



Internship Report

On

THE WESTIN
DHAKA

How The Westin Dhaka Does Manage Their Events

Submitted to

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Submission Date

18/01/2018

Letter of Transmittal

18th January 2018

Ms. Tania Akter

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Subject: Submission of Internship Report

Dear Madame,

With due respect, it is great achievement for me to complete BBA Program from BRAC University and also the opportunity my university provided to compete in a corporate zeal. This is also a great achievement for me to submit my report on “How The Westin Dhaka does manage their event (from the perspective of Sales Department)”. The report is prepared on the basis of three months internship program in The Westin Dhaka at Gulshan 2 which is a property of Marriott International Hotel and Resorts. This report has been prepared to fulfill the requirement of my internship program at my assigned organization, The Westin Dhaka.

I have put my best effort and dedication towards this report as well as my workstation, from where I got my best learning and had very joyful moments with the organization. However, all the learning sources will help me to conduct similar types of studies in future.

Thank you and best regards,

Humayra Tasnim

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“I am Humayra Tasnim bearing ID 12204073 the student of BRAC Business School in BRAC University. This is to inform that the report named **‘How The Westin Dhaka Does Manage Events (from the perspective of Sales Department)’** 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 the report without prior permission.”

Humayra Tasnim

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Acknowledgement

I am very thankful to those people who were very devoted towards my internship program. All of my learning and this report is the accumulation of many people's endeavor.

Firstly, I would like to express my sincere and immense gratitude to my internship supervisor Ms. Tania Akter Lecturer of BRAC Business School in BRAC University. I am deeply indebted to her whole hearted supervision to me during the internship period. Her valuable suggestion and guidelines helped me a lot to prepare the report in a well organized manner.

I would also like to thank the authority of The Westin Dhaka to give me the opportunity to do my internship in The Westin Dhaka also teach me the trends and tactics of such international chain culture and business. Specially Mr. Md. Al-Amin (Director of Sales and Marketing), Mr. Anisur Rahman (Assistant Director of Sales and Marketing), Mr. Munirul Kabir (Catering Sales Manager), Ms. Nazifa Mumu, Senior Catering Specialist and others whose such cooperation makes me understand hotel management business procedure.

Finally I would like to thank my parents whose support makes me to enlighten my student life and career.

Executive Summary

The Westin Dhaka is one of the most luxurious hotel in Bangladesh, which is under the Marriott International Hotel and Resorts. The Westin Dhaka is situated at Gulshan 2. The Westin Dhaka has 235 room and 7 meeting rooms. It also has 5 restaurants. The Westin Dhaka, an innovation towards boost the hospitality industry of Bangladesh is successful through its hospitality management process. The six times Luxury Business Hotel Award Winner, The Westin Dhaka is serving the most diplomatic and commercial zone of Bangladesh. The loyalty towards its business operations pulls guests to stay and enjoy with amenities and refreshing ambience.

In terms of The Westin Dhaka Sales Department operation, it drives the hotel business with innovation and proactive attitudes. Catering Sales Department manages all the events for the hotel. They communicate with the clients for events like meeting, opening, and closing ceremony or wedding and birthday program. It takes some to time to do an event successfully. ISAC is the most important for the Catering Sales Department. It is software. It has all the details of an event. Sales call is also very important for the Sales Department. Each and every sales person has to attend sales call. The Westin Dhaka is loyal to its clients.

To be more oriented and go beyond the growth, The Westin Dhaka Sales follow every footprint of business

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Company Overview

Westin History:

According to Westin Hotels and Resorts Worldwide History International Directory of Company Histories, Vol. 29. St. James Press, 1999. “Westin Hotel and Resorts Worldwide is the oldest hotel management company in North America and one of the most admired. Throughout its history, the company has pioneered many hotel innovations adopted by the industry worldwide. Westin operates more than 110 hotels in 23 countries.” Westin Hotels and Resorts viewed as a standout amongst the most imaginative inn marks in the business. The fascinating history of the brand started in 1930 when match hoteliers S. W. Thurston and Frank Dupar joined to make Western Hotels, later renamed Westin Hotels and Resorts. The commencement of 24-hour room administration and lodging Visas was achievement in its opportunity and started a progression of prominent firsts. Gained by Starwood Hotels and Resorts Worldwide, Inc. in 1998, Westin prospered and presented the first-historically speaking mark bed. The 1999 dispatch of the now famous Heavenly Bed® was a reminder to the friendliness business. As the pioneer of the lodging retail slant, Westin keeps on growing its exceedingly effective endeavors on the web, in inns and in stores. Westin was the principal inn organization to increase national retail location nearness when Nordstrom started conveying its Heavenly® line in more than 60 stores across the country. With a pledge to make an agreeable, wellbeing advancing condition, Westin came out on top with its 2006 presentation of a sans smoke approach and was additionally the first to offer in-room spa medicines at all lodgings around the world. Westin perceives that travel frequently impacts a visitor's capacity to keep up a sound way of life and is focused on changing each part of a stay into a renewing knowledge. Offering a suite of mark projects and encounters, the mission at Westin is to leave visitors feeling superior to anything when they arrived.

