Report On
An Enriching Experience at *Astute Horse*

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An internship report submitted to the Department of English and
Humanities in partial Fulfillment of the requirements for the degree of
Bachelors of Arts in English

Department of English and Humanities
BRAC University
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Declaration:

It is hereby declared that

1. The internship report submitted is my own original work while completing degree at BRAC University.

2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.

3. The report does not contain material, which has been accepted, or submitted, for any other degree or diploma at a university or other institution.

4. I have acknowledged all main sources of help.

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ACKNOWLEDGEMENT

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Glossary:

Grey Literature Grey literature (or gray literature) is materials and research produced by organizations outside of the traditional commercial or academic publishing and distribution channels.

Panopticon The panopticon is a disciplinary concept brought to life in the form of a central observation tower placed within a circle of prison cells. From the tower, a guard can see every cell and inmate, but the inmates can't see into the tower. Prisoners will never know whether they are being watched.

Mediascape The term "mediascape", coined by Arjun Appadurai (1990), refers to the electronic and print media in "global cultural flows". For Appadurai, mediascape indexes the electronic capabilities of production and dissemination, as well as the images of the world created by these media

Chapter 1

Introduction

Marketing has always been about connecting with your audience in the right place, at the right time. That means, for connecting with the audience one needs to grab their attention where they are already spending their time. Nowadays, it's more likely on the Internet, which introduces the concept of Digital Marketing. Digital Marketing is any form of marketing that exists online. This encompasses all marketing efforts that use an electronic device or the Internet. Businesses leverage digital channels such as search engines, social media, email, and websites to connect with current and prospective customers.

The best digital marketers have a clear picture of how each digital marketing campaign supports their overarching business goals. If you are using social media networks online content creation or email to support your marketing efforts, then you are already leveraging digital marketing. A few other common digital marketing tactics include marketing automation and Search Engine Optimization (SEO). Digital marketers are in charge of driving brand awareness and lead generation through all of these digital channels. They usually focus on a different key performance indicator (KPI) for each channel so they can properly measure the company's performance. A digital marketer who's in charge of SEO, for example, measures their websites "organic traffic". That traffic is coming from visitors who discovered your website from a Google search.

Today, Digital Marketing is carried out across many different roles in small companies. One marketing generalist might own many of the tactics described above in larger companies. These tactics have multiple specialists who each focus on just one or two of the brand's channels. Digital Marketing can work for any business and in any industry, regardless of how big your company is or what you sell investing in a digital marketing strategy can help you grow better. It just needs some additional help in getting started with Digital Marketing. For a successful advertisement there should be targets to:

- ❖ Get attention

- ❖ Focus on the customer

- ❖ Stress benefits

- ❖ Differentiate your product from the competition

- ❖ Prove its case

- ❖ Establishes credibility

- ❖ Close with a call to action

I am a student of BRAC University's English and Humanities Department. My major is in Media & Cultural studies. I was supposed to do internship to fulfill my undergraduate degree from English and Humanities Department. I did my internship in a Digital Marketing Firm, named *Astute Horse*. *Astute Horse* is a digital marketing agency that also provides business and marketing solutions. The team of IT and marketing professionals are constantly seeking challenges to conquer. I worked there from September 15, 2019- December 31st, 2019 as an intern. When I was offered an opportunity to do my internship with Content Development team for social media contents, I was very much interested. During that period, I have worked on many

social media contents, like writing copy and captions for Facebook posts, blogs for client's website, newsletters and on planning the work. This is because a lot of people of our generation are moving away from reading the printed newspaper and are always engaged with Facebook. Writing and creating something for the social media can still know what is happening around the world without reading the printed newspaper. I am therefore glad that I was part of this process of reaching out to people with amazing copy through social media. I had a great exposure of real life work experience. At present, the company hired me as their Jr. Executive Content Development.

