

Sonargaon University (SU)

Dhaka, Bangladesh

Thesis Paper

on

Job Satisfaction of Employees in Bangladesh:

A Case Study on InterContinental Dhaka, an IHG Hotel

Submitted by:

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ID: MBA2303030002

Program: Master of Business Administration (MBA)

Major: Human Resource Management (HRM)

Semester: Fall-2024

Submitted to:

Department of Business Administration

Sonargaon University (SU)

Dhaka-1215

Date of Submission: 07-Jan-2025



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Supervised by:

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Date of Submission: 07-Jan-2025

Letter of Transmittal

January 07, 2025

To,

Md. Rasel Hawlader

Assistant Professor

Department of Business Administration

Sonargaon University, Dhaka.

Subject: Submission of Thesis Paper on "Job Satisfaction of Employees in Bangladesh: A Case Study on InterContinental Dhaka, an IHG Hotel".

Dear Sir,

With due respect and honor, I would like to inform you that, I have successfully completed the requirements to entitle myself for the thesis paper, which is a mandatory requirement to completion of the MBA program. This is a great pleasure for me to submit the thesis paper on**, "Job Satisfaction of Employees in Bangladesh: A case study on InterContinental Dhaka, an IHG Hotel".** Here I gathered what I believe the most completed information available. I believe that it will provide a clear scenario of the HRM polices of the prominent industrial institution **InterContinental Dhaka, an IHG Hotel in Bangladesh.**

This report is all about to synchronize my theoretical learning from MBA program with the real corporate world. I attempted my every move to go through all the necessary materials, documents, guidelines, and other subsequent reports which fulfill the requirements of this report paper. I have placed my most effort on preparing this term paper and tried to leave no stone unturned to make the report a vivid and comprehensive one despite a lot of limitations. I sincerely believe that it will serve the required purposes. I will always be obliged to furnish any clarification regarding this paper, if required.

I humble request you to accept this report for your kind evaluation.

Kind regards,

Very truly yours,

Md.Al Amin

ID: MBA2303030002

Department of Business Administration

Sonargaon University (SU)

Letter of Authorization

I, Mr. Md. Rasel Hawlader, Assistant Professor, Department of Business Administration, Sonargaon University (SU) hereby certify that the Thesis work entitled as "**Job Satisfaction of Employees in Bangladesh: A case study on InterContinental Dhaka, an IHG Hotel**" has been prepared by Md. Al Amin, ID: MBA2303030002, Department of Business Administration, Sonargaon University (SU) and submitted as a requirement for the partial fulfillment for the degree of the Executive Masters of Business Administration (MBA) with major in HRM. To the best of my knowledge, the above-mentioned work has been conducted by the student himself. Any option and/or suggestion made in this study are entirely that of the author of this thesis paper. The Thesis is an original work and prepared as a partial requirement of the degree the Masters of Business Administration (MBA).

Md. Rasel Hawlader

Assistant Professor

Department of Business Administration

Sonargaon University (SU)

Student's Declaration

This is **Md. Al Amin**, a student of Executive Master of Business Administration, **ID: MBA2303030002** from Sonargaon University (SU) would like to solemnly declaration here that this thesis on **Job Satisfaction of Employees in Bangladesh: A Case Study on InterContinental Dhaka, an IHG Hotel** has been authentically prepared by me under supervisor of Md. Rasel Hawlader, Assistant Professor, Department of Business Administration, Sonargaon University.

I didn't breach any copyright act internationally. I am further declaring that I did not submit this report anywhere for awarding any degree, diploma, or certificate.

Sincerely Yours,

Md. Al Amin

ID: MBA2303030002

Major: HRM

Semester: Fall-2024

Department of Business Administration

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Acknowledgement

I would like to thank Almighty Allah who made me able to complete this Report by utilizing my skills and knowledge.

At first, I would like to express my indebtedness and deepest sense of gratitude to Supervisor **Md. Rasel Hawlader**, Assistant Professor, Department of Business Administration, Sonargaon University for his encouragement, thoughtful suggestions, proper guidance, and supervision throughout the progress of my report work.

Furthermore, I would like to thanks Mohammad **Nahidur Rahaman Bhuiyan**, HR professional and learning and development, and all other employees of Hotel, for giving me essential information and guidance.

Finally, I convey my heartfelt thanks to my parents forth discontinuous support both financially and emotionally throughout my under graduate program at Sonargaon University.

Executive Summary

The InterContinental Dhaka is a prominent luxury hotel in Raman in central Dhaka, the capital of Bangladesh. It opened in 1966 and is owned by the Bangladeshi government. The hotel was the first international five star hotel in what would soon become the nation of Bangladesh. It was designed by architect William B. InterContinental Dhaka is offering multi-cuisine All Day Dining- Elements to enjoy buffet. For a nice talk over a cup of tea come to Cafe Social or Aqua Deck. Enjoy the juiciest and tender steak at The Amber Room and for bar experience come to Opus. Stylish Spaces for Every Occasion The hotel offers over 21000 sq. ft. of combined indoor meeting and exhibition space. The 9 small and large banquet halls, including 2 ballrooms and 7 meeting rooms, are all conveniently centralized for easy access. Personalized Service & Distinctive Details the InterContinental Dhaka features Business Center Services, Health and Fitness Center, Swimming pool, Spa Facilities, Premium Internet Services, Entertainment and Recreation, Housekeeping, News stand and Laundry Services for the luxury travelers. Job satisfaction refers to employees' overall feelings about their jobs; it is the state of well-being and happiness of a person concerning performance in the workspace and its environment. It can be an excellent determinant of productivity within a company; some factors that intervene are a collaborator's attitude at work, with leaders and colleagues, and career expectations. A study on The InterContinental Dhaka through several viewpoints such as company insight, customer insight, and market competitiveness analysis it is found that The InterContinental Dhaka is positioned itself as a friendly life-style provider and the InterContinental Dhaka is a prominent luxury hotel in Bangladesh. Here are some suggestions are listed below to improve few parts that are need to be improved according to my academic and conceptual knowledge. Job satisfaction refers to employees' overall feelings about their jobs; it is the state of well-being and happiness of a person concerning performance in the workspace and its environment. The term job satisfaction first brought to lime light by Hop pock (1935). He reviewed 35 studies on job satisfaction conducted prior to 1933 and observes. Job satisfaction is combination of psychological, physiological and environmental conditions that causes a person to say "I'm satisfied with my job". Such a description pointed out the variety of variables that influence the satisfaction of an individual but tell us nothing about the nature of job satisfaction. Job satisfaction has been most defined by Peptone (1973) as a job, management, personal adjustment & social requirement.