The Westin Dhaka

The Westin Dhaka is asserted by Unique Hotel and Resorts Limited. This is one of the prime undertakings of The Unique Group. The Unique Group in Building a universe of euphoria, peace and thriving through its honest to goodness and sincere undertakings by making things,

organizations, and workplaces in the zones of Real Estate and Housing. Electrical Power Plants, Air Travel, Aviation Services, Tourism, Recruiting Manpower, Vocational Training, Ceramic Products, Hotel Services, Lodging Finance and Investment Services, Hotel Services and through different business and mechanical errands. With its unpredictable endeavors and multi configuration activities and it's consistently developing activities close by and its obligations in new fields, the Group needs foundation of a sound money related structure for the Country which is fundamentally required for the prosperous advancement of the nation. The Westin Dhaka is an option that is other than a hotel. It's the place guests are grasped and feel this is the place they can be their best. Exactly when guests arrive, they feel the Westin atmosphere and are welcomed by has who empower them to get the most out of them remain. Westin not simply serve in Bangladesh yet it moreover serve in different countries. For example USA, Spain, Germany, Canada, China, Greece, Pakistan, India, Malaysia, Croatia and so forth. In the field of the neighborliness business of Bangladesh the Westin Dhaka is one of the world class properties which give all inclusive standard help of its guests and customer. The basic target market of Westin is the outside people, the business top dogs of both home and abroad and the upper-advantaged people of Bangladesh. The Westin Dhaka is the most expensive 5 star holding up in Bangladesh and to work successfully they isolate their activities into 10 remarkable workplaces. It offers the two things and organization in order to satisfy their customers and fabricate a strong relationship with their enduring customers. The cabin has 241luxurious guest rooms (235 are sellable), including 23 suits and a presidential suite. The Westin Dhaka has six brand standard diners and bar. These are: Daily Treats, The Lobby room, Seasonal Taste, Splash, Prego, and Prego Bar. The hotel offers some contemporary meeting and assembling settings including the Westin Grand Ball Room which is separated into 3 sections dance hall 1, dance hall 2 and dance floor 3. Also, Bronze room, Silver room, Gold room, Portofino and Business Center Room are for meeting. The Westin joins two sorts of activity and those are-Female Workout and Unisex Workout. Other than these, it moreover consolidates spa, dress, swimming pool, free web examining, and different organizations. They do progressions by giving advancement on day by day paper and on the web. In addition, they focus on cutting edge promoting through face book, twitter in order to pull in the remote people most. They offer particular groups to different customer according to clients taste and slant. Remembering the ultimate objective to discover and fulfill the need and wants of the buyers, the Westin Dhaka takes after GEI (Guest Exportal

Index) and GPS (Guest Personalization Service) framework. Westin is especially stressed over their dependable customers and to keep up an OK relationship with the customers they lead relationship thinks about. For Westin, offering the best friendliness and quality advantage is the inside anxiety which is kept up by its accomplices and furthermore all different delegates.

The Westin Dhaka is one of the finest lodging in Bangladesh situated in the Gulshan Avenue in Dhaka. The Hotel has 235 all around delegated Guest rooms and various F&B alternatives with a throughout the day eating, a strength Italian outlet, a parlor bar and a pool side parlor, with a 14000 Sq. Feet of Meeting and Banqueting office. The lodging likewise gives the offices like an outside warmed pool, a Spa and a Fitness focus. Being the best in its class in Dhaka The Westin Dhaka is only 20min Minutes from the Hazrat Shahjalal International Airport and 8 kms far from the authentic Bahadur Shah Park Memorial. Henceforth the property says safeguarding health in travel keeping up an ideal harmony between both business and relaxation.