Chapter 2

Company Profile

2.1 Company History, Goals and Awards:

Picture 1: *Astute Horse Logo*

Astute Horse is an award winning Marketing and IT firm that began its journey in 2013 in Canada primarily as marketing consulting firm focusing on the hospitality industry. It was later registered in Bangladesh. The journey began with some talented young marketing interns at State University of New York (SUNY) Potsdam and gradually moved the operation to Bangladesh. The need for IT solutions from some of the clients promoted the company to focus on developing a team of IT professionals. Today, the company offers both Marketing and IT solutions to the entire market that has earned a reputation of delivering quality work. The founder and CEO who brings not only academic but also industry experience in the field of marketing spanning over 28 years head *Astute Horse*. With specialized knowledge – of the hospitality industry and marketing experience from both service and manufacturing industries, he

leads a team of highly dedicated, energetic, creative and result oriented young individuals who believe in ensuring customer satisfaction. Be it social media presence, corporate communication, developing business or marketing plans or developing business solutions, *Astute Horse* is eager to deliver the best.

The team of business and marketing experts spread throughout the world has the knowledge and the expertise to assess the prevailing market situation and propose the ideal strategies for optimizing the growth and ensuring success. The vision of the company is to provide optimal business solutions globally. The mission of the company is to provide optimal marketing and IT solutions. With specialized knowledge of the hospitality industry, ability to blend Marketing and IT, Astute Horse has received the Digitization and Marketing Award from PATA Bangladesh Chapter. Astute Horse is also a member of PATA. (see appendix 1, p-23)

2.2 Challenges and Competitors of the Company:

A Digital Marketing Company has many challenges to run the company successfully. Firstly, building a good website is important because when a business decides to go online the customers always try to look for the website for the company profile. Astute has a very organized website which has all the details about the company. The second point is, understanding the type of customer is very necessary. Many digital marketing companies do not know their target audience that makes it difficult for them to work. They work for different company and there is no connection with one another that breaks the linearity. Astute's CEO always focused on the target audience. He knows hotels and hospitality sector is his expertize. Afterwards, creating valuable content is the most prioritized thing. When a business is small with a good looking

website, but without valuable, informative content then the market will not deliver results. Content that is targeted and relevant to the customer will directly attract the visitors of the site. Ideally, the website should have good bogs, record and edit video content and sharable content for the social media channels. Astute has a good website, but we are still working on good contents. Also, promoting the created content on social media. Creating awesome content is not enough; delivering it to the right reader is necessary. As a digital marketing company, the created posts should be promoted or boosted for further reach. We as a company, do the digital marketing for many companies and we promote it, if needed we boost it too. Finally, the company should always come up with new and generating ideas for marketing. No one will like similar kind of posts, newness is important for company's growth.

Since Astute is a digital marketing company, companies like ByteCode Development & Digital Marketing. HYPE Dhaka, DigitalVat and so on are the competitors. Digital marketing is a very new concept in Bangladesh, for growth we need undivided attention.

2.3 Clients of *Astute Horse:*

Astute Horse mostly works for hotels and hospitality industry. This is because the founder and CEO who brings not only academic but also industry experience in the field of marketing spanning over 28 years. In Bangladesh there are not sufficient digital marketing companies and as a country we mainly depended on print media. At present, the scenario changed due to the unlimited excess to social media. Marketing rules is that "where there is more people traffic, market your products there more",

which makes digital marketing very important in today's Bangladesh. The CEO has excellent marketing skills, which really help the companies to grow.

Chapter 3

Work Exposure

3.1 Image Text and Caption for Facebook:

In BRAC, I did a course ENG404 (Principles of Copywriting). The course was mainly about preparing copy for print media; copywriting for radio, television and films; copywriting for social marketing; preparing texts for brochures; designing campaigns; working with graphics and layouts. In this course I have learned from "The Elements of Copywriting" by Gary Blake and Robert W. Bly that the copy must be effective (Blake, Bly3). When I was working with *Astute Horse*, I had an exposure to work on Image Texts and Captions. This helped me in developing my writing abilities and also challenging my creativity. Although the course I did was for print media, the work I did at office was very relatable.