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Chapter: One
Introduction

1.1 Introduction

Dhaka's Most Prestigious Luxury Business and Convention Hotel located in the prestigious downtown business district, InterContinental Dhaka is the foremost name of luxury. The hotel is beautifully designed boasted with Millennium modern outlook with a touch of local culture. Featuring 226 luxury rooms and suites, a selection of restaurants offering exquisite cuisines. Host your events at the meeting spaces equipped with modern facilities. Our outdoor temperature-controlled swimming pool and Health Club is a perfect destination for business or leisure.

The hotel offers over 21000 sq. ft. of combined indoor meeting and exhibition space. The 9 small and large banquet halls, including 2 ballrooms and 7 meeting rooms, are all conveniently centralized for easy access.

1.2 Objectives of the Study

Every research work is conducted to achieve some objectives. The primary objective of this report is to fulfill the requirement of the Report Paper. The secondary objective of the report is to evaluate the "Job Satisfaction of Employees Procedure" of InterContinental Dhaka, an IHG Hotel. This report has been prepared primarily for the fulfillment of the Human Resource Management course, which is an essential part of the MBA program of Sonargaon University (SU).

The Objectives of this Report are

- To measure the customer opinions on service quality and customer satisfaction towards the promotional Activities
- To communicate the changes
- Risk reduction preparation
- To share the lesson learns
- To inform about the progress
- To analyze the inputs against the outputs
- To plan accordingly for up-coming period
- To know about the Intercontinental Hotel and its job satisfaction of employees
- To find out the kinds of training provided by Intercontinental Hotel to its employees
- To look on the frequency of training provided by Intercontinental Hotel to its employees

And finally, whether the training provided by the organization has any impact developing the employee.

1.3 Methodology of the Study

In order to complete this report personal visit and discussion with executives and top-level management of "Intercontinental Hotel" become conversant with the company's philosophy, working procedures, management system, and decision-making process of the company. The details of the work plan are furnished below:

Data Source

The information and data for this report have been collected from Primary Source as well as Secondary Sources but emphasis has been given more on Secondary Sources.

Primary Source

Primary Sources mean the sources of data which were never used in anywhere and which data are presented first time. This information is collected from.

- Practical desk work
- Face to face conversation with the officer
- Direct observation
- Face to face conversation with the client

Secondary Source

Secondary Sources mean the sources of data which were already existed and used. Many journals, books and data from websites are used here as a source of secondary data. This report will be based on theoretical and practical information gathered from Secondary Sources.

- Books, manuals
- Journals
- Publications
- Web sites
- Back-office management on the related field.

Apart from these I will try to induce my practical experience what I have gathered while working as a report and my leanings what I have learnt from my university.

Data Analysis, Classification, & Presentation

Relevant data for this report has been collected through practical orientation, personal interview, and observation in the organization etc. The interviews were administered by formal and informal discussion. No structured questionnaire has been used. Secondary sources of information include the annual report of the company. Data collected from secondary source have been, processed manually and qualitative approach has been used throughout the study. Qualitative approach has

been adopted for data analysis and interpretation taking the processed data as the best. So, the report primarily on an analytical judgment and critical reasoning. After gathering all the prime and secondary data I collected, corrected, organized, analyzed, and integrated to draw some findings.

1.4 Limitations of the Study

A primary limitation of the report is that it is based on facts, accumulated from word of mouth, while consulting secondary data. Some information presented in the report may be biased, as people tend to avoid their own limitation regarding their job and tend to hold other departments responsible for drawbacks of their own. As the report is not a comprehensive one, rather based on a single facility of Square Group of Companies and also based on a limited number of department employees so any ultimate decision may not be drawn about the whole organizations training facility.

There is no study work which is free from defect. Such defects are known as limitations. As the report prepared with a short span of time, the report could not be made comprehensive and conclusive. Some usual constraints I did face during my investigation. Due to the company's policy of maintaining secrecy I did not get the opportunity to collect information regarding all departments.

The limitations of my study work is stated by the following:

- The data and information related with the topic was not easily available.
- Time Constraint.
- Lack of experience.
- Scarcity of pertinent information.
- The study also suffered from inadequacy of data.
- The study was not done very successfully due to inexperience.
- Supply of more practical and contemporary data is another shortcoming.
- Unwillingness to response of the interviewer is another limitation for this study work.
- Lacking young, energetic, and talented officers /staffs.
- Lack of knowledge about the functional aspect of capital market activities.
- Shortage of update data.

Chapter: Two
Theoretical Discussion

2.1 Job Satisfaction

Job satisfaction refers to employees' overall feelings about their jobs; it is the state of well-being and happiness of a person concerning performance in the workspace and its environment. It can be an excellent determinant of productivity within a company; some factors that intervene are a collaborator's attitude at work, with leaders and colleagues, and career expectations.

Employee job satisfaction is essential for organizations. Satisfaction can stimulate positive energy, creativity, and increased motivation to succeed.

2.2 History of Job Satisfaction

The term job satisfaction first brought to lime light by Hop pock (1935). He reviewed 35 studies on job satisfaction conducted prior to 1933 and observes. Job satisfaction is combination of psychological, physiological and environmental conditions that causes a person to say "I'm satisfied with my job". Such a description pointed out the variety of variables that influence the satisfaction of an individual but tell us nothing about the nature of job satisfaction. Job satisfaction has been most defined by Peptone (1973) as a job, management, personal adjustment & social requirement. Morse (1953) said that Job satisfaction is dependent upon job content, identification with the co., financial & job status & priding group cohesiveness. One of the biggest description to the study of job satisfaction was the Hawthorne study. The studies of Hawthorne (1924-1933), primarily credited to Elton Mayo of the Harvard Business School, sought to find the effects of various conditions (most notably illumination) on workers' productivity.

These studies ultimately showed how novel changes in work conditions temporarily increase productivity (called the Hawthorne Effect). It was later found that this increase results, is not from the new conditions, but from the knowledge of being observed.

2.3 Is Job Satisfaction Important? 4 Benefits

A good experience at work generates job satisfaction. It's essential for employees to have positive experiences consistently. Employees are an organization's number one resource, and keeping them satisfied and fulfilled helps strengthen a company in multiple ways.

Increased Profits

This is one any manager and employee might appreciate. Keeping employees satisfied can lead to higher sales, lower costs, and a stronger bottom line.

Higher Productivity

Irrespective of their job titles or salary, employees who are more satisfied with their job, whether they feel satisfied with the organizational culture, with the rewards they are getting, or with recognition, can produce more and do it more efficiently.

