

Internship Report

On

Marketing Strategies of Pan Pacific Sonargaon Dhaka

An Internship Report Submitted to the School of Business and Economics in Partial Fulfillment
of the Requirements for the Degree of Bachelor of Business Administration.

Submitted To:

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UNITED INTERNATIONAL UNIVERSITY

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Marketing Strategies of Pan Pacific Sonargaon Dhaka



PAN PACIFIC
SONARGAON DHAKA

SONARGAON DHAKA
PAN PACIFIC

Letter of Transmittal

August 27, 2019

Md. Kaium Hossain

Assistant Professor

School of Business and Economics

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Subject: Submission of Internship Report.

Dear Sir,

I'm submitting my internship report on "**Marketing Strategies of Pan Pacific Sonargaon Dhaka**" with greatfulness and admiration. As per the requirement of BBA degree, I have completed my internship from "Pan Pacific Sonargaon Dhaka". As a requirement of preparing an internship report based on a practical situation of an organization I choose "Sales & Marketing Department" of Pan Pacific Sonargaon Dhaka.

I am very much obliged that you extended me all the support and guided I needed during this course. I would like to thank you for giving me your valuable time and helping me at various stage of problems to complete this report. Lastly I would be thankful to all the person who help me to gather valuable information.

Yours Scincerly,

Fowzia Hoque Zerin

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Programme: BBA

Session: 2015-2019

Mjor: Marketing

Acknowledgement

First of all, I would like to thank Almighty Allah for his propitiouness in accomplishing my internship report on time.

I would like to express my gratitude to my honorable academic instructor Md. Kaium Hossain, Assistant Professor (UIU) for providing me with invaluable guidance in preparation of this internship report. I would like to thank him for his kind support, guidance, constructive supervision, instructions, advice and for motivating me to do this report.

I am also thankful to the whole “Sales and Marketing Department” of “Pan Pacific Sonargaon Dhaka” for giving me the opportunity to work with them.

I also wish to thank and give the due respect to my family and friends for their cordial support and help they offered throughout the process of preparing the whole report. I belive that this Endeavor has prepare me for taking up new challenging opportunities in future.

Executive Summay

As a business student, I need to analyse and understand the business world practically not only by reading books or doing courses. So it's a significant theme of BBA program that it contains three credits for Internship, which helps a student to get introduced with the practical corporate industry.

I choose "Pan Pacific Sonargaon Dhaka (PPSD)" to complete my internship. It's a very renowned and oldie organization situated in Dhaka. As my major is in marketing, so I joined their "Sales and Marketing Department" as an intern. I have gathered the information through different sources. My report consists of 2 types of sources primary and secondary. Secondary data are like websites, various articles, going through other's reports, organizations web site, etc. These secondary sources help me to design the organizational part in an appropriate manner. Then comes the main part analysis & findings, some of the marketing-related definition I took from different websites, but the detail part I have done from a depth interview. I tried to go for a questionnaire survey, but it didn't help me much to sort the matter than I go for a depth interview, which gives me a very clear idea about how their marketing strategies are working. I talked with the director of sales and marketing department, she told me about the key areas, like their target market, competitors, new offers, developing a website, social interaction, the software they use, etc. So, I took note of what she said and put it in finding and analysis part of the report as per the report should be designed. No organization is 100% perfect, even after being a top five-star hotel in Dhaka, PPSD has some lackings, I have discussed it in the SWOT analysis part. In the end, I tried to give some recommendation which might suit as a solution to their problems.

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Chapter: 01

Introduction

1.0 Introduction

An appropriate marketing strategy is very much essential for any kind of business organization. Marketing concept is changing day by day. Every day buyer are changing, their needs, wants and demands are changing so to match up with this change every organization follows some strategies and the strategy they follow to match the changing market is called marketing strategy. A company's development mostly depends on marketing. It's very important to have a strong marketing plan. For my internship I choose a multinational organization, to check out how they are doing their marketing. Pan Pacific Sonargaon is on one of the oldest and renowned five star hotel in Dhaka. As, my major is in marketing, I have applied in Sales and Marketing Department of the organization. In the short span of internship time, I discover how their marketing department and other related departments do their regular activities, as well as how they their clients, sponsors, social media, big events etc.

1.1 Origin of the Study

Internship Program of United International University is an undergraduate requirement for the BBA students. The main purpose of internship is to fulfill the requirements of (INT 4399) and also the student gets exposed to the job. This report is the result of two-month internship in "Pan Pacific Sonargaon", and prepare as a requirement for completion of the BBA program of UIU. This report is basically based on "Marketing" Department of Pan Pacific. The report also include information about the other services of the company and the organizational overview. As a student of Business School, I was assigned by my course instructor Md. Kaium Hossain to involve in this study. My instructor help in every step of this report to sum up my practical working experience into a theoretical form.

1.2 Purpose of the Study

The internship program and the study have following purposes:

- ✓ To compare the real scenario with the lessons learned in whole UIU BBA Program.
- ✓ Introduce myself into potential future work environment.
- ✓ Have an experience about Corporate World
- ✓ To fulfill the requirement of BBA Program
- ✓ To get a practical knowledge about how marketing strategies actually works.

1.3 Objectives of the Study

The objective of the report comes in two form, those are-

- ❖ Broad Objectives
- ❖ Specific Objectives

1.3.1 Broad Objective:

The main objective of this report is to complete the BBA Degree as well as to know about how does the organizational activities specially marketing strategies are adopted and implemented into a five star hotel, (Pan Pacific Sonargaon).

1.3.2 Specific Objectives

- To identify the role of a five star hotel among hotel industry.
- To focus and discuss the Sales and Marketing Strategies of Pan pacific Sonargaon.
- To give an overview of Pan Pacific Sonargaon.
- To focus on the importance, benefits, reasons of Marketing Strategies of Pan Pacific Sonargaon
- To focus on the various services, work environment and facilities provided by Pan Pacific Sonargaon.

1.4 Methodology of Data Collection

Two sources have been used in making of this report. One is primary data another one is secondary data.

1.4.1 Primary Sources

- Depth interview
- Practical working experience

1.4.2 Secondary Source

- Website of Pan Pacific Sonargaon
- Text books
- Articles
- Several other reports.

1.5 Limitations of the Study

- ❖ Time limitation of internship (only for two month).
- ❖ Websites are not highly sufficient to provide information
- ❖ Insufficient information provided by organization
- ❖ Organizational high restriction for reveling information
- ❖ Organizational confidentiality, lack of cooperation in giving information.

Chapter 2

The Organization

2.0 Background of the Organization

The brand name "Pan Pacific Sonargaon" was born when Japanese conglomerate **Tokyu Group** established its new marketing identity and sales network for its hotels in 1975, under Tokyu Hotels International. The first Pan Pacific hotel established was Sari Pan Pacific in Jakarta, which was opened in 1976. Pan Pacific Hotels Group is a hotel subsidiary of Singapore-listed UOL Group, one of Asia's largest hotel and property companies. Headquartered in Singapore, Pan Pacific Hotels and Resorts can be found along the west coast of North America, in Australia and across Asia, from as far south as Bali to as north as China with more than 37 hotels, resorts and serviced suites in key destinations in more than 11 countries. Pan Pacific is an international Chinese chain, which is located in many countries like North America, Beijing, Dhaka, Kualalampur, Manila, Melbourn, Singapore, Vancouver, Whistler and Seattle.

Pan Pacific Sonargaon (PPS) is one of the oldest, prestigious and first five star international chain hotels in Bangladesh. PPS is one of the two oldest five star hotels of Bangladesh. It was established back august 19th in 1981. It is a totally government owned hotel, but is operated by the international chain Pan Pacific Hotels and Resorts which ensures a true Pan Pacific flavor and standard to all its guests. It is a subsidiary by Hotel International Limited (HIL) which is owned by the government of Bangladesh

PPS offers all kind of 5 star facilities, fantastic environment and world-class hospitality. The hotel's general facilities and services are high speed broadband internet/Wi-Fi, television, refrigerator, and mineral water, honor bars for all the rooms. There are also many special suites, executive floors and the Pacific rooms too. In this section guests are offered with extensive facilities and privileges like butler service and a private lounge. Every guest can also enjoy free breakfast, all-day tea-coffee, evening cocktails, free laundry and local phone-calls. On the other hand there is also the tennis court, gymnasium, swimming pool, and health club for health conscious guests.

Voted "Best Regional Hotel Chain" by readers in Asia in 2017, Pan Pacific Hotels Group comprises two acclaimed brands: its signature brand, Pan Pacific and its deluxe brand, PARKROYAL.



2.1 Mission, Vision & Values

Their Vision

To be the preferred hotel company, trusted by guests, employees, owners and business partners

Their Purpose

To provide gracious and dependable hospitality that will bring out the best in people at every occasion.

Their Values



Integrity – They act with honesty and strong moral principles in everything they do.

Teamwork – They collaborate with mutual respect and a humble posture to achieve shared goals.

Results – They commit to delivering positive outcomes, high standards and returns.

Respect – They recognize diversity and reward humility, value their people and the communities that they operate in.

Creativity – They build original ideas with insights to remain relevant through time.

2.2 Their Brands

Pan Pacific Hotels Group comprises four acclaimed brands.