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

9	BC Meeting room	L	11.0' x 9.0'	8.0'	250	-	-	-	10	-	-
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Seasonal Tastes:

Seasonal Tastes offers a broad Bengali smorgasbord for breakfast, lunch, and supper, and also individually benefit throughout the day. This inventive and intelligent mark eatery moves a feeling of experience in a warm, welcoming setting. A cool blue radiance floats over the contemporary space, bringing out the bend of a globe. From our live stations, watch our master gourmet experts get ready crunchy tempura on the nation's just Molteni station, pull hot kebabs from the oven, cut sushi and sashimi, and skillfully work the wok with mix seared vegetables and proteins. The new Asian passage is supplemented by a determination of wines from around the globe, handmade mixed drinks, and premium espressos Jing tea. For the wellbeing cognizant, we gladly coordinate sustaining Super Foods choices, and Westin Fresh by The Juicery has a collection of sound juices and smoothies. Our menu likewise incorporates kid's top choices, for example, chicken strips and potato wedges. Private eating bookings for up to 30 visitors can be made with the eatery in the adjoining Gold and Silver Rooms.

Cooking: Asian

Hours of Operation:

Daily: 6:00 AM - 11:30 PM

Climate: Warm and Relaxed

Setting: Comfortable seating with live cooking stations

Open air Seating Available: No

Serving Style: Buffet

Clothing standard: Smart Casual

TLR:

Lounge's plush orange chairs alongside lush greenery and soaring windows, delicious latte, sushi counter with fresh sushi and sashimi.

Cuisine: Coffee

Operation hours:

24 hours

Atmosphere: Casual

Setting: Lobby Lounge

SPLASH:

Situated nearby the outside pool and a charming waterfall, Splash is a casual setting for beverages and light toll. Reestablish yourself with a protein shake or power sponsor. Our mark mixed drinks have been fastidiously created from the finest spirits, alcohols, and occasional new natural products, and an extensive determination of global wines is additionally served. Fulfill your longings with generous burgers and sandwiches.

Cooking: Continental

Operation Hours:

Daily: 7:00 AM - 12:00 AM

Climate: Relaxed, Resort-Like

Setting: Poolside Cabana Bar

Daily Treats:

Daily Treats is a casual café with delicious desserts, breads etc. It is located at the ground lobby. Customer come here to get some refreshments and to have some lively conversation which is illuminated by light reflecting off sleek metal and tile décor.

Cuisine: Fast Food and Desserts.

Operations hours:

24 hours

Serving Style: A La Carte

Prego:

Prego is the Italian restaurant of The Westin Dhaka. It is located at 23rd food. It's providing A la Carte menu. There are so many Italian foods in the Prego menu. Prego has a separated private meeting room which can accommodate 20 to 25 people. Prego also has a bar which is called Prego Bar.

Cuisine: Italian

Operation hour: Daily 12:00 PM – 11:00 PM

Serving Style: A La Carte

Introduction:

The franchise company may offer to provide management services to franchisees. Marriott International, Inc., for example, manages about 50 percent of all hotels that carry the Marriott flag under 20-year contracts. Independent management companies manage the remaining hotels under long-term management contracts of up to ten years' duration, often with several five-year renewal options. According to Dr. James Canton, "As one of the strongest drivers for change in the event industry, technology plays a prominent role in the planning and management of events. A report on the Hotels of the Future involved working with a leading think tank and members, how future trends will impact on hotels by 2060". In the past couple of decades, festival and event tourism has been one of the fastest growing sections of the world leisure industry (Getz, 1991; Nicholson & Pearce, 2001) and has received increasing attention by academic researchers. In addition to commonly targeted topics such as economic impact, marketing strategies of mega-events, and festival management (Getz, 1999; Gnoth & Anwar, 2000; Raltson & Hamilton, 1992; Ritchie, 1984), there is a growing stream of research focusing on the motivations of attendees. It is hard to give a single universal definition for a luxury hotel for the simple reason that it is even harder to first explain what exactly is entailed in the word luxury (Danziger, 2005).

Objectives:

Broad Objective

The main objective of this report is based on all the sales services of The Westin Dhaka especially how they are managing any events at their hotel. The BRAC University's BBS required at least one student needs to work in an organization for three months to gain practical knowledge about real business operation. The objective of this report is to know the whole operation system and overall process of Sales and Marketing department. To know the problem while organizing the events. To present and know an overview and the requirements for events

Specific Objective

- To know the overall process of The Westin Dhaka
- To know how The Westin Dhaka manages their events
- To know how The Westin Dhaka build customer relationship

Methodology:

All the organization has their own rules and regulations. My methodology was collected from below

- Consultation with the Head of the department.
- Files and Folders.
- Websites
- Practical work at Sales department
- Face to face conversation with the associates.
- Direct observation.