Lower Turnover

If employees are more satisfied with their job, they are less likely to leave. It also helps to recruit better quality talent as new talent sees employee staying power as added value.

Loyalty

When employees feel there is a growth path for them, they are more satisfied. In turn, because they feel the organization has their best interests at heart, they tend to support the organization's mission and objectives. When this happens, employees may tell their friends or relatives about the good nature of the organization, which helps spread organizational goodwill.

2.4 Factors of Job Satisfaction

Bounce scar, the soonest specialist in employment fulfillment, in 1935 suggested that there are six noteworthy parts of occupation fulfillment. These are as under:

- The way the individual responds to disagreeable circumstances,
- The office with which he balanced himself with other individual
- The relative status in the social and financial gathering with which he recognizes himself
- The nature of work in connection to capacities, intrigue and readiness of specialist
- Security
- Loyalty

2.5 Reasons of Low Job Satisfaction

Reasons why employees may not be completely satisfied with their jobs:

- Strife between collaborators.

- Strife between directors.
- Not being opportunity paid for what they do.
- Have pretty much nothing or nothing to do with basic leadership that influence workers.
- Dread of losing their activity.

2.6 Effects of Low Job Satisfaction

High Absenteeism: Absenteeism means is a habitual pattern of absence from duty or obligation. If there will be low job satisfaction among the employees the rate of absenteeism will certainly increase and it also will bring negative affect on productivity of organization.

High Turnover: High Turnover in human resource refers to characteristics of a given company or industry relative to the rate at which an employer gains and losses. If the employer is said to have a high turnover of employees the company have shorter tenure than those of other companies.

Training Cost Increases: As employees leaves organization due to lack of job satisfaction. Then Human resource manager has to recruit new employees. So that, the training expenditure will be increase.

Influences on Job Satisfaction: There are many factors that influence job satisfaction. For example, one recent study even found that if college student's majors coincided with their job, this relationship will have predicted subsequent job satisfaction. However, the main influences can be summarized along with the dimensions identified above.

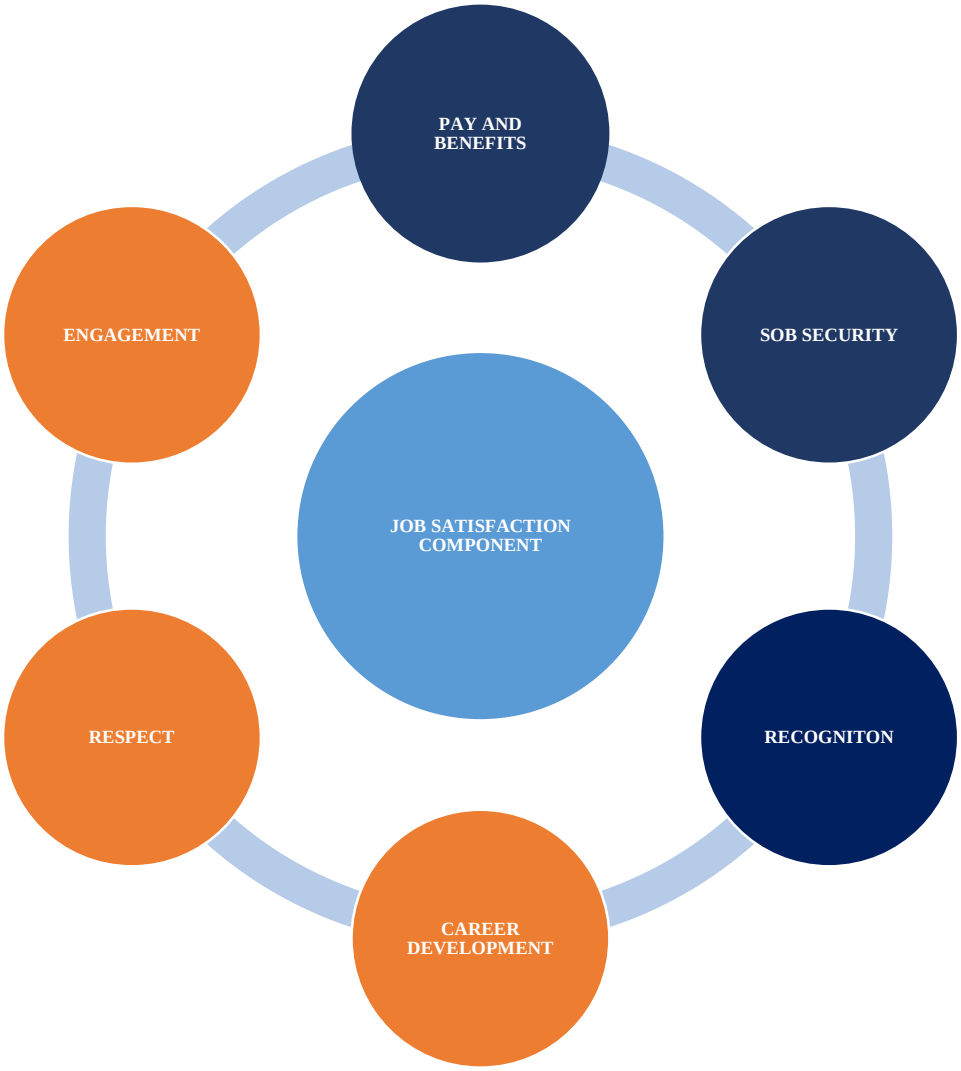
2.7 What Job Satisfaction People Need?

Each employee wants:

1. Recognition as an individual work
2. Meaningful assigned task
3. Ample opportunity to do something worthwhile
4. Job security for himself and his family
5. Good wages competitively
6. Adequate benefits in job
7. Opportunity for improvement
8. No arbitrary action- a voice a matters affecting him
9. Satisfactory working condition and working environment

2.8 Job Satisfaction Component

The recipe for achieving job satisfaction will change from person to person. However, some components are the same for all companies, such as the following:



Pay and Benefits

One of the most important factors of job satisfaction is salary and benefits. Employees with a good salary and incentives will likely turn down a higher salary if they like their company and feel it adds value beyond a paycheck to their role.

Companies should provide their employees the accurate pay and benefits for their expertise, experience, and other valuable assets. An employee that perceives their salary and benefits as fair and reasonable is more likely to experience a positive employee experience, resulting in better health and a live-work balance, which translates into better productivity for the company in the long run. In other terms, employee recognition translates directly into benefits for the company. And it is that a recognized and happy employee is a loyal employee.