 PAN PACIFIC HOTELS AND RESORTS	Pan Pacific Hotels and Resorts Across Asia, Oceania and North America, find guests safe harbour in the ever-changing world at a Pan Pacific hotel or resort. Be it work or play, this is where people find their balance.
 PAN PACIFIC SERVICED SUITES	Pan Pacific Serviced Suites Rest assured that visitants every need will be taken care of during their extended stay at Pan Pacific Serviced Suites. For this is where they will find their balance.
PARKROYAL HOTELS & RESORTS	PARKROYAL Hotels and Resorts Saigon. Sydney. Singapore. Where there is a PARKROYAL, there is a celebration of visitants. After all, this is the place to bring out the best of visitant, by them.
PARKROYAL SERVICED SUITES KUALA LUMPUR	PARKROYAL Serviced Suites At PARKROYAL Serviced Suites they celebrate difference. They have visitants back so they can be without a care on their extended stay. For this is the place to bring out the best of visitants by them.

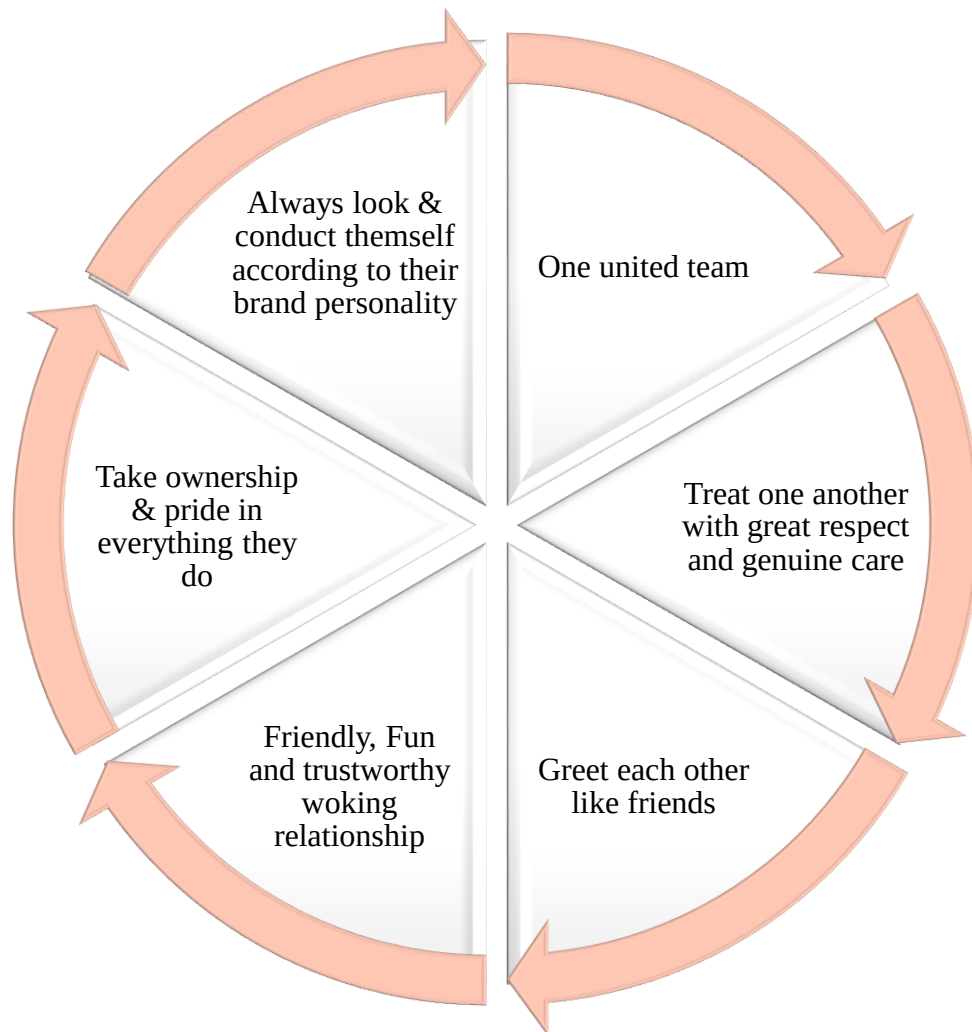
Brand Purpose- Pan Pacific Hotels and Resorts is safe harbor in the ever changing world.

Brand Promise- Pan Pacific Hotels and Resorts make travel work for you. You can depend on us to help you find your balance wherever you travel for business or leisure.

2.3 Brand Personality

Brand Personality depends on 3 things;

- ✚ **Gracious-** Be Courteous & kind to guests.
- ✚ **Dependable-** Provide solution & bring comfort.
- ✚ **Resourceful-** Find quick & clever ways to solve the most complex problems.



2.4 Pan Pacific Hotels group (PPHG's) Peoples culture

2.5 PPGH Service Pillars: (RAFT)

R- Recognition

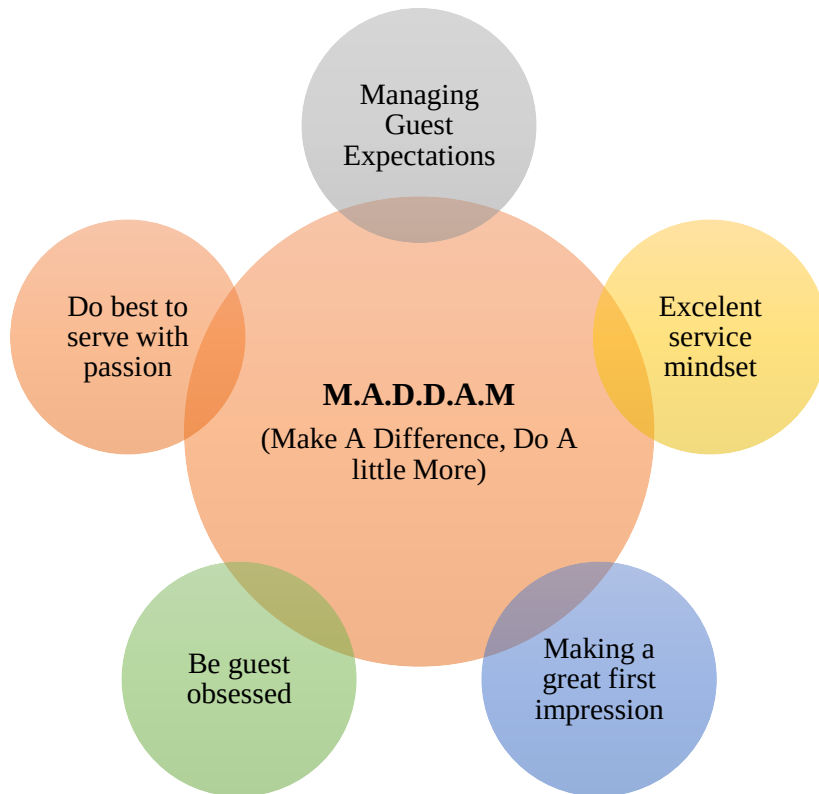
A- Anticipation

F- Flexibility

T- The Extra Mile

2.6 PPGH Service Credo

Service credo is a belief or value set that guides all company actions. The Pan Pacific Sonargaon Dhaka follows the "5 Basic Beliefs" to ensure the service excellence and to retain guests.



2.7 Major Products/Services of Pan Pacific Sonargaon

Pan Pacific Sonargaon is basically a hotel industry they make their profit through hospitality. Basically their main product or we can say services are room and dining with excellence quality. Now I'm pointing out their best services they provide to their guests.



Deluxe Room:

The deluxe room comes with the choice of king sized or twin beds. It has views of both pool and city. It comes with modern amenities including cable television channels and wired & wireless internet access.



International Suites:

It's the most prestigious suite spanning both side of the hotel with pool and city views. The International suite is fit for royalty, with an expansive bedroom, King size bed and luxurious marble bathroom.



Standard Room:

It's available for single occupancy with single bed, cable television channel and wired & wireless internet access.



Premier Room:

The premier room comes with the elegance of modern interior decoration and facilities. It has a view of pool and city. It also has choice of king sized or twin bed. It has a bathroom with separate shower and long bathtub, well equipped work area, cable television channels and wired & wireless internet access.



Executive suites:

Executive Suites are large suites with views of the city or pool area, including king sized bedroom and an additional guest bathroom adjacent to the lounge and dining area. It has in-room broadband internet access, satellite and cable international television channels, electronic safes and door locks, bathrobes, slippers, marble bathrooms, extensive mini bar selection, large desk area and

Junior suites:

Junior Suites provide a large king sized bedroom with separate lounge area perfect for business meetings or small formal gatherings. Offering in-room broadband internet access, satellite and cable International television channels, electronic safes and door locks, bathrobes, slippers, marble bathrooms, extensive mini bar selection, large desk area and hairdryer.

Their Dining:



- ✚ **Café Bazar:** It's located on the lobby level. Cafe Bazar offers contemporary international selections with an extensive buffet or a-la-carte menu for breakfast, lunch and dinner.

Signature Dishes

- Chicken or Kacchi Briyani
- Prawn Massala
- Mutton Shahi Qurma



- ✚ **Jharna Grill:** It is situated beside to Jharna (in Bengali, English translation: fountain). That's why it named Jharna grill. It offers imported meats and local freshly caught seafood. Basically the cuisine type is grill.