When we see posts of celebrities or popular accounts on Facebook and they have thousands of likes and hundreds of comments without saying a word. But they also have millions of followers. Most brands and businesses do not have that celebrity factor and cannot get the same level of engagement by merely "showing up" with a post. Facebook is an incredibly visual platform, based primarily on photos and some video posts. A strong visual component will capture your audience's attention, but it won't drive conversions. That's why a well-crafted caption with a clear message and a precise Image Text can make a significant impact on Facebook results. The caption allows taking the visual message of the photo several steps further. Most of the people are on Facebook, but they are too lazy to read long posts. Some accounts have been able to use it as more

of a micro-blog, writing long captions to tell a story, share important news or updates, or offer long-winded thoughts. If the content warrants this type of caption and the audience responds to it, it can work. We just have to be careful that we can only use 2,200 characters in Facebook post. Facebook caption is one of the most valuable pieces of real estate on the platform and it's imperative that one is giving marketing efforts. While the process of writing a good caption will add significant time to the post creation, it's worth the effort to write something that is both appealing to audience and also valuable to us in building relationships, engagement, and conversions from Facebook.

In *Astute Horse*, we try to create that interaction with our customer by making attractive social media posts. When I first joined the company, my first work on caption was for a restaurant *Steak Republic*. On 8th October 2019 the caption I wrote, was uploaded in the Facebook page of *Steak Republic*. The post was on their T-bone steak. In the bellow I am mentioning the caption I wrote for the restaurant along with the post that was created. (See appendix 2, p-24)

> "Steak lovers come and experience the juiciest T-bone steak in town. Our 14 oz. premium T-bone steak is packed with flavors that melts in your mouth and cooked to your liking. So many great memories are made around food. We just make sure that the food is great, too! You will always remember your steak experience with us. The only thing missing from this photo is you here- eating this juicy steak."

I have also worked for different hotels and hospitality sectors. Royal Park Residence Hotel is situated in Banani and we do all the digital marketing for them. For reference picture, (see appendix 3, p-25)

3.2 Writing Blogs and Articles:

Blog is a regularly updated website or web page, typically one run by an individual or small group. Blogs are usually written in an informal or conversational style. In Astute, I used to write blogs for the clients website page. Mostly, I have written blogs for *Hotel Grand Park* Barishal. Since, the hotel is situated in Barishal, I was assigned to write about different places and monuments that one could sightsee during their visit. Mainly, about the attractions of Barishal City. My very first blog that was published was about Bangladesh's oldest church, *Oxford Mission Church* (see appendix 4, p-26). To read more the whole blog click on the following link.

http://hotelgrandparkbarisal.com/what-to-do/oxford-mission-church-barisal/

Apart from this blog, I have written two more blogs for *Hotel Grand Park,* Barishal. I wrote a blog named, "Visiting Places in Barishal". It has details of four places that one needs to visit when they go to Barishal. I wrote another blog on "Barishal Pitha" (pancakes), where I briefly discussed about pancakes that originated in Barishal and the most famous ones. The limitations given while writing the articles were also given in the English for Print Media course. I was required to incorporate the necessary details while maintaining consistency and flow of transition within and between paragraphs, within a given range of 400-500 words.

Moreover, one of my articles got published in *The Daily Star*'s Life Style section. The article was on *Cyprus Food Festival* that held in December 2019 at *Royal Park Residence Hotel*, Banani. (see appendix 5, p-27)

3.3 Writing Newsletter:

During my internship, I also learnt about Newsletters, which I was not familiar with beforehand. I wrote monthly newsletters for a Hotel, *Royal Park Residence Hotel* that is situated in Banani, Dhaka. Most of us are not familiar with Newsletter so I am going to brief about it. A newsletter is a printed or electronic report that has news concerning activities of a business or an organization (in my case of a hotel) that is sent to its members, customers, employees or other subscribers. Newsletters generally contain one main topic of interest to its recipient's like- rooms, food items, entertainment facilities etc. Sometimes it is also considered as "grey literature". In below I am providing a sample Newsletter that I have written for the hotel. (see appendix 6, p-28)

3.4 Making Monthly Plans:

Monthly Plans usually consists of the outline of the customer's digital marketing of the following month. The plan contains the number of posts along with the image text and caption. It has the date and day of the post when it is scheduled. Per month we provide 8-10 posts. Monthly Plan makes it easier to execute the work properly. When the marketing team gives the plan to the content team, the content team works on the

necessary content for the posts. After the content team is done writing the copy and caption, it goes to the design team. The design team then works on the posts that need to be created. The work is chronological, so the plan makes it easier to execute. The design team knows on what to work and how. The marketing team knows what to post on which date without any problems. We usually keep 2 months plans in hand, if needed, we change it accordingly.