Job Security

Having good job security makes people happier in their jobs. No one likes to be worried about what the near future holds. A satisfied employee can work towards long-term goals and feel a greater sense of community and purpose within the company. One of the biggest problems for many companies is excessive employee turnover: workers simply leave as soon as they find something better, as they feel no particular loyalty to their company or job security.

This ends up resulting in a waste of time and money. Of time because a new employee takes months to be fully integrated into the company, learn the processes, and perform at their best. And money, because training new employees is an investment for the company.

Keeping current employees is much more profitable than recruiting new ones. And one of the best ways to retain talent is to recognize people through job security. If their efforts count, they will feel at ease and much less inclined to leave.

Recognition

Anyone can feel if they are respected and recognized in their workplace. If workers are rewarded for their hard work, it encourages them to continue giving their best for themselves and the company. Group happiness comes directly from the happiness of individuals. Therefore, the recognition of workers ends up resulting in more harmony, well-being, and a better brand reputation.

In addition, a company with a good reputation among its employees is a company where employees enjoy collaborating with colleagues and departments. Team dynamics are not an obligation but a way to get to know each other better and catch up on how everyone is doing. And so, each person can give their best to achieve excellent results.

Career Development

Not all people are satisfied with their work forever. Some will always seek development and progression in their careers. Career development is about setting goals and acquiring the skills to achieve those goals through a person's career within the company. Often, achieving life goals begins with a straightforward step: believing that you can do it. And this also applies to employees.

Spending years sitting in an office doing more of the same is deadly for any employee. To improve as employees and people, we must face new challenges. A good company realizes this reality and recognizes its employees' natural talents and preferences to present them with their following career challenges.

Respect

Bonding with employees respectfully to show appreciation for their work duties increases job satisfaction considerably. Genuine displays of respect translate into genuine respect for work in general. Most employees report that respect from their immediate bosses is an essential element for their belonging to a job.

Respect in the workplace creates an environment of safety and cordiality. It allows accepting the limitations of others and recognizing their virtues; it avoids offenses and ironies and does not let violence or abuse become the means to impose criteria.

One of the most essential values human beings can have is respected among themselves and as part of a work team. This allows them to appreciate what makes the other different from them, understand it, tolerate those differences, and improve as a team.

Engagement

Employee engagement usually goes hand in hand with job satisfaction. By managing to satisfy specific basic emotional needs, the outcome improves. When there is no engagement with the tasks at work, satisfaction decreases, which makes this component a must for a better job experience. Engaging employees in company activities make them feel valued, that their efforts count and that they feel more involved. These positive dynamics spread throughout the office, creating a more pleasant work environment. And in turn, the workers developed a feeling of belonging.

2.9 Job Satisfaction Theory

Various job satisfaction theories will help in understanding the influences of job satisfaction. They help improve conditions that enhance satisfaction at the workplace and understand what employees need to be satisfied.

The four main theories that help understand job satisfaction are Maslow's hierarchy of needs, the motivation-hygiene theory, the job characteristics model, and the dispositional approach.

2.9.1 Job Satisfaction Theory: Maslow’s Hierarchy of Needs

Maslow's hierarchy of needs is designed as a pyramid to show that fulfilling people's lower levels of needs helps them move up the pyramid. The pyramid starts at the base with physiological needs. Moving up the pyramid, people have safety needs, the need to feel a sense of love and belonging, and esteem needs. The top of the pyramid consists of self-actualization - the last category of needs. An organization can help fulfill its employees' physiological needs by providing facilities like a vending machine or mini kitchen and benefits like health support, salary, and monetary and non-monetary benefits.

Once the physiological needs of employees are fulfilled, they seek safety needs from the job. It can be provided by helping them feel safe at the workplace. A secure and positive work environment will help organizations achieve this. A manager's and co-workers' appreciation can help employees feel a sense of love and belonging - the next level in the hierarchy of needs. To feel esteemed, the employee must believe that their actions contribute to the company's success and feel like their career is growing. Achieving the goal of self-actualization requires employees to feel they have maximized their efforts. It helps them feel motivated and empowered, finally resulting in job satisfaction.

2.9.2 Job Satisfaction Theory: Motivation - Hygiene Theory

According to Herzberg’**s** motivation-hygiene theory, motivation and hygiene are the two main factors that drive employee satisfaction. Motivation leads to satisfaction, while hygiene reduces dissatisfaction. Motivators, or satisfiers, improve job satisfaction. Factors that motivate people are performance and achievement, recognition, job status, responsibility, work, personal growth, and advancement opportunities. In the workplace, motivation factors need to be improved. Low salaries, poor working conditions, poor workspace, unhealthy or toxic relationships with the supervisor and colleagues, and low supervision quality at a workplace with high politics and rules can act as dissatisfies. Unimproved conditions will result in dissatisfied employees.

2.9.3 Job Satisfaction Theory: Job Characteristic Model

Hackman and Oldham designed the job characteristics model in 1976. This model helps employers enrich their employees' work and make it more engaging and interesting. According to the model, the five characteristics - skill variety, task identity, task significance, autonomy, and feedback - can be adjusted to make work more engaging, motivating, and satisfying. Employees can experience meaningful work through skill variety, task identity, and task significance. The autonomy of work makes employees feel responsible for their work's outcomes. Feedback from the job helps employees understand the effect of their work. It will help them make changes if needed.These psychological states lead to high internal motivation, high-quality work performance**,** high work and job satisfaction**,** and low absenteeism and turnover.

2.9.4 Job Satisfaction Theory: Dispositional Approach

Staw, Bell and Clausen developed the dispositional theory or trial theory. It focused on the employee's disposition**.** They pointed out that an individual's disposition affects their job satisfaction. It is because what one employee perceives as a positive experience might not be conceived the same way by another employee.

2.9.5 Job Satisfaction Examples

Employees consider a job satisfying when it aligns with their goals and expectations. They want it to be fulfilling, challenging, and fun. Let's take a look at different examples that display job satisfaction.

Location: A person who works at a lively and beautiful location close to their home, with an urban office building, will be more satisfied at their job than someone who has to travel hours to get to their office in an unpleasant surrounding.

Culture: Culture affects the job satisfaction of an employee. If the culture - the communication flow, power difference, freedom of expression, etc. - aligns with the habits and expectations of the employee, it increases the chances of job satisfaction.

Tasks: If the daily tasks are challenging and different, employees feel rewarded after accomplishing them. It makes the job more interesting than when employees perform mundane tasks, giving them a sense of satisfaction.

Employee Relations: If employees have healthy relationships and trust in themselves, it leads to a happy and calm working atmosphere. It contributes to job satisfaction.