Signature Dishes

- Steak
- Grilled Salmon Japanese Bento Box
- North Atlantic Salmon Fillet



- ✚ **Aromaz:** Aromaz offers the best snacks and pastries in town, featuring freshly baked breads and oven fresh cakes with a wide range of variety. Basically it is drinks and snacks base restaurant corner.

Signature Dishes

- Cheese Cake
- Black Forest Cake
- Chocolate Fudge Cake



- ✚ **Lobby lounge:** Dhaka's premier meeting place, accompanied with live flute and table music every evening, Lobby Lounge is a luxurious treat. It serves drinks and snacks

Signature Dishes

- Club Sandwich with French Fries



- **Pool Café:** It is located in the pool sides. This restaurant serves healthy south Indian cuisines.

Signature Dishes

- Assorted Barbeque
- Chicken Tikka
- Fish and Chips
-



- **The OASIS:** The OASIS is basically a lush green space, also known as the open space. Where almost all the banquet events and conference function can take place under open sky.



- ✚ **Pacific Avenue:** Anyone can relax and enjoy drink from the extensive list and catch all of the latest sports action on the big screen. It has a wide range of imported beers and spirits, food and drink specials all week.

Signature Dishes

- Smoked Salmon
- Jumbo Prawn with Virgin Mary
- Assorted Cheese Platter
- BBQ Chicken
- Fish & Chips
- Quesadilla



- ✚ **In-Room Dining:** Providing food into customer's room.

Signature Dishes

- Vegetable Thala
- Non-Vegetable Thala
- Stir Fried Chicken Noodles

Other Services are like:



- ✚ **Swimming pool & Health club:** Fully equipped gymnasium featuring with sauna, steam room, professional massage treatment and personal trainer and an impressive swimming pool
- ✚ **Medical Centre:** In PPS Dhaka there is an in-house medical center, where 24/7 medical services is provided by the duty doctors for associates as well as for the guests.
- ✚ **Laundry services:** They have their in house laundry department.
- ✚ **Limousine rental service:** 24 hours limousine and shuttle service is available for guests with built in Wi-Fi service. Parking is available for around 450 cars altogether.
- ✚ **Savvy barber and beauty salon:** This salon is perfect for soothing guests' senses, this salon offers refreshing treatments by skilled professionals. The services at savvy beauty and barber saloon includes: Haircut, shampooing, shave, facial, hair dye, manicure, pedicure and many more.
- ✚ **Shopping Arcade:** This shopping arcade will let guests' discover a retail haven that will delight anyone's inner shopper. From travel services to traditional creations, their diverse showcase of shops promise a unique shopping experience for all.

2.8 The Departments of PPSH

Pan Pacific Sonargaon Dhaka consists of total eight departments to run its operation swiftly. Departments of The Pan Pacific Sonargaon Hotel All these departments work together with a common objective- to provide the best possible accommodation & services to the guests. These departments are interdependent because failure in a single department can cause negative results to other sub-departments and may lead to lose business. The functional departments of “Pan Pacific Sonargaon Dhaka” are:

Departments	Departmental Functions
Human and Capital Development	• Training and Development, • Employee relation, • Medical Center, • Staffing, • Time office
Finance	• Credit, • Purchase, • Cost control, • Audit, • IT.
Front Office	• Front Desk • Concierge • Transportation • Business Center • Pacific Lounge • Health Club • PABX • Airport Desk
Food & Beverage	• Food & beverage production • Food & beverage service • F & B Sales and Catering • Stewarding • Banquet
Sales & Marketing Department	• Sales • Marketing • Public Relations • Customer Relations • Reservation

House-keeping Department	• Laundry • Tailor • Linen • Savvy • Salon
POMEC (Property Operations, Maintenance and Energy Center)	• Civil • Mechanical • Gardener • Carpentry • Electrical • HVAC (Heating Ventilation & Air Condition)
Security	• In-House Security • CCTV Coverage • Entrance Checking

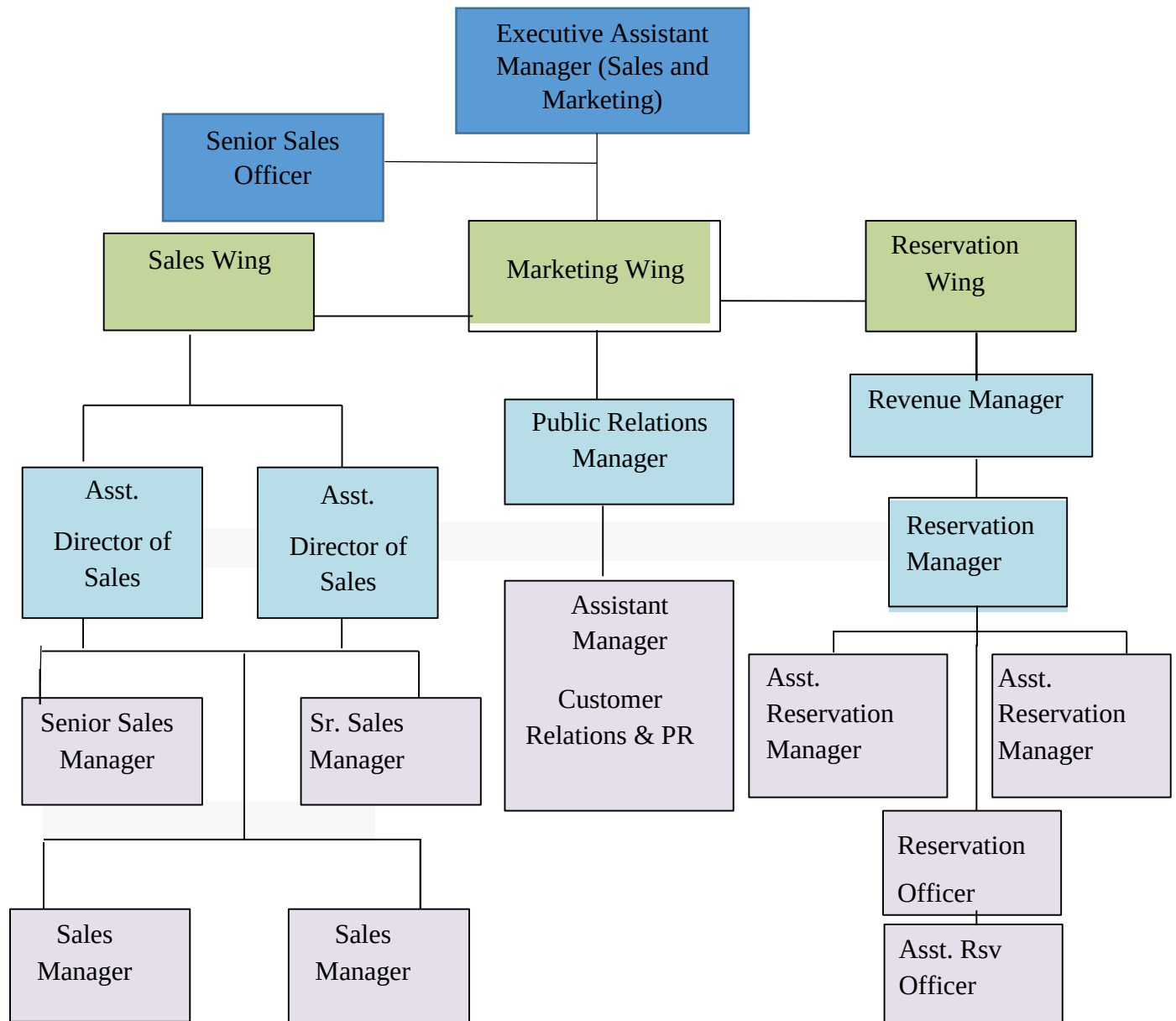
2. 9 An Overview of Sales & Marketing Department

The sales and marketing department is responsible to sell the hotel rooms and other services to potential customers. The major task of the sales and marketing department is to make a position of their product in the customer's mind. The sales team of Pan Pacific Sonargaon Dhaka is one of the most dynamic teams to compete with the other players in the market. Various activities of this department has establishes Pan Pacific Sonargaon Dhaka as the friendliest hotel in the city.

2.10 Operational Network Organogram of Sales and Marketing department

The sales and marketing department is headed by the director of sales and marketing (DOSM) who is very proactive. They have to designed their sales and promotional staffs in a very calculative way.