Limitations:

There were some problems and limitations I have face in my internship program. Like, no one wants to share their company secret and some methods to the interns. But I have tried my best to get some of things to make a good internship report. The limitations are

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

Literature Review:

When looking at tourism it's important to consider the term hospitality. Some define hospitality as "the business of helping people to feel welcome and relaxed and to enjoy themselves" (Discover Hospitality, 2015, ¶ 3). Simply put, the hospitality industry is the combination of the accommodation and food and beverage groupings, collectively making up the largest segment of the industry. Luxurious experiences are largely interconnected with each person's hopes and dreams, which, as described in utterly fancy terms by some scholars, are tied to individuals

striving to reach self-actualization and self-fulfillment through greater knowledge, appreciation of beauty, spiritual sophistication, peace, art, culture and aesthetics (Michman & Mazze, 2006). This makes “luxury” a highly subjective notion since people are different regarding ethnical belonging, culture of origin, educational background and personal experience (Becker, 2009). One person’s luxury can be another person’s necessary, vice versa. Nevertheless, the lexical abstractness did not stop researchers from trying to understand it and many have talked about their study results about luxury ideals in published articles, each having a unique angle (Talbot, 2004). Danziger (2005) categorized luxury into four dimensions that place luxury ideals into perspective, that is, “luxury as a brand”, “luxury as luxe product features”, “luxury as non-necessities”, and “luxury as the power to pursue your passions”. Obviously, luxury hotels, as substantial existence of certain established luxury brands, fall into the “luxury as a brand” category, which is about individuals consuming luxury products and services because they are perceived as a symbol of luxury and the best quality (Danziger, 2005). According to John Wiley and Sons Hotel Management and Operations “The OPM develops and manages the preopening budget. This budget typically consists of three major categories; labor cost (40 percent), sales and marketing efforts (40 percent), and miscellaneous (20 percent).” Moreover, Sales and marketing activities comprise advertising, collateral, public relation and travel to see clients. According to Minghetti, Valeria on Building customer value in the hospitality industry towards the definition of a customer centric information system Source: Information Technology & Tourism, Volume 6, Number 2, 2003, pp. 141-152(12) Increasing occupancy rates and revenue by improving customer experience is the aim of modern hospitality organizations. To achieve these results, hotel managers need to have a deep knowledge of customers' needs, behavior, and preferences and be aware of the ways in which the services delivered create value for the customers and then stimulate their retention and loyalty. In this article a methodological framework to analyze the guest–hotel relationship and to profile hotel guests is discussed, focusing on the process of designing a customer information system and particularly the guest information matrix on which the system database will be built. Also, Breffni M Noone 1 April 2003, said that A number of authors have advocated a move towards integrating customer relationship management (CRM) and revenue management (RM). The implications of integrating CRM and RM strategies in the context of the hotel environment, however, have received little attention. The key questions that need to be addressed are: who should be targeted

with CRM efforts and how will those efforts affect the RM process? This paper examines the relationship between CRM and RM. By means of the lifetime/profitability approach to customer segmentation proposed by Reinartz and Kumar in 2002, the appropriate customer segments to target with CRM efforts are identified and a supporting RM strategy is outlined for each segment. These include traditional RM, lifetime value-based pricing, availability guarantees and short-term and ad hoc promotions. The impact of these RM strategies on business processes in relation to customer segmentation, demand forecasting, information systems management and human resource management is addressed.

Project Part

How The Westin Dhaka Does Manage Events

Lead Management:

Lead Merchandise:

Lead management is an arrangement which covers the exercises regularly performed by the Lead Merchandiser, understanding that the part and title of the person that carries out these exercises may vary by lodging. The Lead Merchandiser is mindful for guaranteeing Starwood necessities are taken after for all approaching leads.