Royal Park Facebook Post- February 2020

| Product	Date	Image Text	Comments
1. Chef's Special (Sweet Cake (Halouwas)	2nd February (Sunday)	Sweet Cake (Halouwas)	
2. Valentines Bakery Post	4th February (Tuesday)	This Valentines, *Bake* her Happy.	Ready from advertisement
3. Valentines Dinner Post	6th February (Thursday)	Celebrate your Valentine with a melody of love.	Ready from advertisement
4. Valentines Bakery and Dinner (GIF)	8th February (Saturday)	Spellbound your special one with our magical taste.	
5. Valentines Bakery Post	10th February (Monday)	Sugarcoat your love with cupcakes.	Use Picture of cupcakes
6. Valentines Dinner Post	12th February (Wednesday)	Dine till your heart's fullest.	
7. Valentine's Day	14th February (Sunday)		
8. Standard Twin Sharing Room Post	20th February (Thursday)	Make your trip Memorable one.	
9. Standard Single Room (Video)	22nd February (Saturday)	Refined with Elegance and Luxury.	
10. Superior Room Post	25th February (Tuesday)	Step out of your comfort zone & step into actual comfort.	
11. The Royal Boardroom Post	27th February (Thursday)	4An Ideal Place for corporate Meetings.	Put the name Underneath.

Picture 9: *Monthly Plan Layout*

3.5 Making Storyboard:

Another fun work to do is making "Storyboard" for videos. But the question might come, what is a storyboard? "A storyboard is a graphic representation of how the video will unfold, shot by shot. It is made up of a number of squares with illustrations or pictures representing each shot, with notes about what's going on in the scene and what's being said in the script during that shot. It is a sort of a comic book version of the script. To be more specific, a storyboard is the roadmap while in making a video. Like a script, the storyboard visually guides throughout the production process. By planning the video, we know exactly which shot is to be created after what. It is easier to make corrections in the storyboard for simpler understanding.

In *Astute Horse*, we mostly work for hotels and restaurants. I mostly made storyboards for hotel rooms, their food items or any other miscellaneous things. Now, a question might come, why one need a storyboard? To some it is just an extra step in the process of making video. I will be describing three importance of storyboard. Firstly, it is the best way to share one's vision. A visual aid makes it much easier to share and explain one's vision of the video one is planning to make. We have all had experiences where we were trying to explain something, and the other person just cannot portrait it. The core of this issue is that most stakeholders do not have the experience of visualizing something off of a text deliverable, such as script. When we follow a storyboard, we can show people exactly how the video is going to be mapped out and what it will look like. This makes it infinitely easier for other people to understand the idea. Secondly, it makes the production much easier. When storyboarding a video, setting up a plan for production, including all the shots, the

order that needs to be laid out, and how the visuals will interact with the script. The video storyboard is a starting point or suggested through line around which one can plan all the angles needs to be shot of a scene. This really comes handy while making video, as it ensures to hold the plan together and helps to piece together the video according to the vision without forgetting. Thirdly, it saves time. While it takes a little while to put together, in the long run it will save time while executing. Not only will it help to explain the vision to the team, but it will also make the creation process go more smoothly.