Marketing Department Organogram



2.11 SWOT Analysis

Pan Pacific Sonargaon Hotel has a well-managed HR team. However, though it has highly dedicated workforce, it has some flaws too. Here we have listed some strengths, weaknesses, opportunities and threats of Pan Pacific Sonargaon Hotel:

a. Strengths

- ✓ **Experienced workforce:** Pan Pacific Sonargaon Hotel has experienced workforce who are totally dedicated to their mission and work very hard to achieve their mission.
- ✓ **Developed techniques:** PPSH uses many new techniques and tactics such as performance evaluation, meeting management and much incentive system to achieve the mission.
- ✓ **Numerous training programs:** It arranges numerous training programs to improve the skills of employees such as on the job training, mentoring and job rotation. These training programs are costly and PPSH spends a lot for employees to achieve its goals.
- ✓ **Monthly rewards:** PPSH gives its employees a big amount of money as salary which is more than enough for every position. Besides the salary every month PPSH gives an employee the
 **‘Best Employee Award’:** To encourage everybody, so that they can give their best at work.
- ✓ **Numerous benefits:** PPSH gives its employees numerous benefits such as treatment facilities, refreshment facilities, and maternity leaves.
- ✓ **New management team:** PPSH reforms a new management team every year which gives many new employees to prove themselves.

b. Weaknesses

- ✓ New innovative ideas are developed by managerial level associates but sometimes the ideas are denied by upper authority.
- ✓ There are some employees who do not have that much knowledge about their job and it can be a bad for PPSH.
- ✓ Now a days the value of their service charge is more than their service or product quality.

c. Opportunities

- ✓ Update employees with new knowledge and skills: PPSH arranges many development programs which help employees to keep themselves updated to new knowledge and skills.
- ✓ Advanced in technology: PPSH is advanced in technology and it helps to faster the effectiveness of HR activities.
- ✓ Availability of information: Information's about best practices in HR helps PPSH to develop its division and its employees with new knowledge and skills.

d. Threats

- ✓ Deficit of well qualified people: Now a day, there are less well qualified people in the labor market. In future may be PPSH will run out of qualified employees and without qualified workforce it will not achieve its mission.
- ✓ Budget reduction for training programs: Training programs are expensive and reducing the budget of it will cost more. So, budget reduction for training programs can be a threat for PPSH.
- ✓ Competitor's lucrative offer to PPSH's employees: Many competitors now a day give lucrative job offers to PPSH's employees. If PPSH does not treat its employees well, it will lose its employees.
- ✓ Violation of the policies by some senior employees: Policy violation by the senior employees such as leaking the internal information to competitors can be a huge threat for PPSH.

Chapter 3

Analysis and Findings

3.0 “What is Marketing Strategy?”

Marketing strategy is all about a game plan for reaching people and turning them into customers of the product or service that the business provide. It's an organizations strategy that combines all the marketing affaires into a comprehensive plan. Marketing strategy is the foundation of Marketing Plan. A company's Marketing Strategy should have a longer lifespan than any other individual marketing plan. Effective marketing strategies help a organization to get ahead in the competition.

- ✚ *“The Marketing Strategy lays out target markets and the value proposition that will be offered based on an analysis of the best market opportunities”*. –Philip Kotler & Kevin Keller, Marketing Management, Pearson, 14th Edition.
- ✚ *“Essentially a formula for how a business is going to compete, what its goals should be and what policies will be needed to carry out these goals”*. –Michael Porter, Competitive Strategy: Techniques for Analyzing Industries and Competitors, NY, Free Press 1980.
- ✚ *“The pattern of major objectives, purposes and goal and essential policies and plans for achieving those goals, stated in such way as to define what business the company is in or is to be in”*. –S. Jain, Marketing Planning and Strategy, 1993.

The Marketing Strategy of a company contains-

- ✓ Value Proposition
- ✓ Key Marketing Messages
- ✓ Information of the target customer
- ✓ & other marketing related high-level elements.

3.1 Points to Ponder for Marketing

There are different types of marketing strategies. But before going to types of marketing strategies a company must have to consider some points. They are-

- Define the target population
- Test the target audience
- Consider Marketing Strategies
- Evaluate those strategies



“The Marketing Strategies might be totally innovative or they can be previously tried or tested strategies.”

3.2 Types of Marketing Strategies

There are mainly 2 types of Marketing Strategies.

- I. Business to Business Marketing (B2B)
- II. Business to Consumer Marketing (B2C)

The most common and very much used strategy is B2C. Organization basically focus on consumer. So they try new innovative strategies to attract consumers.

Now let's discuss about other types of strategies that have been used by organizations.

- ✓ **Paid Marketing-** It is the most traditional type of approach. Like TVC & Print media advertising. It also used in internet as PPC (Pay per click).
- ✓ **Direct Marketing-** Communicate directly with customers and prospects through mail, email, texts, fliers and other promotional materials.
- ✓ **Relationship Marketing-** Building a strong relationship with customer is the pillar of any organization to become successful. Many company focus to build a good

relationship with customers rather than just selling the product. Customer who loves the brand will spend more on the brand.

- ✓ **Close Range Marketing (CRM)** - Using Bluetooth or Wifi to send promotional offers of the products and send them to nearby customers to their smartphones or tablets.
- ✓ **Undercover Marketing**- This type of strategies create a thirst to customer to know about the product, because advertising of product is not totally reviling here. Like trailer of a movie. It creates enough intrigue to drive viewers to want to see more.
- ✓ **Mass Marketing**- Major and well known organizations need to drive a large number of purchasing of their products in order to survive and grow. Mass marketing is like to for a single advertisement for a product to every type of customer. No differentiation or customization is present here.
- ✓ **Seasonal Marketing**- Seasonal Marketing is a great way to attract customer. Seasonal event offers a great way to meet new customers. This type of seasonal events basically took place on the national holidays or in any special occasion.
- ✓ **PR Marketing**- One of the most important marketing is Public Relationship Marketing. A good PR strategies make effective move in the well fare of the organization.
- ✓ **Online Marketing**- As commerce has propagated to the internet, a new form of marketing has emerged. From online banners to those annoying popups, online marketers have attempted to get their customers attention any way they can
- ✓ **Email Marketing**- Many Business to Business marketers depend on e-mail marketing as a primary way to connect with customers.
- ✓ **Event Marketing**- Sometimes marketers organize different types of events and hope customers will participate in those events, so that they will purchase some of the product without planning.
- ✓ **Freebie Marketing**- Promote free give away, or sell the products at a very low price to boost up the sales.
- ✓ **Content Marketing**- Write and publish content to educate potential customers about company's product and services.
- ✓ **Cross-Media Marketing**- Provide customer's information through multiple channels like e-mail, physical mail, websites, and print & online advertisement to cross promote your products and services.
- ✓ **Personalized Marketing**- It is sometime called one to one marketing. Personalization tries to make the product different from competitor on the basis of consumers demand.
- ✓ **Promotional Marketing**- It is designed to stimulate a customer to take action towards a buying decision. Like contests, coupons, sampling etc.
- ✓ **Database Marketing**- It is a form of direct marketing using database of customers or potential customers to generate personalized messages in order to promote a product or service for marketing purpose.

- ✓ **Drip Marketing-** Drip marketing is a communication strategy that sends a pre written message to customers over time.
- ✓ **Social Media-** Social media sites like Facebook, twitter offer a unique opportunity for savvy business willing to invest in customer engagement.

3.3 Marketing Mix

A marketing expert named E. Jerome McCarthy created the Marketing 4Ps in the 1960s.



Marketing Strategy is very much related with marketing mix. By using one element or by using more than one elements from this four can help in a great deal to build up a good marketing strategy. This classification has been used throughout the world. Business schools teach this concept in basic marketing classes.

The marketing 4Ps are also the foundation of the idea of marketing mix.

- **Product-** Product is an intangible thing that we can hold or touch. Product is an item that is designed to satisfy consumer and to solve their problems. Products are basically produced on the basis of customer's wants and demand. And marketers gather information of people's needs and wants through market survey.

- Price- Price is basically amount of money that people pay in order get product or services. Price is a very essential element of marketing mix, because it's related with marketing plan and determine firm's profit & survival. Before setting the price of a product marketer must consider whether the price of the product is considering the perceived value or not. There are three major pricing strategies they are-
 - ✓ Market Penetration Pricing
 - ✓ Market Skimming Pricing
 - ✓ Neutral Pricing
- Place- Place or distribution is also very important for marketing plan. If the place like shop, or production house is not convenient for people than it will not bring any positive result for the organization. The position should be accessible to the potential buyers. Some of the Distribution strategies are-
 - ✓ Intensive Distribution
 - ✓ Exclusive Distribution
 - ✓ Selective Distribution
 - ✓ Francizing
- Promotion- Promotion is basically used for boost up brand recognition and sales. Various elements have been used for promotion, some of them are-
 - ✓ Sales Organization
 - ✓ Public Relation
 - ✓ Advertising
 - ✓ Sales Promotion

3.4 Brief discussion about Hotel (Hospitality) Industry in Bangladesh

Hotel industry are basically known as hospitality industry. The main purpose of a hospitality industry is to serve guests in a best manner. Hotel industry is also a part of economy of a country. Because foreigners visit another country and stay mostly in luxurious hotel for their refreshment. After the independence of Bangladesh, the country started hotel industry back in 80s with Hotel Sheraton and Sonargaon. Gradually with the passing of time Bangladesh has done very good in hotel industry, and now there are many luxurious five star hotels running smoothly in our country. Today the hospitality industry of Bangladesh can boost more than six international hotel chains with outstanding performance and output.