Chapter: Three
Profile of the Organization

3.1 Brand Overview

InterContinental Hotels & Resorts is a luxury hotel brand created in 1946 by Pan Am founder Juan Trippe. It has been part of UK-based InterContinental Hotels Group since 1998. As of January 2023, there were 208 InterContinental hotels worldwide, with 70,287 rooms. In 1961, Intercontinental Hotels opened its first property in the Middle East, the Phoenicia Intercontinental Beirut, in Lebanon. In 1962, the chain expanded to three more continents, assuming management of the Ducor Palace Hotel in Monrovia, Liberia in April, opening the Hotel Indonesia in Jakarta, Indonesia in July, and The Southern Cross in Melbourne, Australia in August. The first properties in Europe followed in May 1963, with simultaneous openings in Dublin, Cork and Limerick, Ireland. In 1964, Intercontinental became the first American hotel chain to operate in Eastern Europe, when it assumed management of the Hotel Esplanade in Zagreb, Yugoslavia. The chain would continue to be unique among American hospitality companies in operating behind the "Iron Curtain", opening properties in Budapest, Bucharest, Prague and Warsaw between 1968-1974. The company continued constructing new luxury hotels in Pan Am destinations around the world. In its hotel designs, Intercontinental aspired to combine Mid-century modern American luxury with decorative elements drawn from local cultures. Between 1961 and 1985, InterContinental's head designer, Neal Prince, designed interiors and branding for 135 hotels.

3.1.1 Company Profile Overview

The Inter-Continental Dacca opened in 1966, when the city, then known as Dacca, was the capital of East Pakistan. The hotel was the first international five star hotel in what would soon become the nation of Bangladesh. It was designed by architect William B. Tabler**.** The hotel played host to many important political events in the run up to the independence of Bangladesh, including negotiations on the transfer of power after the 1970 elections. During the Bangladesh Liberation War in 1971, it was declared a neutral zone by the International Red Cross. Many buildings in its surrounding neighborhoods were targeted by the Pakistani military, including newspaper offices and university halls. InterContinental Hotels operated the hotel until 1983, when it was taken over by Sheraton, becoming the **Sheraton Dhaka Hotel**. In 2011, Sheraton announced that it would end its contract with the Bangladeshi government to manage the hotel, which was renamed the **Ruposhi Bangla Hotel**. In 2013, it was announced that InterContinental Hotels would re-assume management of the state-owned property, following a major renovation. The hotel closed on September 1, 2014 and reopened as the InterContinental Dhaka on December 19, 2018.

Company Name	InterContinental Dhaka, an IHG Hotel
Sales Center	Dhaka
Corporate Location	1 Minto Road Dhaka Bangladesh
Legal Status	Owned by Bangladesh Services Ltd
Chairman	Mr. Md. Mohibul Haque

3.1.2 IHG Rewards Club

IHG Rewards Club dates back to 1983 and has the distinction of being the first hotel loyalty program in the world. It currently includes over 76 million members, which makes it the world's largest hotel loyalty program. InterContinental Hotels Group is comprised of over 679,000 rooms in more than 4,600 hotels in nearly 100 countries. IHG brands include InterContinental Hotels & Resorts, Crowne Plaza Hotels & Resorts, Hotel Indigo, Holiday Inn, Holiday Inn Express, Stay Bridge Suites and Candlewood Suites. Two new brands include EVEN Hotels, aimed at health-minded business and leisure travelers, and HUALUXE Hotels & Resorts. Members can choose to earn either IHG Rewards Club points or airline miles for their stays. Stays at InterContinental Hotels & Resorts earn 2,000 points at properties outside the U.S., Canada, and Mexico, Latin America and Caribbean or 10 points for every dollar spent on eligible charges within these locales. Stays at all other brands earn 10 points per dollar spent, except for Stay Bridge Suites and Candlewood Suites where members earn five points per dollar. Members earn 600 to 2,000 points per stay at ANA Hotels in Japan depending on the hotel, or members may opt for airline miles. Eligible charges include food and beverage, telephone, laundry and in-room movies charged to the member's room. Members can earn additional points through partnerships including a co-branded credit card, car rentals, dining, cruises, retail, energy services, Diners Club, e-Rewards and e-Miles. HG Rewards Club members also can take advantage of Hotels Anywhere awards with redemption rates starting at 10,000 points per night at thousands of competitor hotels. Our search for one night in a London hotel in May resulted in options from 25,000 points for a three-star hotel to 593,000 points for The Savoy. Membership Levels You can qualify for different membership levels depending on how often you stay at IHG properties and how many points you earn in a calendar year. The Rewards Club program is divided into four levels: Club, Gold Elite, Platinum Elite and Spire Elite. You can also become an InterContinental Ambassador for an extra fee or a Royal Ambassador by exclusive invitation. Club, Gold Elite membership includes Benefits such as Ability to earn and use points, extended check-out, and free amenities. Platinum Elite, Ambassador Status, Royal Ambassador Status membership include Benefits such as Ability to earn and use points, free room upgrades, Priority check-in/out, free amenities.

3.1.3 Profile of Chairman

Mr. Md. Mohibul Haque was born in a respectable Muslim family at Lokhpur under Fakirhat upazila in Bagerhat district. He obtained B.A. (Hons) & M.A. degree in Political Science from Rajshahi University.

Mr. Haque started his career in Bangladesh Civil Service (BCS) in 1988 and joined in BCS (Admin) Cadre as an Assistant Commissioner. Then, he served in field administration in various positions with reputation as Senior Assistant Commissioner, Nejarot Deputy Collector. Revenue Deputy Collector. Land Acquisition Officer, Magistrate of the first class He served efficiently more than three years with glorious reputation as an Upazila Nirbahi Officer at Sitakunda in

Chattogram and became well known to the people of Sitakunda as a kind hearted, helpful and their nearest & dearest.

The prestigious service tenure in field administration of Mr. Haque was as Deputy Commissioner of Jashore and Dhaka. As Deputy Commissioner of Jashore District, he took various activities to reach the common people and made district administration as people oriented service providing organization and achieved a lot of dignity and honour. He has enthusiasm to ensure education for common people and for that he had set up Jashore Collectorate School in Jashore. This school is now one of the best schools in Jashore District. He also set up a mural of Bangabandhu Sheikh Mujibur Rahman at the heart of Jashore city. He also served almost three years as Deputy Commissioner of Dhaka with honesty, sincerity and integrity. Among various responsibilities, his remarkable contribution as Deputy Commissioner, Dhaka was allotment of Government land to establish 11 high schools and 6 colleges in different areas of Dhaka Metropolitan City He recovered 3.84 acres land from un-authorized occupants of Bangabandhu Sheikh Mujib Medical University (BSMMU).

