



An Internship Report on

**An Analysis of Strategic market positioning of
Bangladesh Hotel and Hospitality Management:
A study on The Palace Luxury Resort**

22nd January, 2020

UNITED INTERNATIONAL UNIVERSITY

Dhaka, Bangladesh

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A study on The Palace Luxury Resort

SUBMITTED TO

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Date of Submission: 22nd January, 2020



UNITED INTERNATIONAL UNIVERSITY

Letter of Transmittal

15th October, 2019

To,
Mohammad Tohidul Islam Miya
Assistant Professor
Faculty of Business and Economics
United International University

Subject: Submission of Internship report.

Dear Sir,

I beg to state that I have successfully completed my internship report on “*An Analysis of Strategic market positioning of Bangladesh Hotel and Hospitality Management: A study on The Palace Luxury Resort*”. To analyse the hotel and hospitality management sector, I have used marketing 3’C concepts which is a package of several market positioning models.

The use of 3C is used to research and self-classify a business. The 3’C represents three factors of any business. Companies, competitions, and customers three important factors for the strategic position on the market. An organization must always be attentive and aware of these three areas. These regions need to be monitored in advance to be able to react quickly to changes and work in a timely manner.

However, I want to ensure you that I have followed all the report guidelines and format throughout the whole report that you were suggested me to be in my report, all the information and data used in the report are collected by me from valid and relevant source, and no data is directly copied from any other past publications.

I, therefore, pray and hope that your honour would be kind enough to accept my internship report and oblige thereby.

Sincerely yours,

Bishakha Das

Id: 111 131 328

Bachelor of Business Administration

United International University

Acknowledgement

At the starting of the report, I want to thank my parents for supporting me till now through motivation and other financial supports that help me to finally complete the BBA program from United International University. All these sacrifices are so precious that thanking them could not be enough to show my gratitude.

Secondly, I would like to thank all of my marketing course faculties, especially my internship instructor *Mohammad Tohidul Islam Miya, Assistant Professor*, Faculty of Business and Economics, United International University for guiding me to understand the report concepts and helping me to motivate each time to complete the report. All the effort, my faculties are given for me to complete the report is highly appreciated.

Thirdly, I want to show my gratitude to my honourable instructor *Mohammad Tanvir Hassan, Head of sales and marketing*, The Palace Luxury Resort for hiring me as an intern and instructing me till now when I had got stuck into any work-related problem as I was a new intern there who doesn't have enough work-related experience.

Finally, I want to thank my friends and classmates who continuously guided me to understand all the new topics and concepts that I found difficult to understand.



Executive Summary

The strategic market positioning explains the capability to strategically impact the awareness of the consumer with respect to a brand or a product to reduce the competition that exists within the industry. The market positioning objective is to create a brand identity so that it can be perceived by the consumers in a certain method. A well-established organization usually pass the struggle that has an equivalent offerings to the consumers. The company should clearly articulates what it does, why it is relevant and how differently it helps customers make better and faster-buying decisions. Although the situation of each company is distinctive, but there are common marketing and business criteria's exist for the success of a organization.

In Bangladesh, hotel management, tourism, and hospitality becomes so popular, as there are many natural beauties throughout the country. The Palace Luxury Resort, located in Bahubal, Sylhet, has also become a very popular holiday resort that offers an expensive lifestyle to its consumers. The study seeks to analyse the strategic positioning in the Palace Luxury Resort market by analysing three broad marketing perspectives. They are: (a) Company vision, which consists in analysing the basic information of the company and the marketing combination (A combination of marketing is any action or strategy that a company uses to promote its brand or product in the market. 4P is a typical marketing mix: price, place, product, and promotion). (b) Customer Insight consists of an analysis of the STP model (segmentation, targeting, and positioning) of the Palace Luxury Resort. (c) Analysis of the competition that consists of the analysis of the bearer of five forces to evaluate the competitive external environment of the Palace Luxury Resort. Finally, some suggestions based on the improvement of the Palace Luxury Resort are included.

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Chapter One: Introduction



1.1 Background of the report

The internship report is a pre-requirement of achieving the under-graduate (BBA) certificate from the United International University (UIU). Here, each students has to go through the practical learning process at their end of the semesters to learn the corporate culture and learn to perform practical job responsibilities under working any company or firm as an intern.

For last couple of months, I am working in the Palace Luxury Resort as an intern to learn the corporate working culture. And, during this time, I have prepared my internship report on “An Analysis of Strategic market positioning of Bangladesh Hotel and Hospitality Management: A study on The Palace Luxury Resort”. The report was made out of my understandings and learning outcomes from doing a lot of marketing courses at my University.

1.2 Scope of the Report

Market positioning is a very important tool for effective strategic marketing planning. The models used to analyse the market positioning strategies of The Palace Luxury Resort can provide a clear image of the company's products in the minds of consumers, highlighting the most important advantages of distinguishing products from similar products on the market. Market positioning strategy means identifying equality and differences among the rivals and allowing the company's products to meet market standards, providing added value to consumers in key areas such as leadership, price, innovation, quality, and functionality.

To analyse the market positioning strategies of The Palace Luxury Resort, three factors are explained in detail to understand the resort’s insight, its competitions, and its customer’s insight. Market professionals must agree with the necessity of realizing its our customers base, competitors and the products or value it can deliver towards the industry need. Therefore, marketing professionals usually focus on the competition by considering the positioning elements of their marketing strategy. Effective positioning must enable customers to understand why the company's products should be more popular than competitors' similar products. In other words, companies can't follow the flow of the market, that is, copy the behaviour of competitors, but stand out by offering unique or differentiated features and value-added services.