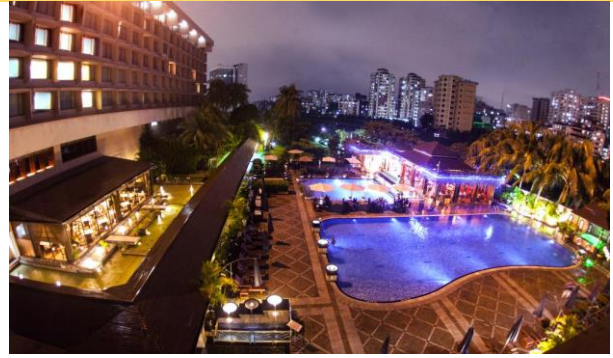
3.4.1 Top 15 Luxurious Hotels in Bangladesh

Some of the Luxurious Hotel of Bangladesh are listed below that are representing out country in international market-

Pan Pacific Sonargaon, Dhaka

Address- 107, Kazi Nazrul Islam Avenue

Contact No: 02-9128008



Hotel Intercontinental Dhaka

Address- 1, Minto Road Dhaka 1000

Contact No: 02-55663030



Le Méridien Dhaka

Address- 79/A Commercial Area Airport Rd,
Dhaka 1229

Contact No: 09638-900089



Radisson Blu Dhaka Water Garden

Address- Airport Road, Dhaka Cantonment,
Dhaka 1206

Contact No: 01730-089139



Grand Sultan Tea Resort & Golf

Address- Sreemangal- Bhanugach Rd,
Sreemangal 3210

Contact No: 01730-793501



Roayl Tulip Sea Peral Beach Resort & Spa

Address- Jaliapalong, Inani, Ukhia, Cox's
Bazar 4750

Contact No: 01844-016001



DuSai Resort & Spa

Address- Srimangal Road, Niteshwar,
Giafagnagar Moulovibazar Highway, 3200

Contact No: 01617-005511



The Westin Dhaka

Address- Main Gulshan Avenue, plot-01 Rd-
45, Dhaka 1212

Contact No: 02-9891988



Amari Dhaka

Address- House no. 47, Rd no. 41, Dhaka 1212

Contact No: 02-55053620



Lakeshore Banani

Address- House # 81, Block D, Road # 13/A, Block D, Dhaka 1212

Contact No: 01978-616164



Sayeman Beach Resort

Address- Marine Drive, Road, Cpx's bazar 4700

Contact No: 09610-777888



Rose View Hotel

Address- House-21, Road-22, Block D,
Shahjalal Upashahar Main Rd, Sylhet 3100
Contact No: 0821-721835



Long Beach Suits Dhaka

Address- 4g, Winter Garden, House # CEN 4
(G), Road # 104 Gulshan-2, Dhaka 1212
Contact No: 01755-557942



Four Points By Seraton, Dhaka

Address- 6/A, North Avenue, Commercial
Area, Dhaka 1212
Contact No: 09609-444555



Radisson Blu Chattogram Bay View

Address- S. S. Khaled Road, Lalkhan Bazar
Cir, Chittagong 4000

Contact No: 031-619800



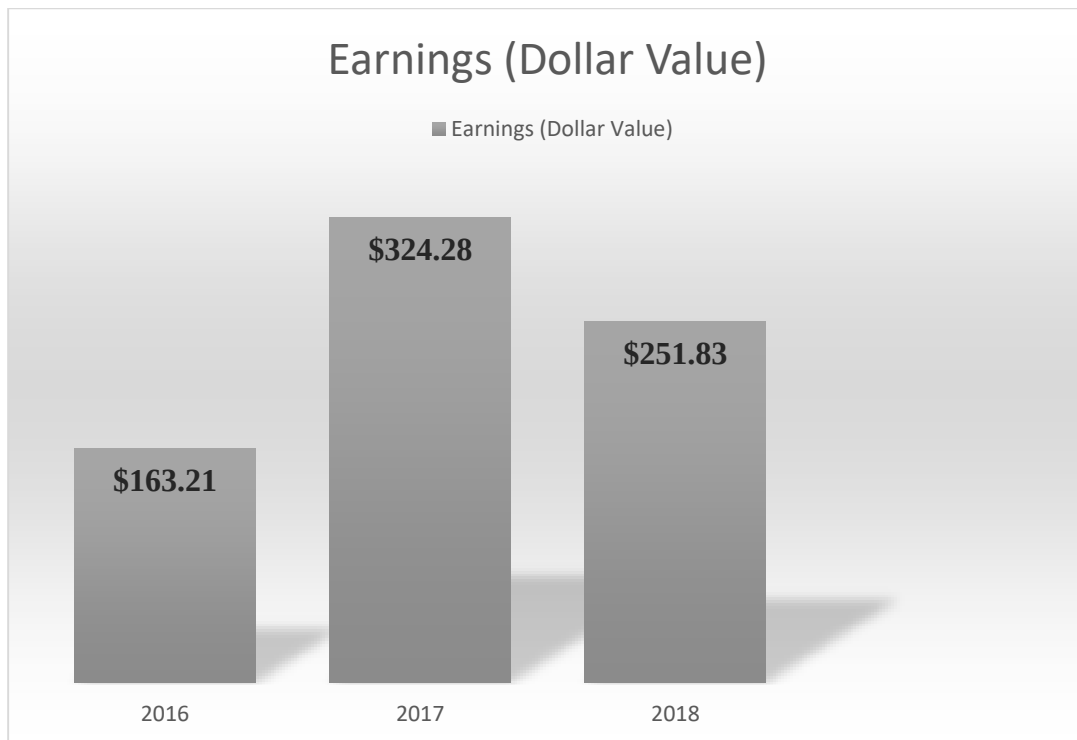
Photo Source: <https://www.radissonblu.com/en/hotel-chattogram>

3.5 Economic Boost up of Hospitality Industry in Bangladesh

Hospitality and tourism industry brings a great economical phenomenal in every developing country. The main customers in five star hotels are usually foreign nationals most of whom are employees at development organizations, diplomats and business travelers including RMG buyers, agents of international brands and retailers. It is observed that by passing of the year the GDP of our country is increasing at a good pace. It is forecasted that Bangladesh will start operation of 56 luxurious hotels into upcoming 5 years among them 8-10 will be 5 star hotel. Despite of being a growing country Bangladesh is doing very good in hotel industry.



Now let's check out recent earning of the country from tourism sector,



BB (Bangladesh Bank) statistics show that earnings from the country's tourism sector increased nearly 100 percent in the year of 2017.

The graph is made by based on the statistical data of Bangladesh Bank & Bangladesh Parjatan Corporation (BPC). It's a 12 month complete observation from January to December. Tourism Sector nearly clocked 100% in the year 2017. The economy of our country is growing at over 7%, the government has set a target of 8% economic growth in the next fiscal year.

Overall, there is a clear sign for the Hospitality industry to grow rapidly in the upcoming years. It will help the country's GDP to rise significantly through higher foreign currency inflow and greater employment opportunities. Therefore, the Hospitality industry of Bangladesh is bound to be at a more prominent status in the years to come.

3.6 Sales and Marketing Strategies adopted by Pacific Sonargaon

I have completed my internship through Pan Pacific Sonargaon Dhaka. The basic & all relevant information this organization have been given in the organizational part. Now I'll going to discuss my experiences of real life working and about the strategies that Pan Pacific Sonargaon adopt for their marketing.

Through a depth interview session with “Mrs. Monowara Akhter Chowdhury” (Director of Sales and Marketing at Pan Pacific Dhaka). I gather some information about what strategies they have been using and what are their potentiality strength for future.

Strategy is such a thing that make the difference between companies into a similar market. So keep themselves different from their competitors Pan Pacific Have some of their strategies which helps the organization to hold the best position till now.

Pan Pacific Sonargaon basically use 2 types of marketing strategies:

- I. Internal Strategy
- II. External Strategy

Now let's go for a discussion about how this two works.

3.6.1 Internal Strategy: Internal strategies are also known as ‘Micro Environment’. Because all the elements are found within the organization. Internal elements are controllable and it's very important to identify the strength and weakness of the organization.

Their Internal Strategy includes some elements, like

- ❖ Renovation- Though Pan Pacific Sonargaon is running in BD since 80s, it's quite a long time. So renovation is must here. They re-decorate half of their hotel to match up with the current established other luxurious hotels. Since 2006 they are trying to renovate the hotel.
- ❖ Packages they offer- the offers are designed by the internal community, every morning from they do their morning meeting where they discuss about every recent news about the market. They are always updated about their competitors. By evaluating the overall hotel industry they give promotional offers, like summer package, Festival campaign based packages, a flat discount on their restaurants or bars. Some of their recent packages are like,

PAN PACIFIC SONARGAON
DHAKA

EID Retreat
ROOM PACKAGE

ENJOY A PEACEFUL & LUXURIOUS
ESCAPADE THIS EID VACATION

PACKAGE INCLUDES COMPLIMENTARY
BUFFET BREAKFAST FOR 2
AT CAFE BAZAR

PACKAGE PRICE:
10,000 BDT NET
PER NIGHT



FOR QUERIES AND RESERVATIONS:
+880 2 55028008, +880 2 9128008

OR EMAIL US AT
RESERVE.PPDAC@PANPACIFIC.COM

PAN PACIFIC SONARGAON
DHAKA



Majestic MANGOES

ENJOY THE DECADENT FLAVORS OF
OUR IRRESISTIBLE MANGO DELIGHTS

AVAILABLE AT
LOBBY LOUNGE

PAN PACIFIC SONARGAON
DHAKA

طيران الخليج
GULF AIR

SPANISH NIGHTS
Buffet Dinner

ENJOY THE RICH, COLORFUL FLAVORS OF
AUTHENTIC SPANISH CULINARY DELIGHTS

VENUE:
CAFÉ BAZAR

PRICE:
BDT 4000
(ALL INCLUSIVE)

DATES:
25TH-27TH JULY 2019

FOR RESERVATIONS:
017 1338 2609, +880 2 912 8008



PAN PACIFIC SONARGAON
DHAKA



BDT 550
BDT 250
BDT 400

This summer
Keep your cool
with mouthwatering flavors of
the best homemade ice creams in town

LOBBY LOUNGE

Some of PPSD's recent lucrative offers

- ❖ New entry point- As Pan Pacific is located at a middle of the town so due to traffic problems the entry exit point gets interrupted, so they took a new line for their transportation sanction by the government.
- ❖ The software that they follow is called “Opera”. They use this software to calculate, SPSS, Occupancy rate, ADR (Average daily rate), RevPAR (Revenue per available room) etc.