Since, I worked for hotels and restaurants only, the videos were very short. Most of the videos were 30-35 seconds. The storyboard needs to be very short and precise. It has all the details about selecting image, copy text and flow of the video. Below, I am giving a sample storyboard I have made for the hotel *Royal Park Residence* for their room promotion.
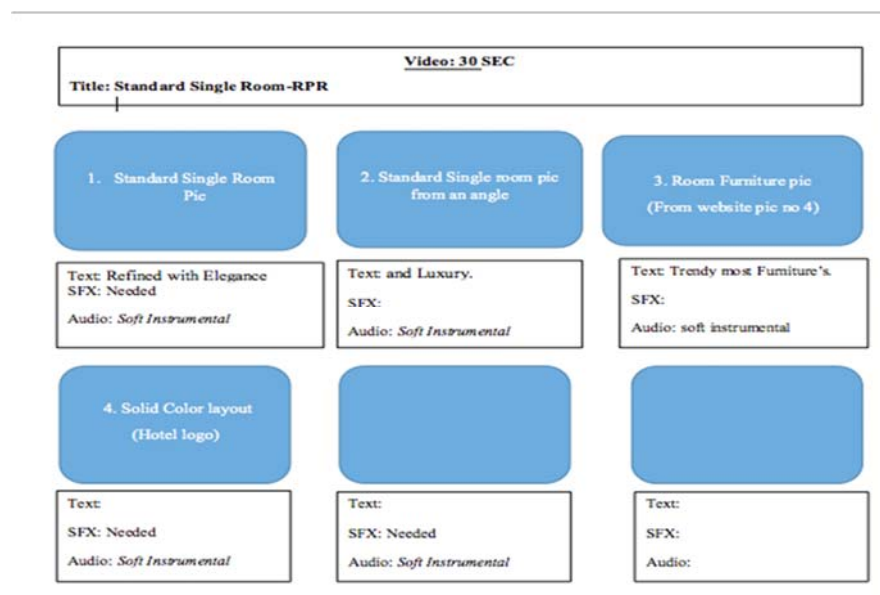
Picture 10: *Storyboard*

3.6 Giving Creative Directions:

I mainly worked for the content development team, but sometimes I used to give creative directions to the designers for creating posts and videos. I liked giving directions to the designers while creating a post. This helped me in discovering my creativity at my work. It also helped me in gaining self-confidence. I gave number of quality works. My best work was for a law firm, *Vertex Chamber*. The company has a tagline "Complexity Simplified", we were supposed to create a post or video that reflects their tagline. For two days we all were struggling for an interesting post or video. Then I gave an idea for a video. I could not attach the video and thus giving the screenshot of the theme. (see appendix 7, p-29)

The concept of this video is- the mechanism inside a watch may seem very complex but it only controls the dial of the watch. The dial only shows the time. Similarly, Law may seem very difficult to understand but Vertex Chamber makes it easier to the people to understand and guide them to the correct path. I gave the idea, and the design team made the video. My CEO as well as Vertex Chamber liked the concept of the video. I also directed many other videos for food, hotel rooms etc. I also worked for a promotion on "High Tea" that was for *Royal Park Residence Hotel,* Banani. Doing creative work also helped me in refreshing my mind. One cannot always come up with good content ideas, to cut down monotony it was the best work to do.

Chapter 4

Integration of theories with my Internship Assignments

All the media courses that I have completed during my academic years at BRAC University have helped me to work in a more efficient manner at the *Astute Horse*. As a student of BRAC University (English and Humanities), I have done Editing (ENG401), Copywriting (ENG404), Print media (ENG440), Translation Studies (ENG465), Globalization and other courses. Among these, the editing and copywriting courses were quite useful during my internship. In my academic course ENG404, Copywriting I have learnt that there are ways to establish a positioning statement. That is, we will have to do a market research upon related products. Also, before a formal brief or pitch firm foundations are to be built so that it helped to construct propositions upon the clients and servicing them.

I would like to relate my work with Raymond William's "Advertising: The Magic System". The title itself says that advertising works as a magic system for the consumers. It is because when we try to sell something, we do not only sell the product but the idea of advertisement is to manipulate them in buying the product. For example, seeing Bidya Sinha Mim on Lux's advertise people assume that if they start using it they will smell or even look like Mim. Even if they do not need the product but the idea of advertise manipulate to buy them the product. Likewise, in Kloud Almirah's Advertisement we can see everyone is happy and it gives the idea that the almirah is cost-friendly. Therefore, the product will convince the consumers who do not want to spend more money on Almirah or wardrobe, to buy them. Advertisements are basically magical arts that persuade the consumers to get attracted towards a