1.3 Objectives of the Report

The objective of the report can be separated into two parts. They are:

a. Primary Objective:

The primary objective is to prepare a successful internship report and share the learnings of the practical job responsibilities that are needed to perform few specific job task to achieve organizational goals successfully.

b. Specific Objectives:

The specific objectives are detail purpose of the primary objectives. The study conducted to achieve four specific objectives. They are:

- i. To analyse the Company insights of The Palace Luxury Resort through using the Marketing Mix (4P's)
- ii. To analyse the customer insight through STP (Segmenting, Targeting and Positioning).
- iii. To analyse the competition through utilizing Porter's five factor models.
- iv. To discuss my internship learning experience from the Palace Luxury Resort.

1.4 Methodologies of the Report

The study is largely descriptive and exploratory. Many qualitative and quantitative data, observations and daily activities have enabled me to write this report.

1.4.1 Data Source

The study was created using the primary and secondary information of the staff involved, including the directors of all the departments involved. I have tried to get some organizational information from the annual reports of complex and sales staff. Most of the data come from my practical knowledge of experience. I also inform about the company's management policies and practices.

a. Primary Sources:

- i. Through formal and informal communication with the resort's employees.
- ii. Through the publications and brochure of the resort.
- iii. From my practical working experience by working there as an intern.

b. Secondary Sources:

- i. From the research and published articles of several authors.
- ii. From the online information published on Bangladeshi hotel and resorts.
- iii. From several sites and blogs of relevant discussion.

1.5 Limitations of the Report

- a. The digital marketing section is the most active part of any hotel or resort. That's why digital marketing analysts are very busy with their work, which gives them time to consult.
- b. Each company has privacy and will not be disclosed to other companies. While collecting data, they did not disclose this information to the trust of the organization.
- c. Due to employee and information sharing restrictions, it is difficult to collect information from different major parts of the resort.
- d. The duration of these internship period was also significant as it was a three months period program and preparing such an extensive study in these three month while working there, was very difficult to accomplish.

Chapter two: Company Insight



2.1 The Palace Luxury Resort

The location of the Palace Luxury Resort is Putijuri, Bahubal, Habiganj, Sylhet 3310, in Bangladesh. The Palace Luxury Resort is presented as a true experience for tourists with an area of more than 150 acres of land including 2 presidential villas, 22 exclusive villas, 111 rooms in the tower, 5 restaurants and room service, The Palace would be the first five-star resort and one of the largest of its kind in Bangladesh.

The palace is so accurate as the resort always tries to provide royal customer service to its customers. Here, luxury is the mantra, with the complex completely located to demolish one in poor condition. The offices include helipads that will take customers to their subtle home a few hours from the capital. It has vehicles to serve its customers, taking them to all the corners they wish to visit. A gigantic lake, an amphitheatre and an unlimited swimming pool at the highest point of a slope are among the attractions. There is also a labyrinth to get lost and a huge space to travel. Basketball is a game that is offered, however, for people who like to relax, there is a better class spa, an exercise centre, a Turkish shower, and a sauna, among others.

The rooms are similar to luxury towers. Customers have the choice between two types of businesses: the main tower and the villas. From Tk13800 ++ to Tk17500 ++, the main rooms of the tower are fully furnished with advanced offices.

The basic structure of the pinnacle is simply the inn. Each of the rooms offers incredible perspectives, easy access to all areas of the complex and, of course, to all the avant-garde rooms. They are intended for luxury and comfort and it is the most popular combination of tourists.

For people who have more and more refined needs, the villas are a real delight. From Tk20000 ++ to Tk120000 ++ for the presidential villa, these are the houses you must have away from home. The presidential village is indeed the crown jewel. Leaning on the slopes, nature on all sides, the villas offer incredible perspectives on the pleasant scene of Sylhet. Equipped with a gigantic 3D TV, a hot tub and a reassuring game, you must forget that there is the other part of an incredible city. For people with more organization, there are obviously villas with rooms to navigate, so one-bedroom villas or the special first-night villa are not what you are looking for.

For those wishing to explore nature, the standardized label offers mixed drinks that combine with the lively state it offers every night, allowing you to move your hips and kill the pressure.

The theme of the Arabian Lounge is remarkable. Regardless of their seats inside, their ceiling tables offer the best climate, under a procession of unlimited stairs. In the trees there is a coffee stall; this provides food and snacks also in a calm atmosphere.

There is also Nostalgia cafe for people who need to enjoy the popular food of the Bangladeshi route. Anyway, when it comes to eating, few places can beat Saigon, the most popular mystery of the palate. Skilled culinary specialists with long periods of preparation establish the most important level of Vietnamese cuisine that this nation brings to the table and this is something you should try. For people who are more in favor of Indian, continental or oriental cuisine, Olive, the rest of the restaurants have the agreement.

If the authorities and the exceptional prospects do not satisfy the hunger of buyers, restaurants will certainly do so. In fact, even in this wild kingdom of The Unstoppable Force of Life, culinary pearls are stored in the foliage.

A lot of benefits for customers are provided by the resort. It is a break from rest itself, an excursion in which customers can immediately lose themselves. The palace offers its trend on a real platform and almost nowhere can meet to such promise.