Now the formula for this methods are,

- Occupancy= (the number of occupied room/total room)*100
- ADR (Average daily rate)= (total room revenue/occupied room)
- RevPar (Revenue per available room)=
 - i. Total room revenue/total number of room
 - ii. ADR*occupancy rate (%)
- ❖ Their Marketing Mix plan- In earlier topic I have discussed about marketing mix, now from the depth interview I got to know that they use 2 type of elements from marketing mix,
 - i. Product Centric Strategy- High quality products supplied by the organization, like the food and drinks of restaurant and bar is fresh, than the equipment’s, furniture’s of every room is up to date so that guests might not get any kind of problems.
 - ii. Price Centric Strategy- Sometimes they use price centric strategy to attract the potential customers, like giving 15% on savvy, buy one platter get one free. To reduce the price is main motto here.
- ❖ Content Marketing Strategy- Another most important internal strategy they use id content marketing. Content marketing is a strategic marketing approach. It creates a valuable, relevant & consistence content to attract the profitable customers.

Content marketing is the effective use of content that informs, educates, entertains, and inspires customers to discover you trust you and buy from you. – Jeff Bullas





There are 3 main reasons or let's say benefit for an organization to use content marketing, they are:

- ✓ Increase Sales
- ✓ Cost saving
- ✓ Get better customer who have more loyalty



Pan Pacific Sonargaon's best content marketing strategy happens in Ramzan time. Throughout the whole ramzan month their Halim & Jilapi sales at a glance because the taste and quality is very rich. & the packaging is also very lookrative.

3.6.2 External Strategies: External strategies are about to increase the output or business, reach with the aid of resources and capabilities that might not internally done by the organization. Now the External Strategies that have been followed by Pan Pacific Sonargaon are,

- ❖ **Advertisement-** Advertise through newspapers and TV ads to boost up the room sales. Pan Pacific basically boost up their every occurrence with the help of the leading newspapers of the country Like "The Daily Star" & "Prathom Alo". The events, programs, premier, film shooting, arriving of PM or any other political person of our country or from other country this two top ranked paper publish it first. And if we say TV channels than NTV, ATN Bangla, Channel I, Bangladesh TV etc give them media coverage.



The Daily Star
BUSINESS OPINION SPORTS A & E

Home » Arts & Entertainment » Event

Published on 12:00 AM, February 20, 2019

SHAKTI to perform at Pan Pacific Sonargaon

f t G+ in



Zahangir Alom

Music lovers in Dhaka are set to witness a brilliant performance by SHAKTI, a renowned fusion band which combines elements of traditional Indian music with elements of jazz. After a long hiatus, the band is returning on stage to perform live in the loving memory of their band member U Shrinivas, a renowned Indian Mandolin player and composer who passed away in September 2014.



The Daily Star
BUSINESS OPINION SPORTS A & E

Home » Business

Published on 12:48 PM, July 23, 2019

Pan Pacific Sonargaon, Gulf Air organise Spanish Nights

f t G+ in



Star Online Report

Pan Pacific Sonargaon Dhaka and Gulf Air have jointly organised a 3-day long 'Spanish Nights' to celebrate the authentic culinary diversities that Spain has to offer.

Café Bazar restaurant of the Pan Pacific Sonargaon will host the promotional event where celebrity chef Nader Qannati will enthrall the guests with his mouthwatering delights, according to a press release from Pan Pacific Sonargaon Dhaka.



প্রথম প্রাপ্তো সর্বশেষ সংবাদ
মোবাইল অ্যাপস সব সময়, সবথ

Home » Lifestyle »

Type Keywords

Thai Food Fest at Pan Pacific Sonargaon

Staff Correspondent . Dhaka | Update: 15:52, Mar 27, 2019

0      



Pan Pacific Sonargaon Dhaka is organizing Thai Food Festival titled 'Flavors of Thailand' between 27 and 30 March, says a press statement.

The festival will be held at our Café Bazar restaurant. The buffet dinner has been priced at Tk 4000 per person (all inclusive). The timing of the event is between 7:00pm and 11:00pm.

Authentic Thai cuisines, according to the press statement, would be served to cater the taste buds of the valued guests.

Our expert foreign and Thai chef will create a wide array of mouth-watering traditional and contemporary Thai foods to delight your senses.

Buy-One-Get-One offer is applicable on selected cardholders of Standard Chartered Bank, Prime Bank and United Commercial Bank.

Topics: [Food Festival](#) [Food](#) [Festival](#)

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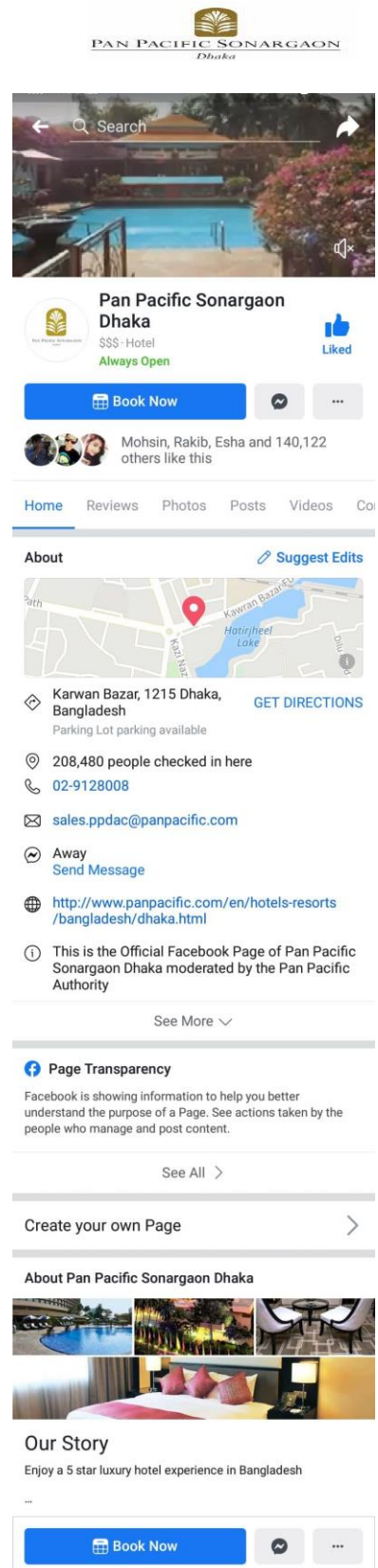
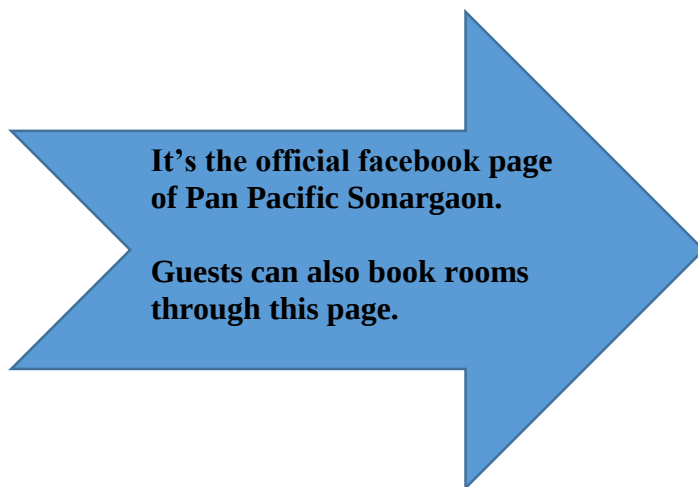
- ❖ Digital Marketing- Digital Marketing is a way to promoting the product or services of a particular brand or organization, with the help of internet. It includes every digital media. Like smart phones, tablets, laptops, computers, bluthooth, wifi devices etc. Every device that can access internet can be used in digital marketing. Now a days e-mail, facebook, whatsapp, viber, twitter, pinstar, youtube, instagram, linkedin, etc are the best way for digital promoting.



Pan Pacific Sonargaon use Paid Promotion to boost up their marketing.

Through E-mail blast & Sms blast every week they send their offers, promotional activities, packages to their previous, recent and potential clients. They always update their data with full information of every client.

The Facebook page of pan pacific sonargaon is maintained by their customer relationship officers, they are 24/7 active and continuously tries to update the offers or any new activities into their page.



“PPSD’s official facebook page”

- ❖ **Generating Sales Meeting-** The sale meeting is a theme where the sales person of one organization go for a discussion with other companies or competitors sales person. Here the main focus is on how to capture market & how to grow together, or get updated about each other.
- ❖ **Promoting through sales person & representative-** Sometimes marketing people go for sales call, which means to go to other big organization & talk to their senior people have some tea coffee or snacks just to get updates, invite them to give business, or to create a good bonding etc. The sales calls and individual room sales targets has been enhanced and are being conducted with the presence of their Top management.
- ❖ **SEO (Search engine optimization)-** This is the process of optimizing the website to "rank" higher in search engine results pages, thereby increasing the amount of organic (or free) traffic to website receives. The channels that benefit from SEO include websites, blogs, and info graphics.