- All leads must be entered in database framework as they are received.
- All leads require to be relegated to the redress Vender concurring to the hotel's built up deals sending arrangements.
- Once a property gets a lead, the Lead Merchandiser is dependable for informing the suitable vender of the approaching lead.
- Once a lead is entered in database administration either on-property, a property contact must be allotted in the cite. A notice email is naturally sent to the property contact.
- If the lead is made on-property, the Lead Merchandiser will relegate the dealer and a notice will naturally be sent to the vender. The Lead Merchandiser must inform the doled out Dealer when a lead has been relegated to them.
- Leads ought to continuously be entered beneath the Account Title. In the event that the lead comes from a third party, the third party ought to be entered in the "Auxiliary" field.
- Weekly reviews ought to be performed all leads:

These reviews must incorporate checking the taking after:

- Decision Date
- Booking Status and Likelihood Rating
- Lead Source o Market Portion
- Opportunity Type
- Revenue Office
- End Client Account

Leads Qualifications:

In order to best meet the needs of clients and proprietors, leads must be appropriately qualified to guarantee they are allotted to the adjust Seller with the greatest sum of data conceivable. This arrangement applies to all leads.

Telecom Leads:

Calls from clients to the inn or a limited time number will be exchanged or replied straightforwardly by the Deals office.

- Any data with respect to the lead that has been gotten by the Lead Merchandiser must be passed on from the Lead Merchandiser to the Dealer to dodge duplication.
- Depending on the showcase setup, the taking after strategies may be utilized to exchange data:
 - Face to confront conversation
 - Entering data into database
 - Email
 - Phone discussion
- The accepting dealer ought to welcome the client, affirm common necessities, and inquire reservation to check availability.
- If favored dates are accessible and the trade fits with the hotel's deals technique, rates ought to be cited and the Vender ought to guarantee that a property TLGO (Top Line Gather Optimizer) examination has been completed and endeavor to shut the trade.
- If favored dates are not accessible and substitute dates are not conceivable, the Dealer ought to offer to Group HOT the lead another Starwood property.

Property Walk in Leads:

A "walk-in" client is characterized as one who arrives at an inn without an earlier contact or an arrangement and wishes to see the property and/or meet with a Vender. Walk-in clients are most frequently asking almost a social catering occasion. Walk-in clients must be welcomed by a part of the Deals Group or an interchange assigned by the Chief of Deals and Promoting inside 15 minutes of entry.

- All walk-in leads ought to be entered in database as a "Walk-In" action type
- Front Work area role typically a walk-in client will go specifically to the Front Office area for heading.

The Front Office area ought to react as follows:

- If the client visits when the deals office is accessible, The front office area ought to inform the sales division that the client would like to conversation to somebody almost potential business.
- A member of the sales department will talk to the client to decide whether it is a gather, relaxation or social catering commerce request and send the suitable vender to meet with the client in the campaign based on the current sending, or o The client can come to the deals office to speak.
- If the client visits when the deals office is not accessible such as end of the week, night,
- The client ought to be alluded relate assigned by the DOSM.
- This assigned relate ought to total request shape and forward it to the fitting Lead Merchandiser or DOSM concurring to lodging deployment.
- If the lodging has a common lead inbox the assigned relate may send leads through that inbox.
 - Sales group coverage
 - The client ought to be met by the suitable Dealer per the arrangement built up the DOSM such as group/leisure/transient/catering.
 - If the suitable Dealer is not accessible, the client will be welcomed by and meet with another Vender, as decided by the scope built up by the DOSM.
 - Coverage ought to be recorded and surveyed on a customary premise.
 - If fitting to the hotel's sending, a Facilitator or Authoritative Collaborator from the sales department may welcome the client and assemble starting points of interest some time recently presenting the Vender to the customer.

It is recommended that hotels with a history of tall walk-in volume have an everyday scope schedule.

- Meeting with Deals Agent
 - The Dealer will sit with the client to get it the particular needs for the proposed event/meeting.

- The Sales person will visit the lodging with the client, going to an assortment of suitable visitor rooms and assembly space that needs their needs, and highlighting the highlights and benefits of the hotel.
- If favored dates are not accessible but interchange dates are conceivable, look for substitute dates, cite and endeavor to close.
- If preferred dates are not accessible and substitute dates are not conceivable, endeavor to Team HOT to another Starwood property.
- The Vender ought to give the client with lodging data counting contact subtle elements for either themselves or the suitable dealer (in case the sent Dealer was not available).
 - After the assembly with Sales
- The inn ought to treat walk-ins as a coordinate lead. Based on the customer's ought a proposition to be to arranged counting estimating and subtle elements laying out the inns capacity to meet their needs.

Sales Office Scope for Approaching Leads

When lead is gotten by lodging and the conveyed Dealer is inaccessible, the lead ought to be incidentally secured by another qualified part of the Sales Team. Unless particularly asked by a client that is already known to a deals supervisor, the client ought to not be sent to voicemail. Approaching phone leads when a deals chief is not inquired for by title ought to never be exchanged to a voicemail. A suitable near to the call will incorporate giving the rectify Seller's title, contact data and a gauge with respect to the return of the call. The lead will be doled out to the unique, missing Vender, but the helping chief will be given get to the lead, and so all data can be noted.