2.1.1 Mission

To provide a luxurious life style, the Palace Luxury Resort will always utilise the best resources that can give the customers a real life royal feelings and share memories that can be remarkable in its customer's life.

2.1.2 Vision

Through offering the best quality resort facilities, The Palace Luxury Resort will be the number one superior value provider resort in Bangladesh.

2.1.3 Values

There are five core values of the Palace Luxury Resorts. They are described below:

a. INNOVATION

The Palace Luxury Resort promotes the principles in which the freedom of thought and individual strengths are evaluated. The resort recognized its team members for their performance, passion, innovation, and work motivation. The resort encourages creative ideas that promote advantageous changes for both the personnel and the resort.



b. ACHIEVEMENT

The Palace Luxury Resort constantly endeavour to discover improved ways to achieve their personal and business goals. Palace Luxury Resort is devoted to its team members to provide all the trainings that are required to attain the superior service quality to ensure a rewarding and safe future.

c. INTEGRITY

The Palace Luxury Resort encourages integrity through admiration for individuals, fulfilment of anticipations, constancy, and equity in their activities. This truthfulness saturates the whole thing they do.

d. EXCELLENCE

The Palace Luxury Resort do their finest in the whole thing they do. The resort usually seek specialised superiority by higher than anticipations and differentiating their selves for greater value.

e. TEAMWORK

The Palace Luxury Resort works as a group at all stages. The resort distinguishes its each personnel assistances to the group's attainment through determination, homework, skill, and assurance.

2.2 Marketing Mix of Palace Luxury Resort

A marketing mix is any action or strategy a company uses to promote its brand or product in the marketplace. 4P is a typical marketing mix: price, Place, product, and promotion. But today, marketing mixes include more and more different Ps, such as packaging, positioning, people, and even politics, all of which are important components of the portfolio. The Marketing mix of Palace Luxury Resort is analysed below:

2.2.1 Price

The pricing strategies used by companies can be divided into four broad categories in the pricing strategy matrix:

- a. Skimmed
- b. Penetration,
- c. Economy,
- d. Premium pricing strategies.

Skimming as a pricing strategy opposes penetration to offer products and services at higher price levels than the competition. The main logic for choosing a skimming pricing strategy may include the desire to associate products or services with exclusivity and high quality.



Figure 1: Price strategy matrix

The penetration pricing strategy, on the other hand, consists of offering high-quality products and services at low prices in relation to competition to increase market share. When the economic pricing strategy involves selling products with basic characteristics and characteristics to consumers with limited budgets.

The premium pricing strategy includes high-level prices for products and services that are expected to be of excellent quality and with additional features. As shown in Figure 2, most of the rooms at the Palace Luxury belong to the exclusive and exclusive price categories. Therefore, according to the previous classification, the pricing strategy implemented by Palace Luxury Resort is premium. Palace Luxury only offers 4 star and 5 star lodgings and the resort takes high charges for its exclusive facilities from its customers as Palace Luxury also offers a series of immaterial welfares, like the feeling of success, extraordinary prestige, and amenity.

2.2.2 Place

The Palace Luxury Resort is located in Putijuri, Bahubal, Habiganj, in Sylhet 3310, an administrative district in northeastern Bangladesh in the Sylhet division. In 1984, it was transformed into a district. It was previously a subdivision of Sylhet from 1874.

Its terraced gardens, orange and pineapple plantations, and tropical wooded hills provide a beautiful landscape. The valley of Sylhet has many haors which constitute vast natural wetlands. Habiganj is well known for its natural landscapes, historical settlements, tea plantations and many other reasons, such as the Shankorpasha Mosque, Fayezebad Mass Cemetery, Matutalai Sree Choitanner Temple, Teliaparara Monument, Graveyard of Freedom fighter MA Rob, Bir Uttom, Rama-Kelenga Wildlife Sanctuary, Satchari National Park, Rajbari Baniachong, Rashidpur Gas Field, Shagor Dighi, etc.



Therefore, the place is highly attractive to the domestic and national tourists to visit, where the resort is located in the centre of Habiganj district. Palace Luxury Resorts' delivery strategy is strongly based on computer technology and on the Internet in a variety of formats. First, the company's official website is a useful service publishing platform, as it has a wide range of features that can provide practical customer support, such as event planning, meeting times, booking rooms, wedding plans, and airport transfer.

Furthermore, the distribution of Palace Luxury Resort products and services has been helped by a mobile convenience app for iPhone and Android platforms. Palace Luxury Resort integrates social media as a more efficient way to distribute its products and services.

One of the main reasons for choosing an online policy for distributing and advertising the services of Palace Luxury Resort are the advantages connected with the Internet. In particular, through the online advertisements Palace Luxury Resort offers customers the opportunity to obtain products and services by making an early payment, from anywhere around the world.

2.2.3 Promotion

Promotions are attempts by marketers to try to inform, convince, or alert consumers, tourists, and visitors to influence their opinions or to create buying behavior. Like most other businesses, the Palace Luxury Resort uses some form of promotion. The station understands that social goals vary a lot, as do promotional strategies. The goal is to motivate the actions of people or organizations in the target market. As a for-profit service provider, consumers must purchase promotional items. Promotional goals include awareness of the complex's existence, motivating people to test products, providing information, building customer loyalty, improving product usage, identifying potential customers, and teaching potential "united" services in customer service. The Palace Luxury Resort uses all kinds of promotional strategies to attract the attention of customers, such as newspaper ads, referrals, public relations use, discount offers, etc.