There are a number of ways to approach SEO in order to generate qualified traffic to your website. These include:

- ✓ **On page SEO:** This type of SEO focuses on all of the content that exists "on the page" when looking at a website. By researching keywords for their search volume and intent (or meaning), you can answer questions for readers and rank higher on the search engine results pages (SERPs) those questions produce.
- ✓ **Off page SEO:** This type of SEO focuses on all of the activity that takes place "off the page" when looking to optimize your website. "What activity not on my own website could affect my ranking?" You might ask. The answer is inbound links, also known as backlinks. The number of publishers that link to you, and the relative "authority" of those publishers, affect how highly you rank for the keywords you care about. By networking with other publishers, writing guest posts on these websites (and linking back to your website), and generating external attention, you can earn the backlinks you need to move your website up on all the right SERPs.
- ✓ **Technical SEO:** This type of SEO focuses on the backend of your website, and how your pages are coded. Image compression, structured data, and CSS file optimization are all forms of technical SEO that can increase your website's loading speed -an important ranking factor in the eyes of search engines like Google.

The official website of Pan Pacific Sonargaon Dhaka is;

<https://www.panpacific.com/en/about.html>

- ❖ GDS (Global Distribution System) - It is a reservation tool for travel agencies. GDS links travel suppliers like airline hotels and rental cars with travel intermediaries such as travel agencies. GDS enable suppliers to cost effectively manage and distribute their inventory.

There are three important GDS systems:

- **Travel port** (Galileo, Apollo, World span)
- Amadeus and
- SABRE.
- ❖ What is the difference between the GDS and OTA's such as Expedia, Booking.com or Hotels.com?

These OTA's originally started by pulling information through the GDS. They learned the 10% travel agency when a reservation was completed. Many of these types of sites have now changed to merchant agreements. A merchant agreement means that you provide them with a discounted rate of 25 to 30% off of rack. You cannot sell your rooms for less than what they sell them for and you cannot give one site a better rate than another. This is called maintaining parity. The percentages may vary. For example Open Hotel GDS properties may receive a better rate on some channels. Booking.com normally charges about 15%.

- ❖ Review & Recommendation- Finally the review part. In Pan Pacific's Facebook page there are lots of reviews also with ratings. Guests also give recommendation for example they like the service too much or didn't like much, whether need to change anything etc. The marketing personals are thinking to bring a 3D board on which there will be different emoji faces & guests will react on the basis of their satisfaction.

3.7 Value Chain Analysis

A tool for identifying the primary and crucial activities that creates value for customers and the related support activities. Pan Pacific Sonargaon hotel is adding value to their services passing through a chain of activities. The value chain analysis of Pan Pacific Sonargaon is given below:

Marketing & Sales	Guest Reservation	Inbound Guest Services	In Room Services	Amenities	Outbound Guest Services
Advertising	Professional handling of questions	Airport pickup	24 hours in room dining	Laundry service	Limousine Service
Sales Clerk Training	Give full information	Front door welcome	High speed broadband internet	24 hour pool	Fast checkout process
Market Research	Advance reservation	Quick front door service	In room bar arrangement	5 star quality restaurant service	Bellhop service
Special offers			Room cleaning service	Health club Gymnasium	

3.8 Market Overview

Now let's overview the situation of current hotel markets. In June the entire city market suffered the usual historical trend of business downfall as this month was the end of Ramadan period syndrome in the market along with extended pattern of Eid-Ul-Fitr Holidays which lasted until first two weeks of June.

This year June 2019,

- ✓ The City's **occupancy** stood at **53.9%** which is a **3.02%** decrease from last year and slightly lower than last month.
- ✓ The City's **REVPAR** stood at BDT 6,482.65 which is also a decrease of **7.22%** compared to last year.
- ✓ The City's **ARR** stood at BDT **12,030.45** compared to the **ARR** of last year was BDT **12,278.31** which is also **2.02%** below last year.

The City ARR figures clearly state that Dhaka market is continuously facing a very competitive period with increased competitiveness in pricing. Pan Pacific Sonargaon is continually compelled to provide very competitive rates hence the overall ADR is still affected which may show improvement in the coming months. All the city hotels are continuing their drive to offer very competitive price resulting in reduced and competitive ADR in the city as figures depicts compared to last year. This in turn has affected the organizations ADR as well as for which they are in a vigorous effort to gather volume business. The organization is continuing to hunt the Top 50 corporate clients of their competitive set and have already increased the volume of sales calls to these identified accounts to create market penetration.

3.9 Hotel Performance

- The hotel finished the month with an **RGI** index of **0.62**, which was **17.36%** above than last year result for the same month.
- **RGI** index finished at 5 out of 6.
- The hotel only had **0.21%** decrease in **ARR** year-on-year.
- However room revenue displayed a positive result which were **8.9%** above than last year budget and **12.82%** below than budget this year.
- The weekday ARR was BDT **10,930/-** and weekend ARR was BDT **10,371/-** while the overall ARR was BDT **11,040** in June. The **REVPAR** for this month was **8.9%** above last year.
- The hotel finished the month June with **RGI** index of **0.62** and a rank of 5 of 6 with an **ARI** of **0.92** and rank of 5 of 6 and an **MPI** of **0.68** and a rank of 5 of 6. Overall year to date, the hotel is currently sitting at a rank of 5 of 6 in **RGI** with an Index of **0.62** with an **YTD REVPAR** decrease of **14.3%** over last year.

Pan Pacific Sonargaon also like to mention that Air Arabia Crew Set which was contracted until the year 2020 has already shifted to Amari Dhaka from 01 May onwards and will not be staying at their property any more.

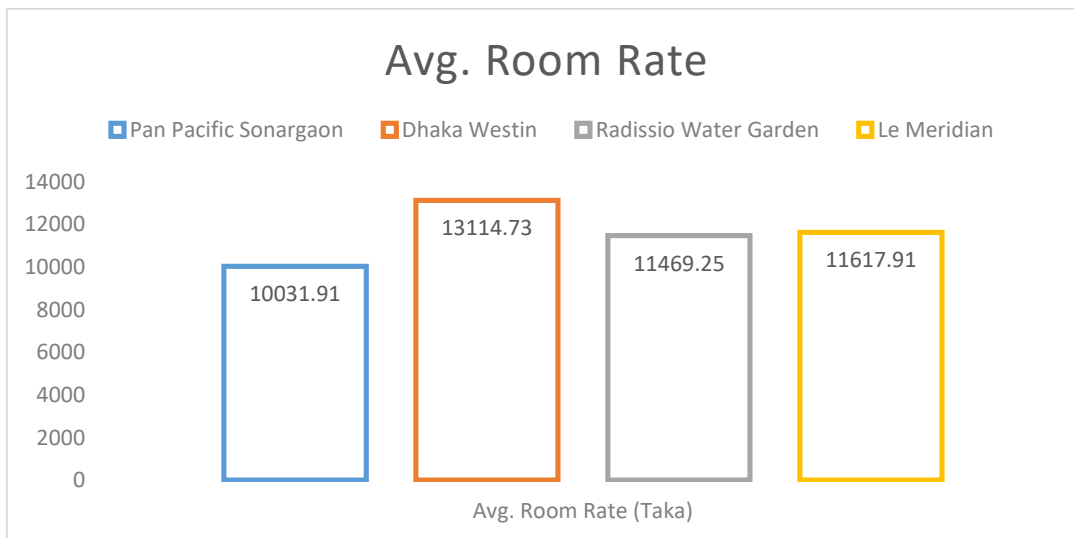
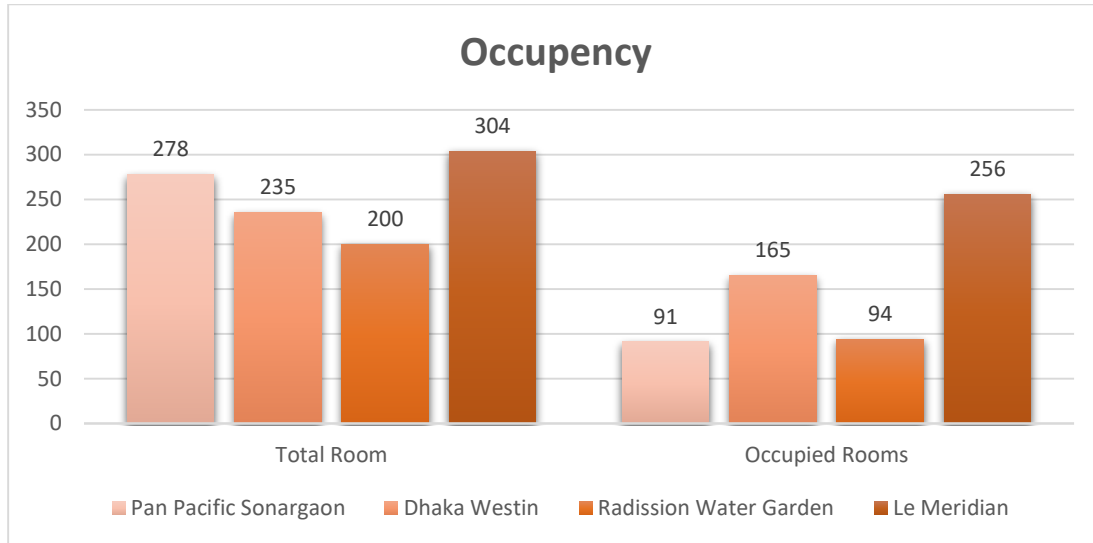
Focusing on the volume of the strategy they have also given out property level long stay and short stay promos. They also participated in brand published Tactical promos few of which have expired and few are ongoing. They have also strategized rate flexible throughout of 2019 by regularly adjusting BAR during lean periods and they will continue doing so. Their focus will remain on increasing rate over peak days and filling the hotel as well as driving occupancy over the weekend of Thursday, Friday and Saturday.