Mr. Haque had also served to the highest echelon of the Government in Bangladesh Secretarial as Senior Assistant Secretary in the Ministry of Commerce, as Deputy Secretary, Joint Secretary and Additional Secretary in the Ministry of Public Administration and as Additional Secretary in the Ministry of Home Affairs. He Joined as Secretary of Ministry of Civil Aviation and Tourism on 16 April 2018. Mr. Haque is also holding the position of Chairman of Bangladesh Tourism Board, Hotels International Limited (HIL) and Member of Biman Bangladesh Airlines Board of Directors.

He had been awarded a Gold Medal from the Ministry of Primary and Mass Education as the best officer in child education. He also awarded 'Mother Teresa Gold Medal by Mother Teresa Research Council in 2011 as recognition of his various welfare activities for the common people.

Mr. Mohibul Haque visited many countries on behalf of the Government to participate in training, bilateral meeting, seminars and conferences held in Singapore, Malaysia, Thailand, Italy, Canada, Germany, England, Czechoslovakia, Austria, Greece. The Netherlands, Denmark, India, Japan, United Arab Emirates and United States of America.

3.2 Vision of InterContinental Dhaka

Be a leader of upscale hospitality industry in Bangladesh. The ideology of our vision is to continue to apply and set the highest standards of service quality and in that way justify and uphold the reputation that we have among the guests, partners, competitors and the wider community. We use and constantly introduce environmentally friendly technologies and processes in order to remain in balance with nature and also meet the needs of contemporary society.

3.2.1 Mission of InterContinental Dhaka

Ensure the highest level of customer satisfaction by maintaining world class facilities and services blended with culture and tradition of Bangladesh. Our aim is to make the Hotel intercontinental a place for encounters, business success, pleasant meetings and gala ceremonies.

3.2.2 Goal of InterContinental Dhaka

To make a difference in the lives of the individuals we touch every day, by working together to deliver commitment, personalized service and a superior hospitality product by upholding a strong moral system and actively participating in the community.

3.2.3 Strategy of InterContinental Dhaka

1. Employees

Accepting new knowledge and technologies is a condition for progress including quality training and education. Because of that our strategy is based on the education and training of all employees and constant communication between all departments of the hotel. We support teamwork, personal responsibility and initiative of each employee.

2. Relations With Suppliers

Purchase as one of the most important departments in the hotel requires a choice of reliable suppliers that allows us to provide the guest, who is the end-user of services, with highest quality and more adequate accommodation in the Hotel InterContinental. We will base our relationship with suppliers on mutual interests and on the development of good partnerships.

3. Satisfaction of Interesting Parties

Hotel InterContinental will improve the volume and structure of hospitality services, thereby satisfying the wishes and expectations of all parties: guests, business partners, travel agencies, NGO, government and sports institutions, employees, owners and suppliers.

3.3 Departments

1. **Front Office:** It is the most important department of the hotel. The main function of this department is to give warm welcome to the guest. It helps to create good image in front of the guest. This is the first department where guest comes in contact with. It generates the

maximum revenue for the hotel as it sells room to the guests. This also includes sub departments like reservation, Bell desk, and Information desk. It also provides some facilities like concierge service to the guest

2. **Food and Beverage Production:** It is a department with deals with the preparation of different types of food items. It is not a visible department to the guest because it usually works in the back area. It makes the food more delicious and attractive by different styles of cooking method. Different cuisine has their own kitchen and specialized chef to work on it according to their skills. Bakery departments comes under this which include preparation of desserts, breads etc.
3. **Food and Beverage Service:** It is a department which serves food and beverage to the guest in a very attractive and pleasing manner, which creates good impression on the guest. There are several kind of food and beverage outlet like restaurants, Bars, Coffee shops, take away banquets etc. It is second most revenue producing department of the hotel by selling different types of food and beverage to the guest.
4. **House Keeping:** This department is responsible for cleaning and maintaining hotel premises which include public area, guest rooms, lobby, swimming pool area etc. generally this department is not visible to the guest. It works for guest satisfaction through keeping the environment clean and hygiene. Horticulture is one of the most important features of housekeeping department which deals with different types of flower arrangement and maintaining the garden. This department works to give pleasant look of the hotel to the guest.

3.4 Management Apparatus

Board of Directors of InterContinental Dhaka

Mr. Md. Mohibul Haque Chairman	Mr. Md. Mosharraf Hossain Bhuiyan, NDC Independent Director	Mr. Md. Shahidul Haque Non-Executive Director
Mr. Sajjadul Hassan Non-Executive Director	Air Vice Marshal M Mafidur Rahman BSP, BUP, ndu, afwe psc Non-Executive Director	Mr. Md. Atiqul Huq Indepemdent Director
Ms. Fatima Yasmin Independent Director	Mr. Md. Abul Monsur Non-Executive Director	Mr. Ataul Haq Non-Executive Director
Architect Md. Ahsanul Haque Khan Non-Executive Director	Mr. Md, Ayub Hossain Managing Director	

3.5 Functions of InterContinental Dhaka

1. Easy Front Desk Operations

    - Room Bookings
    - Payment Processing
    - Reservation Emails
    - Activities & Group Booking

2. Security Management
    - Data Safety & Security
    - Access control

3. Housekeeping
4. Maintenance
5. Client Communication
6. Data Management
7. Finances: Cashiering, Billing & Invoicing
8. User-friendly interface
9. Basic Revenue/Rates Management

3.6 Dining of InterContinental Dhaka

InterContinental Dhaka is offering multi-cuisine All Day Dining- Elements to enjoy buffet. For a nice talk over a cup of tea come to Cafe Social or Aqua Deck. Enjoy the juiciest and tender steak at The Amber Room and for bar experience come to Opus.



Elements International

Global Dining with 144 capacity. An all-day dining offering multi cuisine, Bangladeshi and continental buffet set up as well as Live Cooking stations. An À La Carte menu is available upon request. Bright and sharp natural light will give a relaxing ambiance for family dining, business lunch and corporate meetings; may be at a shared private dining room.

Cafe Social International

In a world full of differences, one thing that's common for both socialites and recluse is that they both find solace in a perfect cup of coffee. Experience the wonderful aroma of finest coffee blends, spectacular artistry of baking, scrumptious assortment of cakes and cookies. Besides enjoy A La Carte menu and to top it off, the InterContinental standards of precision and care. Experience Cafe Social, experience the InterContinental Life!