2.2.4 Product

For the range of services is extensive and includes rooms for weddings and banquets, restaurants and lounges, meetings, and services for special events, gift shops, wholesale and retail-shops, catering services, pools for swimming and other services, the Palace Luxury Resort can be called as a full-service resort.



The products of Palace Luxury Resort can be divided into three parts. They are:

- a. Raw materials,
- b. Support products,
- c. Facilitation products.

a. Raw Materials

The products can be clarified as a superior kind of elements. Basically, raw materials and invisible facilities are the principal reasons why clients purchase from an organization. The primary result of Palace Luxury Resorts comprises of lodgings where visitors remain for a particular time. Fringe administrations can be clarified as extra items and administrations contrasted with the primary item offered by organizations to increase an upper hand in the market.

b. Support Services

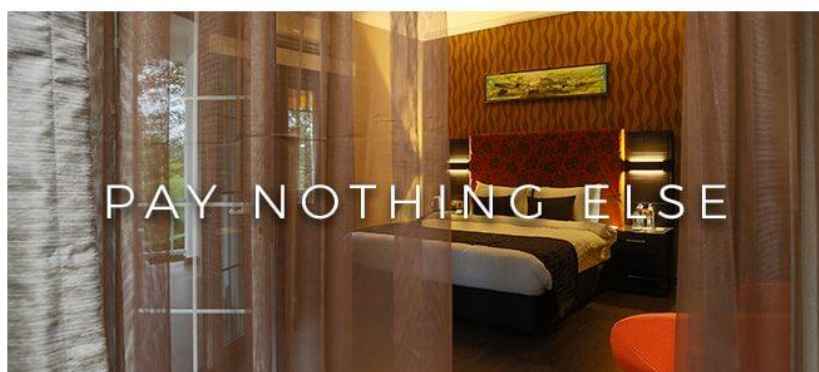
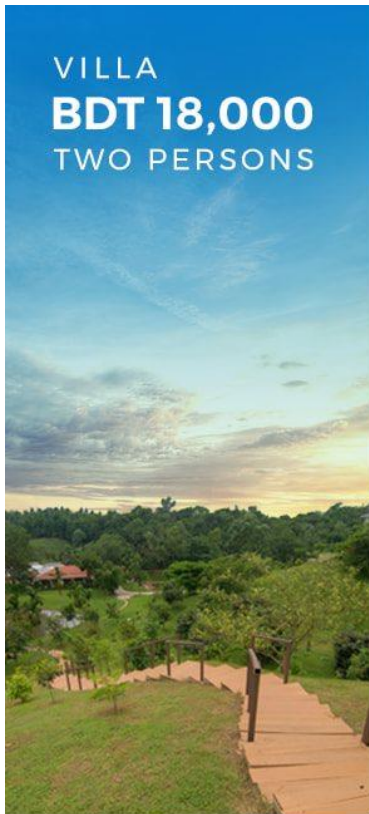
Support products include additional products and services offered to gain a competitive advantage for the company by increasing the value of basic products and services. A range of complementary products offered by Palace Luxury Resorts includes 24-hour room service, free newspapers, specialized magazines, concierge services and more.

c. Facilitation products

Facilitation products involve services that help consumers to consume essential products. Palace Luxury offers a range of popular facilitation products, such as guest services, bars, and restaurants, as well as online booking systems.

The augmented product is an offer of advantages offered by companies consisting of basic products and peripheral services. The rich products offered by The Palace Luxury Resort include discounts for members, high-class restaurants and a casual atmosphere, luxurious rooms and outdoor facilities.

Chapter Three: Customer Insight



3.1 STP Model Analysis

The Segmentation, Targeting, and Positioning (STP) model is useful when creating marketing communication plans because it helps marketers prioritize proposals and thus develop and deliver personalized and relevant messages to interact with a different audience.

The STP model is today a strategic family approach to modern marketing. This is in practice one of the most commonly used marketing models. The popularity of the STP model is relatively recent, as marketing approaches were more product-based than customer-driven. In the 1950s, for example, the main marketing strategy was "product differentiation".



The Segmentation, Targeting and Positioning of the Palace Luxury Resort are described below:

3.2 Segmentation

The segmentation, Targeting, and positioning of Palace Luxury Resort refer the method corporations select people to sell their services and position them so that they best meet the needs and expectations of these people.

The market segmentation process includes isolating the market into sections or parts dependent on attributes of a specific market. Along these lines, the best alluring or fitting segmentation dependent on administrations can be performed effectively. The market segmentation of the Palace Luxury Resort can be partitioned into four distinct parts: interest-oriented, psychological, demographic, and geographic.

a. Interest segmentation

Segmentation of profits contains market segmentation dependent on the advantages that consumers want to use the products and/or services offered. As a result, the apparent or tangible benefits offered by Palace Luxury Resort to existing and potential customers include a sense of accomplishment, high social status, and luxury.

b. Psychological segmentation

Psychological subdivision "Through the use of personality, lifestyle and values as a subdivision variable to examine a person's thinking, feelings, and behaviours, thus surpassing demographic data." The essence of the psychological subdivision approach adopted by The Palace Luxury Resort is for those who are interested, they want to express their high level of perception and achievement by staying at the hotel's five-star rooms at an affordable price.

c. Population segmentation

The set of variables used in population segmentation includes gender, life cycle stages, age, income, social class, and lifestyle. From this perspective, the target population of the Palace Luxury Resort is middle-aged high-income middle-aged and elderly. In addition, The Palace Luxury Resort is aimed at those who pursue a luxury lifestyle, so the company charges a higher price for products and services that are considered relevant.

d. Geographical segmentation

Geographic segmentation involves addressing a specific consumer segment based on the geographic location of the consumer at the national and international levels. The geographical segmentation strategy of the Palace Luxury Resort mainly consists of building hotels in popular areas among the target customers. Palace Luxury Resort is located in busy business and tourist destinations such as Sylhet.