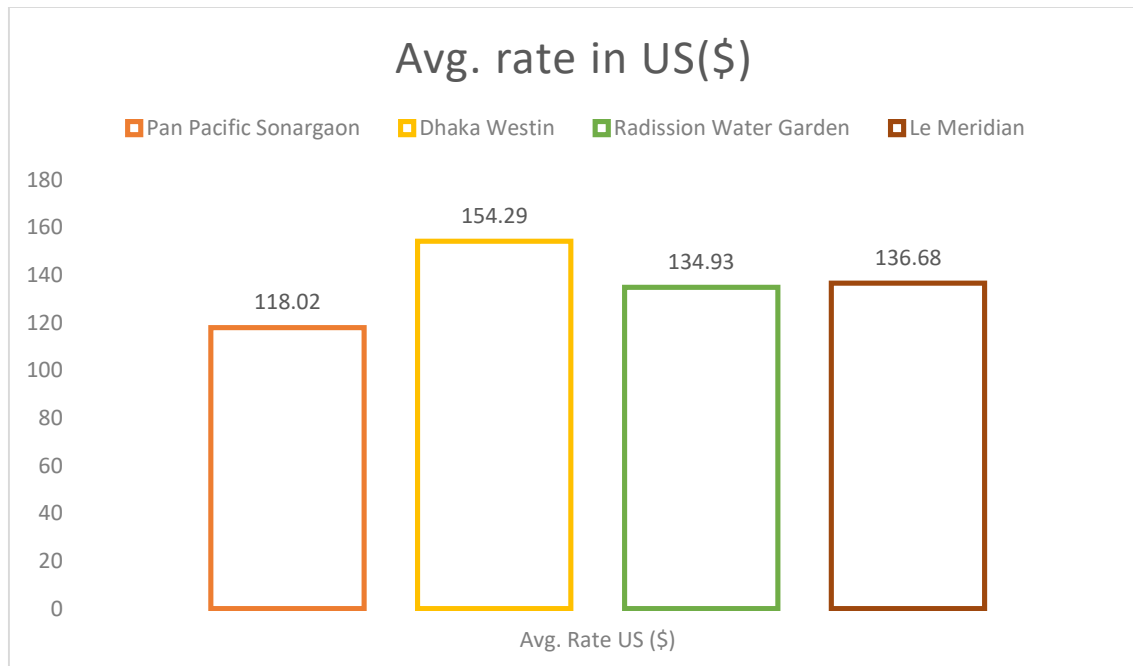
3.10 The Competitive Hotel sets of Pan Pacific Sonargaon for 2019

<i>Contents</i>	<i>Intercontinental Dhaka</i>	<i>Westin Dhaka</i>	<i>Radisson Blu Dhaka</i>	<i>Le Meridien Dhaka</i>
<i>Opened</i>	In January 2019	In 2007	In 2006	In 2015
<i>Total Room</i>	225	235	200	304
<i>Room Size</i>	Regular room size is between 40-45 SQM	Regular room size is between 40-45 SQM	Regular room size is 28.1 SQM	Regular room size is between 40-45 SQM
<i>Location</i>	It's the most nearest competitor, which is only 15 minute walk away from Pan Pacific.	This hotel is located near the diplomatic zone. The most secured area than other areas.	This hotel is located near diplomatic zone and owned and supported by Army Welfare Trust.	Located strategically very near to Dhaka Airport.
<i>Others</i>	Most of the Government Headquarters are located in this location.	Most of the corporate Headquarters are located in this location.	Qatar and Turkish Airline crew members are staying in this Hotel.	This hotel is targeting one off groups at a very competitive rate and is diluting the city market ARR. They grab Emirates and Kuwait Sky Marshal crewmember from Westin Hotel and grabbed Saudi Crewmember from the Regency Hotel.

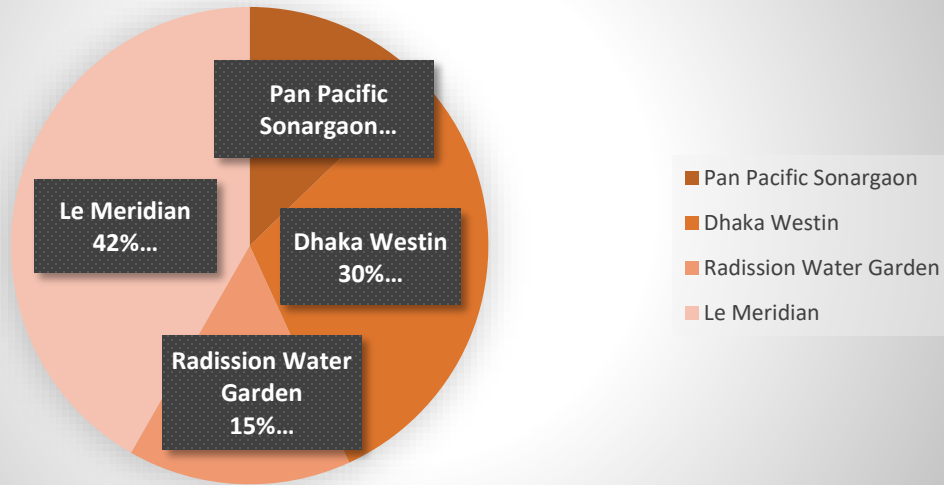
3.11 Comparison Report (July 20, 2019)

The data that I have collected are showing through different graphs below:





Total Revenue in Taka



3.12 Issues (problems) with Pan Pacific Sonargaon Dhaka



In this year the business is down-falling than previous year due to the fact that the main phase of the ongoing mega construction project of the Dhaka Mass Rapid Transit (MRT) has already reached their hotel entrance and is continuously causing abnormal traffic congestion right in front of the hotel especially during the afternoon and evening office hours. This is the time when they have frequent guest movement from the airport according to the flight patterns of the city.

Pan Pacific already started to loose big chunks of government and sports group business due to direct decisions imposed on government bookers to keep guests at Intercontinental Dhaka to promote the property as a new government owned hotel.

Chapter 4

Conclusion and Recommendations

4.1 Conclusion

Pan Pacific Sonargaon Dhaka is a top class five star hotel in Bangladesh. It's a great pleasure for me to complete my two months internship here. The "Sales & Marketing Department" has so much possibilities and opportunities. That's why I choose this organization for my internship. The total report is based on various kind of "Marketing Strategies" adopted by the organization. I have used both primary and secondary data in purpose of completing the report. The marketing department is so active, hardworking and energetic. Every day the marketing peoples came with unique and creative ideas to spread their business. This is my first working experience in corporate organization, I get to about how behave, how to dress up, how to be attentive, proactive. The working environment is also very helpful & supportive. Though the Internship period is very inferior but I guess this short time experience will help me in great deal in future.

4.1 Recommendations

Pan Pacific Sonargaon Dhaka is a very old and renowned five star hotel in Dhaka. Despite of being at no. 1 this hotel also have some draw backs. Based on those draw-back here are some of my ideas that might help them in long run.

- Pan Pacific Sonargaon should recruit young qualified peoples. Because a young personnel can do the work with more energy and creativity than an older associate.
- The main problem of Pan Pacific is that they don't have any express way, just because of this lacking many exclusive guests didn't want to come in this hotel. So I think they should figure out some alternative idea to solve this problem.
- In past days the Internal Political issues were very good with zero argument. But after 2010 they have a very fragile political bonding. The group which comes into power neglect the other party which is hampering their image. So I think the political misunderstanding should stop.
- Renovation haven't completed fully. Now-a-days almost every luxurious hotels and restaurants are introducing. And every hotel is too much lookcrative. Their interior design are very sophisticated. In this point Pan Pacific is lagging behind they also need to upgrade their interior design like they can bring some change in lobby, café bazar, ball room etc.
- It's painful to say that the quality of the food & beverage is down-falling day by day. The price of the food & beverage is very high than the quality. So I think quality of food & beverage should be upgraded, till then the price should in some limit.
- Sometimes higher authority abrogates the idea of managing level associates even though the idea was excellent. So this should stop. New ideas have to adopt to match with the current scenario to hold up the best market position.

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- ✓ <http://welcomeskillsbd.com/blog/hospitality-industry-bangladesh/>
- ✓ <https://pdfs.semanticscholar.org/4783/2d68b0eb6aec90f6d01db1dd821bf12a527e.pdf>
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- ✓ <https://www.facebook.com/PanPacificSonargaonDhaka/>
- ✓ <https://blog.hubspot.com/marketing/what-is-digital-marketing>
- ✓ <https://www.tripadvisor.com/Hotels-g293935-zfc5-Bangladesh-Hotels.html>
- ✓ <https://marketingmix.co.uk/>