The strategy by means of which leads are reacted to impacts the to begin with impression a client has of Starwood. It is vital to guarantee leads are reacted to concurring to the customer's ask or inclinations.

- It is inn approach that all leads get a reaction from the fitting Vender inside 24 hours or as particularly expressed by the client.
- If a customer's inclinations are obscure, leads ought to be taken after up by phone call.

- Customers that contact a part of the deals group through email ought to to begin with be reacted to with an individual phone call unless the client particularly demands something else.
- Initial reactions to leads by means of email ought to incorporate the following:
 - A personalized greeting
 - A point by point reference to their group/needs
 - Through proofreading
 - A signature containing the Vender title, title, property title, phone number and email address

ISAC Starwood:

ISAC (Integrated Sales and Catering) is a sales and catering software framework utilized by Marriott Hotels globally. Among the key advantages of this framework is its worldwide database of records, contacts, and client history, enabling our venders and occasion servicers to give remarkable encounters to the greater part of our clients and visitors. ISAC Help is the place you can discover well ordered guidelines, best practices, and SOPs to help clients in the framework. In ISAC catering team keep booking about events like dates, times, venue, number of guests etc.

ISAC Account:

To get an access of ISAC associates needs ISAC accounts by applying to Marriott. It took few days to get and ISAC account. Only catering department can use ISAC

Sales Calls:

1. Each sales person must submit sales Plan for the approaching week each Saturday and day by day deals answer to Director of Sales and Marketing.
2. All Sales Team Members must be out of the workplace by 11:00 a.m. to begin their business gets back to and should be in the workplace by 5:00 p.m.
3. Every Sales individual must visit least of five records deals call for every day or thirty records for each week.

4. Every deal work force must guarantee that covering records will be augmented. One organization with a few divisions is considered one record. An individual deals call to every division will be considered as one call.

Tele calls:

1. Each sales individual must do a base tele call of fifteen records for each day or ninety records for every week. Estimation ought to incorporate support calls, prospecting calls and request calls.
2. Every sales team must keep up an expert picture when managing customers by and by or by means of telephone.

Client Entertainment:

Entertaining in-house or at another Marriott property is favored over entertaining at an off-site scene since it gives dealers the opportunity to exhibit The Westin Dhaka's offerings. Be that as it may, there are times when it is fitting or fundamental to engage clients off-site.

The associates will be mindful for any cost sum over the endorsed restrain.

Booking:

After meetings when the client want to do an event at our hotel at first we see that if the venue is available or not on ISAC then we kept the booking on ISAC.

Quotation:

After keep booking on ISAC we send a formal quotation by email to our clients with the venue charge, date, time, event name, venue name, cut off days etc.

Event Order:

After the confirmation of the event we create an EO or Event Order. At first we create the EO from ISAC. All the event details has been written in the EO like venue, time, date, venue price, menu, menu price, payment method, amount of payment, contact person etc. It also need for the advance payment.

Event:

After the finalization, through the communication with the client, the event has taken place.

Job Responsibility

Designation

The leading portion of The Westin Dhaka internship program assigns an Intern as a Trainee which allows the program to bolster an understudy to construct a career with the hospitality industry.

Roles and Responsibilities:

Database Management:

Syncing and upgrading database of contacts such as restaurant cards, visitor assembly and trade cards and too from deals group cards.

Inventory Management:

List down all promoting collaterals and deals inventories such as brochures, offer sheets, limited time things, endowments, benefit card box and outlet, pennants and others related to deals and promoting and allow report in each week.

Coordinating:

Coordinating with the catering department and do their works by helping them on sending quotations to clients, pickup calls, keep booking in ISAC etc.

In-house meeting:

Only I have stay at the office to attend the in-house meeting whenever everyone is at outside sales call.

Tele sales call:

Managing with all tele calls approximately any occasion and room booking and report to catering deals division for occasions and reservation group for room bookings.

Event Servicer:

I always worked as an event servicer. My seniors always give some leads of some smalls meetings to me to handle or they always give me the task to create the event order by communicating with the client.