The Amber Room Steak House

The amber flames roar, the grill sizzles as the finest cuts of meat are lovingly cooked to perfection by expert chefs. Only the juiciest and tenders of cuts make the grade. Perfectly paired with the freshest of seasonal vegetables and indulgent side dishes. The Amber Room is the place to go for grilled Steaks and Seafood in Dhaka.

Opus Lounge & Bar International

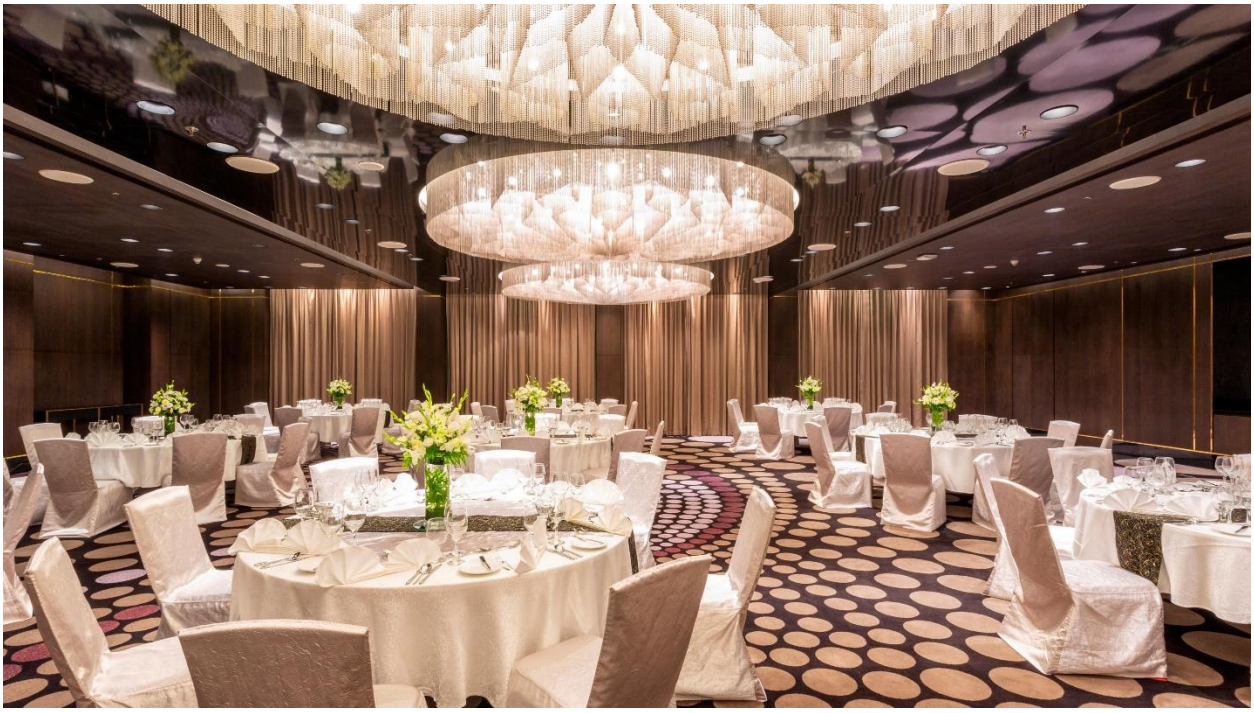
A cozy semi-formal atmosphere with built in screens to watch world news, reports, events, sports offers signature refreshment and drinks with the capacity of 40 located at the western part of the hotel. Opus Lounge and Bar has all the best selected wines and spirits the city has to offer.

Aqua Deck International

If the great indoors are getting to you, step outside to the Aqua Deck and let the soothing natural elements revive you. At daytime, the sky reflected against the calming waters of the infinity pool that seems to leap over the green vistas, is a sight to calm the senses. At night, the lapping waters and the open sky make for an ambiance of perfect serenity. Climb into one of the cozy private booths and let all the tensions melt away.

3.7 Events in InterContinental Dhaka

Stylish Spaces for Every Occasion The hotel offers over 21000 sq. ft. of combined indoor meeting and exhibition space. The 9 small and large banquet halls, including 2 ballrooms and 7 meeting rooms, are all conveniently centralized for easy access.



Ruposhi Bangla Grand Ballroom

MEETING ROOM LOCATION: GROUND MAX CAPACITY: 1000

Furnished with modern and luxurious design with the latest cutting-edge technology measuring 924 sqft. (858.88 sqm). The pillar less room features high ceilings with designer chandeliers, spacious pre functioning area overlooking the beautiful garden.

Crystal Ballroom

MEETING ROOM LOCATION: GROUND MAX CAPACITY: 300

An exquisite room featuring crystal ceiling fixtures, open and pillar-less design stunning carpet design, rich wall coverings and luxurious fabrics ushering one into the spectacular Crystal Ballroom, the ideal venue for any business or private event.

Ruby

MEETING ROOM LOCATION: GROUND MAX CAPACITY: 100

These identical two rooms are ideal for small corporate meetings, press conferences, break out room's auxiliary to adjacent Crystal Room program. Equally impressive as like the crystal ballroom they have beautiful chandeliers, feature lighting etc.

Pearl

MEETING ROOM LOCATION: GROUND MAX CAPACITY: 100

These identical two rooms are ideal for small corporate meetings, press conferences, break out room's auxiliary to adjacent Crystal Room program. Equally impressive as like the crystal ballroom they have beautiful chandeliers, feature lighting etc.

Boardroom

MEETING ROOM LOCATION: 1st MAX CAPACITY: 24

This richly appointed boardroom sets a refined tone for meetings. The crafted design on the walls add comfort to your eyes while focusing for your serious business affairs. A lounge setup is also ready for a private "tete- a-tete"

Modhumoti

MEETING ROOM LOCATION: 1st MAX CAPACITY: 80

A naturally lit venue, in a luxurious atmosphere enhanced by elegant wall decoration, high-speed Internet and modern technological equipment help to keep your meeting on track with high definition video projection facilities.

Turag

MEETING ROOM LOCATION: 1st MAX CAPACITY: 60

Measuring 602 Sq. /ft. (904.16 Square Meters) Turag is a convenient place for special corporate meetings. It comes with a luxurious interior having an elegant atmosphere. Turag is fully decorated with modern amenities with chic lighting and crafted wall.

Business Center Meeting Room 1

MEETING ROOM LOCATION: GROUND MAX CAPACITY: 10

This richly appointed boardroom sets a refined tone for meetings. The crafted design on the walls add comfort to your eyes while focusing for your serious business affairs.

Business Center Meeting Room 2

MEETING ROOM LOCATION: GROUND MAX CAPACITY: 10

This richly appointed boardroom sets a refined tone for meetings. The crafted design on the walls add comfort to your eyes while focusing for your serious business affairs.