product. I was amazed to see how my superiors produce such ideas that make the consumers buy the products. Also, I have seen my works through the eyes of Michel Foucault's "The Eye of Power". The idea behind Foucault's theory of power structures is that power is what makes society what it is. Power exists everywhere and it is not a structure rather an overarching influence that exists in society. Using the term power, Foucault identifies that the concept of power is accepted in society through the idea that within knowledge lays the truth. He has been hugely influential in shaping the understanding of power and gives the idea that power is everywhere. Not to forget media has the power to make everything viral or shape the society. Media is somehow influencing people's minds and thought processes. A strong commercial can change consumers' preference. For example, Igloo Ice-cream started its home delivery service that gave huge competition to other Ice-cream brands. However, people were not aware of the service but when they finally got to know from Igloo's Facebook posts the, demand increased as no other Ice-cream brand has this service. It is the sense of power that is influencing people to buy ice-cream from them without going to a store. Moreover, the overarching theme of Foucault's power is the establishment of truth and for brands we can say it is about building a narrative. For example, over the year Coca-Cola did a narrative preaching which is- "it shares happiness", it means where there is happiness there is Coca-Cola. It became a truth for people that happiness equals to Coca-Cola. Likewise, we tried to do the same for Igloo ice cream by saying where there is celebration there is Igloo so that the brand persona could build Igloo. We tried to make it relevant, Facebook posts so that it becomes a common knowledge and truth for the consumers.

Again, I would like to relate my work experience with Panopticon, introduced by an English philosopher Jeremy Bentham. The word "Panopticon" came from two different words where the word "pan" means "all" and "opticon" means" to observe". It is Bentham's' concept for prison, fundamentally jail like structure to observe general populations action. Foucault also shows that somebody is viewing every person in any organization. Panopticon is a system that has control over individuals. Now we can call Facebook or CCTV camera as panopticon as these are exactly used to observe people. Astute works as a media buyer too to analyse the target group through social media. It works as panopoticon because the media buyer chooses a target group through a bulk data on social media. After that when someone from the target group visits the brand page, his online traffic movement reaches to the media buyer of the agency. When someone used to visit the brand page our media team could trace their online movements for 28 days and based on that specific ads were shown to them. From my observation I have realized media team has the power to monitor ones' social persona. An agency create an app to get better data pool so that in future it will be helpful to share ads with the target group.

Furthermore, I would like to relate my ideas with Arjun Appaduarai's Mediascape and Globalization. The term Mediascape was introduce by Appadurai in the year 1990 that means the world is presented through the mass media. We all know that with the help of technology it is easy to monitor the whole world. People are now obsessed with social media thus they believe what they see on social media. Our idea was to give them effective knowledge through the help of Facebook and Twitter.

Chapter 5

5.1 Observations:

During these twelve weeks internship, I faced lot of difficulties, as I was scared and nervous because I never had the practical work experience. Gradually, I started to build confidence while working with different companies. The environment of Astute is very comfortable and lively with enthusiastic people. Being an intern and a newcomer I never felt ignored, they always asked for my opinion while writing any copy or caption etc. This approach was so motivating that helped me to grow interest in my work. The company also focuses on employee's personal needs by allowing space for recreation. However, there are some downsides too, which hamper the overall workflow. As the environment is very lively and friendly it also creates problem to deliver work on time. Numerous projects, feedbacks come by frequently and if discipline is not maintained the quality of output does not turn out as planned. Sometimes not taking feedback from the superiors and sending the work to the client creates a bad impression as well. Also, the consequence of giving too many responsibilities on one person hampers the service quality.

5.2 Recommendations:

Problems are meant to be solved and to resolve the above-mentioned problem I would like to express my thoughts. Firstly, getting any feedback from the client the team should sit together to share their ideas so that many ideas come from different minds. This session is helpful to explore ideas as well building strong bonds. The company

should not take too many projects at once as it will pressurize the employees and the output will not be good. Hence, the employees should take as much work, as they will be able to deliver efficiently. Financial benefits should be improved which will also attract the employees. Not to mention working in media sector needs passion and patience. Sometimes work becomes stressful too; therefore, routine sessions should be conducted on stress management that will prove to be beneficial for the company. The seminars will help the employees to know more about stress management and work efficiently. However, I believe all the above-mentioned ideas will definitely bring better results for Astute Horse.