3.3 Targeting

The Targeted customers of Place Luxury resorts can be illustrated from the above segmentation strategy by the company. The target audiences are:

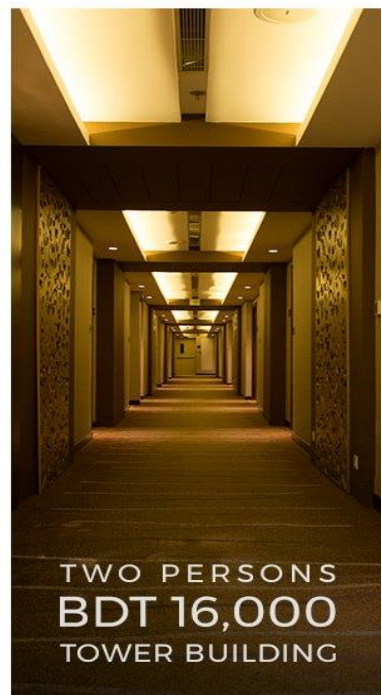
- a. The potential customers include a sense of accomplishment, high social status, and luxury.
- b. The target population of the Palace Luxury Resort is middle-aged high-income middle-aged and elderly. In addition, The Palace Luxury Resort is aimed at those who pursue a luxury lifestyle.
- c. Consumers who want to stay in nature with luxury facilities.

3.4 Positioning

The Palace Luxury Resort is positioned it-self as a luxurious five star resort with several royal life style to provide its consumer a improved modern life standards in nature. It is also positioned itself a better quality service providers in terms of few activities in the hotel and tourism sector of Bangladesh. The quality services it provides includes:

- i. Trekking
- ii. Outdoor Maze
- iii. Fishing & boating
- iv. Hill and tea garden track.
- v. Cineplex: Two-forty-six seater state of the art movie theatres.
- vi. Sports: Tennis, Badminton, Basketball, Cycling
- vii. Indoor Game Zone: Pool, Billiards, Air hockey, Table tennis, Football, Play-station, Miniature Car Racing and so on.

Chapter Four: Competitor Insight



TWO PERSONS
BDT 16,000
TOWER BUILDING

4.1 Porters Five Forces Model

Porter's five forces are a business analytics model that helps explain why different forces can maintain different levels of profitability. The model was published by Michael E. Porter in the *Competitive Strategies: Analysing Technology in Industry and Competition*, 1980. The model is widely used to analyse the industrial structure, competition, and strategy of the company. Porter has identified five undeniable forces that play a role in the structure of all the markets and industries in the world and issued warnings. These five forces are often used to measure the intensity of competition, the attractiveness and the profitability of a sector or a market.

