapes, historical wonders, magnificent environment and adventurous rides promise to create memories for a lifetime. Luxurious settings, impeccable service, international cuisine and VIP treatments come together to create the perfect holiday.

Introduce your family to the wonders of Water Kingdom. Discover the colorful and vibrant Fantasy Kingdom Theme Park, the thrill of a Water Park, or simply relax at Heritage Park taking in the sights & sounds.

**Room Rent:**

Type of Room	Room Rent (2 Persons)	Additional Person
Suite	Tk. 4200 - Tk. 4500	Tk. 800
Super Deluxe	Tk. 3400 - Tk. 4000	Tk. 700
Deluxe	Tk. 3200	Tk. 600
Economy	Tk. 2800	Tk. 500

\* Room Rent includes Complimentary Breakfast and Free Entry + Rides at Fantasy Kingdom & All Rides unlimited at Water Kingdom.

**Reservation Procedure:**

- At least 50% of one day's rent is required to confirm booking in advance.
- Booking of rooms have to be confirmed at least 24 hours before the boarding.

**Call:** 8833786, 9896482, 7701946-52, 01913531381  
 01913531386-7, 01913531373, 01913531547

**E-mail:** motelatlantis@concordgroup.net



**Location Map of Motel Atlantis and Fantasy Kingdom Complex**



**Facilities within our Motel:**

- Air-conditioned Room • Cable TV
- Restaurant • Credit Card Facility
- Cyber Café • Telephone • En-suite Bathroom
- Car Parking • Laundry Service • Variety Shop
- Conference Centre and many more...

**Recreational Facilities:**

- Cinema Dolby Digital Surround Sound
- Avail exciting rides at Fantasy Kingdom & Water Kingdom
- Billiard, Pool & Air Hockey
- B.B.Q Night
- Cultural Show (Dance, Musical Show, Acrobat Show)
- Different interactive games