Chapter 6

Conclusion

Astute Horse has given me the opportunity to develop myself in experiencing real life work experience. I only had the academic knowledge, but from this internship experience, I have gathered the general and practical knowledge along with the implementation of all the work. I had no idea about digital marketing until I joined the company. I am now aware of how to write good copy with captivating captions for any company. I always had a hunger towards creativity and fortunately I got the opportunity to work and gather experience as a creative person. I got the chance to work with renowned brands, supervise shoots etc. and these helped me to explore my ideas. Working as a copywriter is not an easy job as one must think of public acceptance, social cultural norms and so on. before writing a copy. Through creativity, the challenges can be overcome easily. All credit goes to my major courses in BRAC as I could relate the contents with my real-life work. Even though the company has some big competitors, its work is noteworthy. I have gained so many experiences that I tried to incorporate in this paper but there are experiences, which cannot be expressed with words. To conclude, I appreciate the guidance of my internship supervisor Noushin Binte Habib. She is someone who helped me to learn different aspects of writing good and precise copy. I have tried as much as possible to learn from her how to work under pressure. Also, I am grateful to the whole Astute team whose support made the journey more memorable for me.

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Appendix

In below, I am giving some of my work from September-December, 2019.

Appendix 1

Picture: *Astute Horse received Award from PATA*

Appendix 2
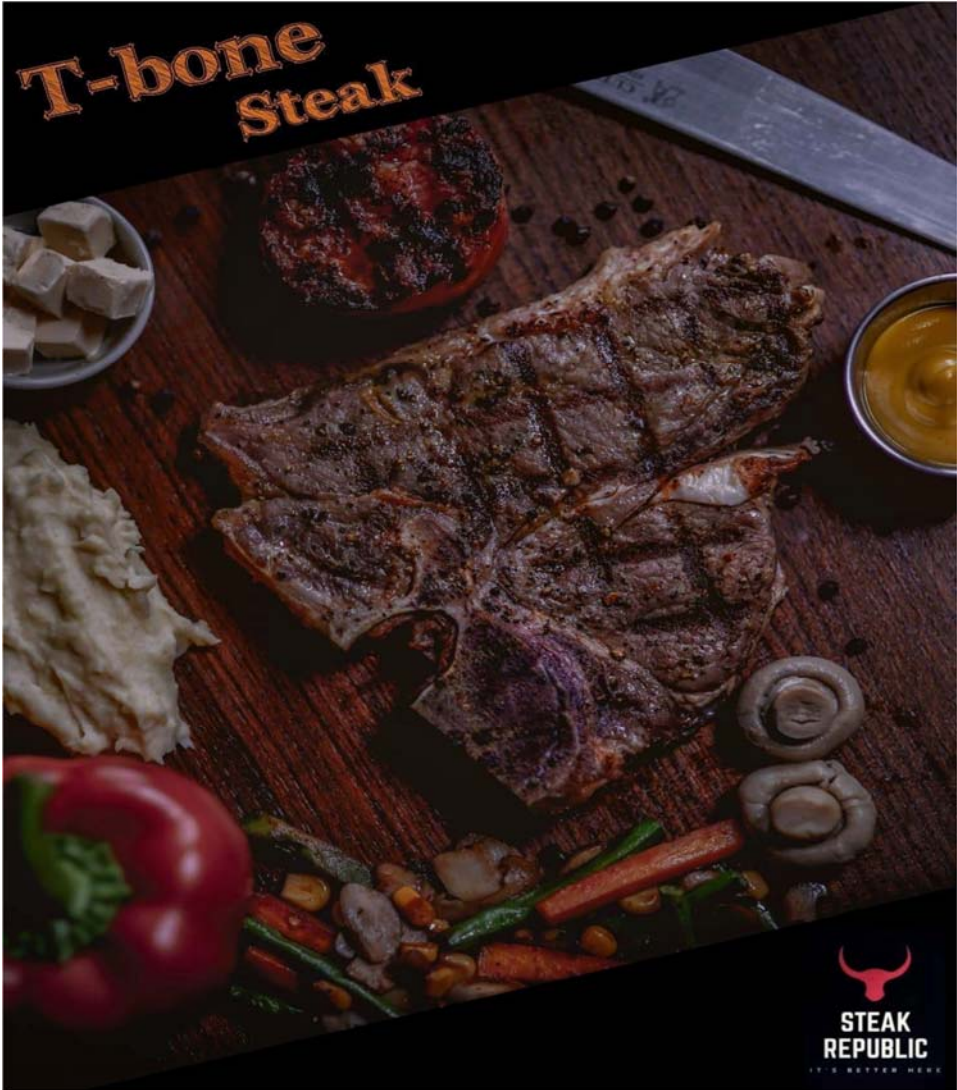
Picture: *T-bone steak*

Appendix 3

Picture: *Valentines Promotion at Royal Park Residence Hotel*

Picture: High Tea Promotion at Royal Park Residence Hotel

Appendix 4

Oxford Mission Church- Barisal

Article by: Raihana Karim – Astute Horse

Oxford Mission (https://en.wikipedia.org/wiki/Oxford_Mission_Church) Epiphany Church, an Anglican Church is commonly known as Oxford Mission Church. The oldest and arguably also the second largest church in Asian continent. In the early twentieth century, the ancient Barisal River Port terminals came in notice of the Christian missionaries and they decided to build this Church.