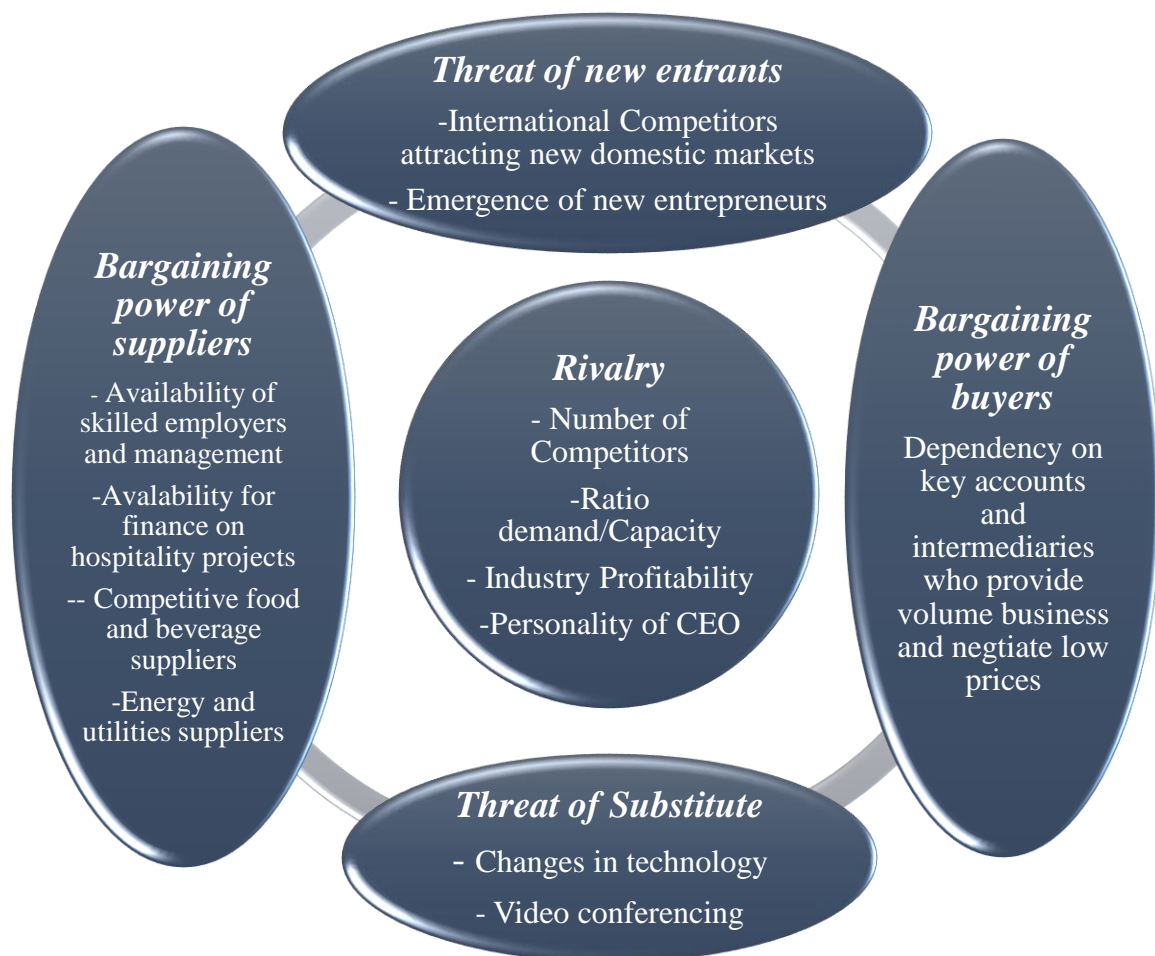
In addition, Porter's Five Forces model is a evaluation strategy that can identify and analyse the five types of competitiveness that shape each sector and help identify industry weaknesses and strengths. The Five Forces Analysis is often used to determine the structure of service to determine the business strategy. The Porter model can be applied to any part of the economy to understand the level of competition in the industry and increase the long-term profitability of the company. The Five Force model is named after Professor Michael Porter of Harvard Business School.

4.1.1 Rivalry

The challenge between the travel industry, hotel and hospitality divisions is furious in Bangladesh. At the point when potential clients find a hotel utilizing on the web, the Web diminishes contrasts between contenders. Business people will in general search at the best costs for the best understanding and the propensity is to diminish costs to an aggressive level. This division covers a huge territory, so the market develops and the quantity of contender's increments. For instance, an individual who wishes to go through the day at the memorable site can undoubtedly pick a resort from the close by city if administrations or costs are low contrasted with different rivals here. Variable and fixed expenses might be diverse in the most costly regions to live in. The Adversaries of Palace Luxury resorts in Sylhet are recorded underneath:



In regards of the Palace Luxury Resort, a diagram of five forces model is shared after being analysed the market of the company.



4.1.2 Threats of Substitute Products

In the Travel, Recreation and Hospitality industry, there are normally higher opportunities to begin another business and grow effectively. The organizations show up in all value ranges, with varieties in the degrees of administration and the luxuries. The consistent test will consistently be to get the clients to pick the Palace Luxury Resort's administrations over the contender. With mechanical progressions, the web makes the general market to be progressively proficient while growing the size of the potential market and making new substitution threats. Given the intensity of this industry, a heavenly key arrangement is indispensable.

The evolving threat is another organization may dissolve the client base with a recently figured web approach or just through their marketing effort. As per porter the improvement of a value chain process examination, upheld by the community-oriented occasion the board, the organizing, and sharing of the client-centered worth chain information, effectively upgrades the presentation of the worth chains and of the electronic trade.

4.1.3 Threats of New Entrants

In Bangladesh, the opportunities to start a new business or investing in hotels and hospitality industries are greater and more successful as the government of Bangladesh is inspiring foreign investors to invest in these sectors. Usually, a foreign company appears in all price ranges, with different levels of service and convenience. The ongoing challenge will always be to ensure that customers choose their service over competitors. With the advancement of technology, the Internet has made the global market more efficient while expanding the size of potential markets.

Moreover, Initial investments in tourism, leisure, and hospitality create considerable barriers to entry, but some obstacles to entry to the tourism market is reduced by the Internet marketing. The existence of many competent communication networks somehow reduces the cost of the initial marketing and provides access to potential competitors and suppliers to new competitors. Even an apprentice can use chains from big chains to comprehend the key marketing ideas and the best for consumers.

There are also few barriers exists. Such as, Palace Luxury Resort can be successfully differentiated based on location, service or other facilities to maximize customer retention and loyalty. The other barrier to entering the tourism sector will be eligible. Unfortunately, in the hotel industry, employees can abandon one business guideline to follow other business guidelines and have the skills to do it through training or experience. In terms of efficiency and differentiation, a company can have the greatest impact on customers and the profits they generate. Many well-established hotel and tourist companies combine well-established commercial and commercial channels.

4.1.4 Bargaining Power of the Buyers

The target clients of the Palace Luxury Resort are those who want to enjoy nature and enjoy a true lifestyle. However, for consumers, the best companies to connect online and provide quality services have become very easy to investigate. They no longer need the assistance of a travel agency, a corporate travel consultant or any type of intermediary to decide where to find the services. The Porter model provides for the possibility of negotiating the buyer's prices for elimination.