Analysis

Analysis:

After Three month research I came to know that The Westin Dhaka follows very strict rules on providing their information. They do not want to share their financial status to an intern. Their process of work is very hard all the associates work very hard to make The Westin Dhaka no. 1 hotel in Bangladesh. The Sales Department is a very important department of the hotel because all the revenues of the hotel come from this department. The sales team always follows ISAC software to manage any event even a short meeting because it's linked to the Marriott International. All the Marriott hotels catering team follows this ISAC. Sales team is the only team which is directly connected to the customers. They always try to make happy to the clients. Also, they want to make sure that their client will always do events on The Westin Dhaka by building a good customer relationship by communicating with them always by sending gifts etc.

SWOT Analysis of The Westin Dhaka

SWOT analysis mainly refers to assessing or evaluating the overall company strengths, weakness, opportunities and threats. The SWOT Analysis is given below

Strengths

- It has strong and reputed parent company which has operations in 73 countries and with over 650 hotels and resorts under its umbrella
- Excellent facilities for corporate travelers with spacious meeting, conference and banquet space
- Use of technology reduced the time consumed in negotiating and booking rooms.
- Excellent internet service with up to date information on reservation, rooms and rates

Weakness

- More focus on local markets and sales teams effort were concentrated on servicing and cultivating local decision makers
- No combined effort as a corporate, which limits the contacts and in turn the business
- Limited proportion on expenditure budget is allocated advertising
- No coordinate across sister hotels

Opportunities

- Can standardize global rate with presence over 73 countries
- Tie up with big corporate business houses for providing travel and accommodation facilities in any of their hotels around the world
- Social media marketing can be used to reach out more prospective customers and not only the corporate business house

Threats

- Intense completion among the international hotel chains
- Shrinking market conditions
- Changing travel management trends

Competitive Analysis

Competitors

The Westin Dhaka has some competitors in Dhaka city where all the hotels fight against each other to take the top position. The competitors name are given below

- Le Meridian Dhaka
- Radisson Blu Dhaka
- Dhaka Regency
- Pan Pacific Sonargaon
- Four Points by Sheraton
- Amari Dhaka
- Lakeshore Hotel

Sometimes for other hotels The Westin Dhaka loses some business because

- The Westin Dhaka's Grand Ballroom is not as much bigger as Radisson Blu and Le Meridian's ball room.
- Sometimes for the high room rates of The Westin Dhaka customers go to the 4 or 3 star hotels.

- For the 100 percent occupancy at The Westin Dhaka they loses more big business
- Also for the traffic jam they loses some business like the clients who lives at Dhanmondi area the go to Pan Pacific Sonargaon for time consuming
- Many international clients stay at Le Meridian Hotel because it is near to the airport and the travelling is easier than The Westin Dhaka.
- Sometimes the sales team forgets to follow up for that many clients go the other hotels.

Porter's five forces analysis

Threats of New Entrants

- Hilton
- J.W. Marriott Hotel
- Hyatt Hotel
- Holiday Inn Hotel

Industry Rivalry

- Le Meridian Dhaka
- Radisson Blu Dhaka
- Dhaka Regency
- Pan Pacific Sonargaon
- Four Points by Sheraton
- Amari Dhaka
- Lakeshore Hotel
- Sheraton Hotel

Bargaining power of Suppliers

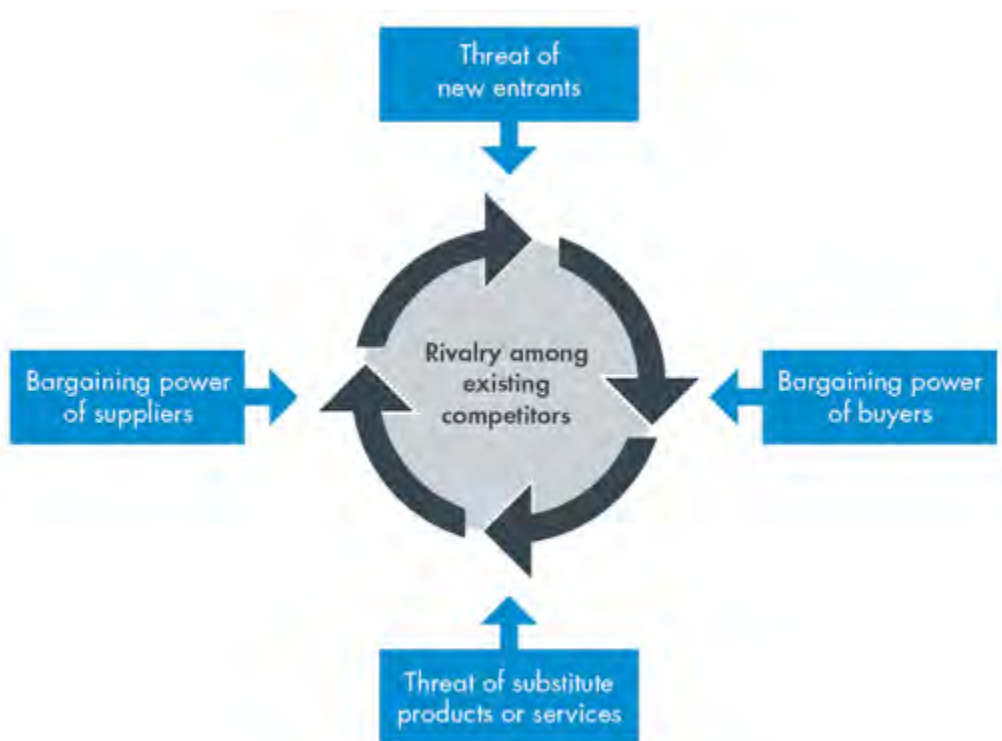
- Le Meridian Dhaka as The Westin Dhaka is a well established brand and the suppliers gain more by coming in Business relationship with such brand