This Church was established in the end of 19th century, in 1903 after the formation of Brotherhood of the Epiphany in 1895 and Sisterhood in 1902. It has been over 114 years since this magnificent red brick colonial structure was built and it is still one of the most elegant and beautiful churches with a unique architectural heritage in Bangladesh. The church has outlived many other old structures around the country. It has survived many natural disasters that wreaked havoc around the country over the past 100 years, including the ones of 1960 and 1970.

Picture: *Newsletter*

Appendix 5

Home » Lifestyle » News Flash

12:00 AM, December 10, 2019 / LAST MODIFIED: 01:11 AM, December 10, 2019

NEWS FLASH

Cyprus Food Festival held at Royal Park Residence

Food enthusiasts had a chance to enjoy the taste of Middle Eastern flavours at Royal Park Residence Hotel from 7 December to 9 December, 2019. The CEO of the hotel, Keerthi Weragoda, warmly welcomed all the guests. The hotel's Executive Chef, Rajeeva Mendis presented his culinary excellence in Cypriot cuisine to the guests.

Cyprus is close to the Middle East and their cuisine has great impact from Greek and Turkish cultures. Ingredients like parsley, garlic and yoghurts are the essentials in most of the dishes. Hot spices are not used but Italian herbs such as mint, cardamom, arugula and estragon are extremely popular, while lamb, beef and rabbit meat are most frequently used. Tuna and sword fish are Cypriots' favourites. The cuisine is mostly famous for their dishes like Kleftiko, a dish made with lamb legs. Souvla, is another popular meat dish which looks like Russian shashlik. Stifado, is a beef stew in tomato sauce with onion, garlic and spices, and Kotopoulo is made up of chicken with small pieces of taro. This cuisine is also dependent on some cheese and sauces. Halloumi is a famous white and salty Cypriot cheese made from a mixture of goat and sheep milk, with a structure and texture like mozzarella. Tzatziki, a traditional sauce made from yoghurt, fresh cucumber and garlic, is used as a dip for many dishes. Dolmades are popular as starters, made of grape leaves stuffed with rice and meat. Taramosalata is made with salted and smoked roe of the cod, mixed with bread soaked in milk, mashed potatoes and olive oil.

The chef and his team delivered the best of the cuisine to the guests. Apart from the food, the festival also had raffle draw offering exciting prizes.

For more information, please visit https://www.facebook.com/royalparkdhaka

Picture: *Article*

Appendix 6

Picture: *Newsletter*

Appendix 7

Picture: *Complexity Simplified*