Being a big consumer of the tourism, leisure and hospitality industries, tourists were able to take advantage of technological advances on the Internet and other media to improve their ability to negotiate prices, creating continuity with the Porter model. . As consumers have more bargaining power, they searched for commercial sites on the Internet where they can search for offers or offers. These processes transfer the ability to customize end users, as required by the Porter model, and reduce the cost of independence transactions for these customers, so loyalty to individual companies is a thing of the past, if customers joined the company, it was extremely valuable if specific companies did not use them and other customers with a unique distinction the only possibility to improve.

4.1.5 Bargaining Power of the Suppliers

This is not a substantial threat to the Palace Luxury Resort, though it may have an impact, especially in the supplier sector. Palace Luxury Resort's employees are the main suppliers. If there are fewer people filling the resort service department, the bargaining power of job

opportunities will be greater. Customer Experience. As part of its strategy, all business chains must have an employee recruitment section. Other supplies needed by the hotel are also easily available through the Internet, whether they come from a provider or a hotel chain. As more products require more and more companies, suppliers will gain more momentum through competitive quotations.

Chapter Five: Internship Experience



4.1 Internship Experience

From 9th October till now I am working as a marketing executive of social media in “The Palace Luxury Resort”. The resort located in Bahubal, Hobigonj in Sylhet. This is one of the largest five-star resort in Bangladesh which stands on 250 acres of land. I am so fortunate that from my university I got the opportunity to work here & gather knowledge about the hospitality industry.

4.2 Portfolio

My working portfolio in here is digital marketing site of “The Palace Luxury Resort” which covers many of aspect like customer relationship management, Guest management, corporate agreements, find out the effective marketing content which will be covered in Social media sites, etc.

My major job responsibilities are listed below:

- I. I have to report on web traffic from all social media.
- II. Analysing client's engagement (e.g. click-through and bounce rates).
- III. Research emerging social networks and features that could benefit the palace's luxury resorts.
- IV. Maintain a consistent strategy across all platforms to increase awareness of our brand.
- V. Identify the habits of online customers and make recommendations for expanding your audience.
- VI. Ensures timely response to customer and follower questions and comments.
- VII. Advising other employees about their activities on social networks (for example, how to respond to customer reviews and questions and what is shared in personal or business accounts).
- VIII. Coordinate with social media manager and marketing department to plan advertising campaigns.
- IX. Develop and support SEO strategies, including keyword optimization in content marketing projects.

Furthermore, my job area is also given a response on our pages comment & inbox queries. Making a reservation by using OPERA Software. We also communicate directly with our in house guests.

All of these areas are very much related to my major subjects & also brought me to a very new and interesting area of using social media technologies in the hospitality industry.

4.3 Learnings from Internship Program

During the shift, I used the knowledge in the actual work to understand the working and working environment of the hotel industry. This is the first step to learn more about the actual operation of the tourist place. Especially organizational systems, executive management, and operational experience. Learn and collect all management experience to improve my professional skills.

This is one of the best opportunities to put my knowledge into practice, especially English company communication and social skills. I think the station is an ideal organization for students to gain valuable work experience.

Not only did I gain a lot of knowledge by working in these areas, but most importantly, I also got a great opportunity to improve my skills in a professional work environment. Just as important as the communication technology I have learned, I have trained and practiced presentation skills, talking to supervisors, experts in the field and communication skills trained and practiced by others. Employees inside and outside the company.

I am very grateful to *Mr. Tanvir Islam* (Head of Sales and Marketing) for sharing me valuable guidance in a timely manner and contacted experts in the field, such as *Ms. Fahmida* (Marketing Manager) and *Ms. Rimi* (Data Analyst), who provided me with detailed advice on many practical issues related to the resort.

I would also like to thank my course faculty: *Mr. Touhidul Islam Mia* was allowed to serve as my academic supervisor, and most importantly, his enthusiasm and valuable guidance during the internship. He gave me timely feedback on my research and helped organize an interesting lecture where I could introduce my ideas and achievements to other professors and researchers.

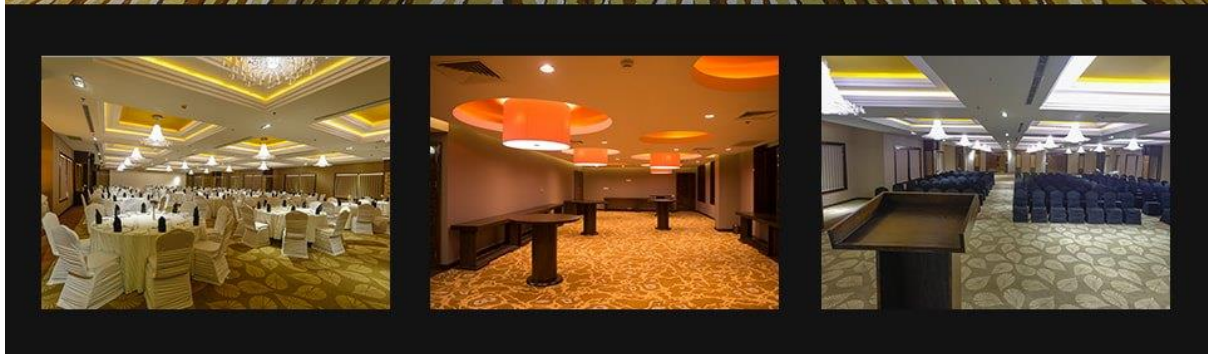
I also want to thank my colleagues for working with our marketing team "The Palace Luxury Resort". The staff at the "Palace Luxury Resort" were very cooperative in a special way, with suggestions, meetings, and encouragement for different pieces of training for me.