Bargaining power of Customers

- Dependency on key accounts and intermediates who provide volume business and negotiate with lower price like Four Points by Sheraton

Threats of Substitutes

- Guest House
- Lower Star Hotels
- New entrants



Findings, Recommendations and Conclusion

Findings:

During internship program it was moreover assigned me to discover out the missing of showcasing and deals operation as well as construct unused methodology to be more productive. In case of showcasing operation

- It was found that inventories did not oversee in an appropriate and recorded way. So, in some cases some collateral found misplaced or existed. So, building a manual stock database was difficult.
- Collateral such as Offer sheets, benefit card's brochure were not set up concurring to the Brand Benchmarks of Westin as well as a few botches in substance development.
- Database administration framework is manual so that it is time expending to enter all visitors information in a manual sheet.
- For other divisions promoting errands or for a plan there have no demand step to take after, which makes mess of default promoting tasks.
- The redesign of showcasing contraptions such as camera, advanced shows, illustrations and showcasing computer are not happened yearly as well as the viability of these.

In case of sales operation

- Media checking and prints are not taken after. So that numerous formative trades are blowing absent from The Westin Dhaka.
- The offering strategies of benefit cards are not proficient and successful. For that reason, as it were the to begin with review dependability card is offering not the other two cards.
- Regarding offer sheets deals group is not concern approximately to supply the visitors which does not make any sense to verbal communication with guests

Recommendations

This portion is arranged based on the discoveries so that The Westin Dhaka Promoting and Deals Operation can be uplifted.

- Regarding Stock administration The Westin Dhaka can keep up extra program which can keep record of all inventories of entirety year. It is too imperative amid remodel of property.
- For collaterals The Westin Dhaka can keep up store for off-brand things and keep up a database which has data with respect to entirety property brand situating.
- Besides Starwood, The Westin Dhaka can keep up their claim database framework with an extra highlight which has take after up alternatives to the accounts. By these activity sales group can too be profited.
- There ought to be a demand frame for extra work done so that the default errand of promoting can be more efficient.

Conclusion:

The Westin Dhaka is the leading 5 star hotel in Bangladesh by serving best selling and marketing services to its customer. Customer shows their interests by doing business with The Westin Dhaka. The Westin Dhaka is a superior name in the world which located in the diplomatic and commercial zone in Gulshan, Dhaka. It is now in no.1 position in Bangladesh with its talent and facilities by performing very well in the hospitality industry from the beginning. The Westin Dhaka carefully selected their every aspect carefully to create emotional connection with the guests. The reasons why guests can a soothing retreat at The Westin Dhaka is the sensory warm lighting, beautiful botanical arrangements, signature music and calming scent. Moreover, as a driving brand of Starwood Lodgings and Resorts all Westin takes after the same brand and communication guidelines that indicate its realness. The way The Westin Dhaka takes after its guest's impressions, like the way it takes after each and each working methods. The Westin Dhaka's promoting communication and open relationship methods demonstrated how it takes after they prepare to pick up past the capacity. Promoting and PR Communication revive visitors to be faithful with The Westin Dhaka.

Finally, an excitement and advancement towards The Westin Dhaka Sales and Marketing working strategy drag visitors to appreciate with The Westin and thrust to be faithful with The Westin.

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