4.4 Skills Applied

During my internship experience with "The Palace Luxury Resort", I was able to develop my skills. Particularly found customer management to be useful in improving my communication skill. Although I found creating effective & attractive content for Social media which is very challenging, I found it to be valuable in developing my creative skills.

Besides my internship, I really enjoyed spending time with The Palace Luxury Resort" Team. I would like to thank them from the bottom of my heart for creating such a beautiful experience for me.

Chapter Six: Recommendations and Conclusion



5.1 Recommendation

After analysing the Strategic market positioning of Bangladesh Hotel and Hospitality Management: A study on The Palace Luxury Resort through several viewpoints such as company insight, customer insight, and market competitiveness analysis it is found that the Palace Luxury Resort is positioned itself as a royal life-style provider and one of the finest resort in Bangladesh among its competitors. Here are some suggestions are listed below to improve few parts that are need to be improved according to my academic and conceptual knowledge.

a. Increasing Advertising campaigns

Extensive promotional activities are needed to be conduct to attract all Bangladeshi as well as international tourists to visit the resort.

b. Offer incentives to interested clients

To generate loyal customers or retain customers, Palace Luxury Resort must send you promotional offers, discount offers, so that they can return to the resort when they choose the resort for the next visit.

c. Assign more marketing budgets during peak booking periods

Palace Luxury Resort must identify the peak booking periods at the beginning of the holidays in Bangladesh. Occasional festivals should also be considered a seasonal booking period.

d. Make sure you target the right audience

The recipients of the Palace Luxury Resort are high-class people who can withstand expensive services. These people book differently, travel differently and have different budgets. That's why tools like revenue targeting will be useful. While this may seem obvious, there are still other ways to divide the public into marketing the Palace Luxury Resort.

If necessary, Palace Luxury Resort may have to divide its audience in two, three or even four separate resort campaigns to send the right message to the right potential customer.

e. Be easily search online!



Today's travellers have the power to do their own comparative research without even leaving the bed. Therefore, if Palace Luxury Resort is not easy to find online, it is not surprising that your bookings are rare. The Palace Luxury Resort must be EVERYWHERE online for any bookings so that visitors can find the resort promotion in the corresponding window when they have to book accommodation in Sylhet.

f. Remarketing

Remarketing is an essential element of hotel marketing because travellers are distracted not only by daily distractions (like phone notifications and crying children), but also by the fact that they can choose from hundreds of other options. With remarketing, Palace Luxury Resort can reduce the abandonment rate and close more bookings by showing interesting graphic ads to people who have recently visited your site, reminding them that Palace Luxury Resort is present and guiding them over the weekend process. Try to show them an agreement to get an additional bonus to book with Palace Luxury Resort instead of their competitors and simplify the booking process as much as possible.

5.2 Conclusion

The aim of the report was to analyse the strategic marketing positioning of the Palace Luxury Resort. To analysis the strategic market positioning three major parts are analysed and they are: company, customer, & competitor analysis. While analysing the company, it was found that (a) Palace Luxury Resort belong to the exclusive and exclusive price categories. Therefore, according to the previous classification, the type of pricing strategy adopted by Palace Luxury Resort can be specified as a premium. (b) To provide a luxurious life style, the Palace Luxury Resort will always utilise the best resources that can give the customers a real life royal feelings and share memories that can be remarkable in its customer's life. (c) The place is highly attractive to the domestic and national tourists to visit, where the resort is located in the centre of Habiganj district. (d) The company's official website is a useful service publishing platform, as it has a wide range of features that can provide practical customer support, such as event planning, meeting times, booking rooms, wedding plans, and airport transfer. (e) The Palace Luxury Resort uses all kinds of promotional strategies to attract the attention of customers, such as newspaper ads, referrals, public relations use, discount offers, etc.

The second analysis was conducted to analyse the customer's insight of Palace Luxury Resort. The findings are: (a) the perceived or actual benefits offered by Palace Luxury Resort to existing and potential customers include a sense of accomplishment, high social status, and luxury. (b) The essence of the psychological subdivision approach adopted by The Palace Luxury Resort is for those who are interested, they want to express their high level of perception and achievement by staying at the hotel's five-star rooms at an affordable price.

The third analysis was conducted to analyse the competitors of Palace Luxury Resort. The analysis was prepared based on the Porters five factor model as it helps to find out the external competitiveness of any company. After analysis we found that (a) With technological advancements, the internet makes the overall market to be more efficient while expanding the size of the potential market and creating new substitution threats. (b) The opportunities to start a new business or investing in hotels and hospitality industries in Bangladesh, are greater and more successful as the government of Bangladesh is inspiring foreign investors to invest in these sectors. Usually, a foreign company appears in all price ranges, with different levels of service and convenience. The ongoing challenge will always be to ensure that customers choose their service over competitors. (c) The Palace Luxury Resort can successfully differentiate based on location, services or other quality has the greatest potential to attract and

retain customers. (d) The suppliers are not a substantial threat to the Palace Luxury Resort, though it may have an impact. Palace Luxury Resort's employees are the main suppliers. If there are fewer people filling the resort service department, the bargaining power of job opportunities will be greater.

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