Function Garden

MEETING ROOM LOCATION: GROUND MAX CAPACITY: 400

Function garden is an open air exhibiting place. Different types of functions can be arranged from get together party under starry night, bar-b-q nights, any kind of exhibition to a formal programs of wedding, meeting, conference etc.

Pool Deck

MEETING ROOM LOCATION: 2nd MAX CAPACITY: 150

Pool side meeting place with an amazing pool side view to have an elegant ambient for meetings, get together party, bar-b-q night etc.

3.8 Amenities & Services of InterContinental Dhaka

Personalized Service & Distinctive Details the InterContinental Dhaka features Business Center Services, Health and Fitness Center, Swimming pool, Spa Facilities, Premium Internet Services, Entertainment and Recreation, Housekeeping, News stand and Laundry Services for the luxury travelers.

Fitness Center

Fitness Center is just beside the Pool Deck. Equipped with all required machine for full body work-out, cardio work-out our expert trainer is always their to guide you through. While working on the machine one can enjoy beauty of lush green Ramna Park.

3.9 Hotel Accessibility

Accessible Guest Room Accommodation

- Wheelchair Accessible rooms
- ADA compliant rooms and access routes
- Tub with Grab Bars
- Handheld Shower with Hose
- Handrails

Accessible Hotel Features

- Hotel Entrance
- Restaurant

Hearing Accessibility

- Visual Alarm or Alert
- Guest Rooms
- Public Areas
- Hallways
- Hearing-impaired Services

Vision Accessibility

- Emergency Instruction in 14pt Print
- Audible Alarms in Hallways

Wheelchair Accessibility

- Few rooms are wheelchair accessible.

3.10 SWOT Analysis

3.10.1 Strengths of InterContinental Hotels

Strengths are the firm's capabilities and resources that it can use to design, develop, and sustain competitive advantage in the marketplace

Track Record of Innovation - Even though most players in the Services strive to innovate, InterContinental Hotels has successful record at consumer driven innovation.

Strong Brand Recognition - InterContinental Hotels products have strong brand recognition in the Hotels & Motels industry. This has enabled the company to charge a premium compare to its competitors in Hotels & Motels industry.

Wide Geographic Presence - InterContinental Hotels has extensive dealer network and associates network that not only help in delivering efficient services to the customers but also help in managing competitive challenges in Hotels & Motels industry.

Success of New Product Mix - InterContinental Hotels provides exhaustive product mix options to its customers. It helps the company in catering to various customers segments in the Hotels & Motels industry.

Brands Catering to Different Customers Segments Within Hotels & Motels Segment - InterContinental Hotels extensive product offerings have helped the company to penetrate different customer segments in Hotels & Motels segment. It has also helped the organization to diversify revenue streams.

Diverse Revenue Models - Over the years InterContinental Hotels has ventured into various businesses outside the Services sector. This has enabled the company do develop a diversified revenue stream beyond Services sector and Hotels & Motels segment.

3.10.2 Weaknesses of InterContinental Hotels

Weaknesses of InterContinental Hotels can either be absence of strengths or resources of capabilities that are required but at present the organization doesn't have. Managers have to be certain if the weakness is present because of lack of strategic planning or as a result of strategic choice.

Extra Cost of Building New Supply Chain and Logistics Network - Internet and Artificial Intelligence has significantly altered the business model in the Services industry and given the decreasing significance of the dealer network InterContinental Hotels has to build a new robust supply chain network. That can be extremely expensive.

High Cost of Replacing Existing Experts within the InterContinental Hotels. Few employees are responsible for the InterContinental Hotel’s knowledge base and replacing them will be extremely difficult in the present conditions.

High Turnover of Employees at the lower levels is also a concern for the InterContinental Hotels. It can lead to higher salaries to maintain the talent within the firm.

Low Investments Into InterContinental Hotel’s Customer Oriented Services - This can lead to competitors gaining advantage in near future. InterContinental Hotels needs to increase investment into research and development especially in customer services oriented applications.

Business Model of InterContinental Hotels can be easily imitated by the competitors in the Hotels & Motels industry. To overcome these challenges company name needs to build a platform model that can integrate suppliers, vendors and end users.

Loyalty among Suppliers is low - Given the history of InterContinental Hotels coming up with new innovations to drive down prices in the supply chain.

3.10.3 Opportunities of InterContinental Hotels

Opportunities are potential areas where the firm can identify potential for - growth, profits, and market share.

Trend of Customers Migrating to Higher End Products - It represents great opportunity for InterContinental Hotels, as the firm has strong brand recognition in the premium segment, customers have experience with excellent customer services provided by InterContinental Hotels brands in the lower segment. It can be a win-win for the company and provides an opportunity to increase the profitability.

Opportunities in Online Space - Increasing adoption of online services by customers will also enable InterContinental Hotels to provide new offerings to the customers in Hotels & Motels industry.

Increasing Customer Base in Lower Segments - As customers have to migrate from un-organized operators in the Services industry to licensed players. It will provide InterContinental Hotels an opportunity to penetrate entry level market with a no-frill offering.

Lowering of the Cost of New Product Launches through third party retail partners and dedicated social network. InterContinental Hotels can use the emerging trend to start small before scaling up after initial success of a new product.

3.10.4 Threats of InterContinental Hotels

Threats are factors that can be potential dangers to the firm's business models because of changes in macro-economic factors and changing consumer perceptions. Threats can be managed but not controlled.

Growing Technological Expertise of local players in the export market - One of the biggest threat of tie-up with the local players in the export market for InterContinental Hotels is threat of losing IPR. The intellectual property rights framework is not very strong in emerging markets especially in China.

Saturation in Urban Market and Stagnation in the Rural Markets - For InterContinental Hotels this trend is an ongoing challenge in the Hotels & Motels segment. One of the reasons is that the adoption of products is slow in rural market. Secondly it is more costly for InterContinental Hotels to serve the rural customers than urban customers given the vast distances and lack of infrastructure.

Changing Demographics - As the baby boomers are retiring and new generation finding hard to replace their purchasing power. This can lead to higher profits in the short run for InterContinental Hotels but reducing margins over the long run as young people are less brand loyal and more open to experimentation.

Competitive Pressures - As the new product launch cycles are reducing in the Services industry. It has put additional competitive pressures on players such as InterContinental Hotels. Given the large customer base, InterContinental Hotels can't respond quickly to the needs of the niche markets that disruptors are focusing on.

Chapter: Four
Analysis of the Study

4.1 Co-workers Cooperation

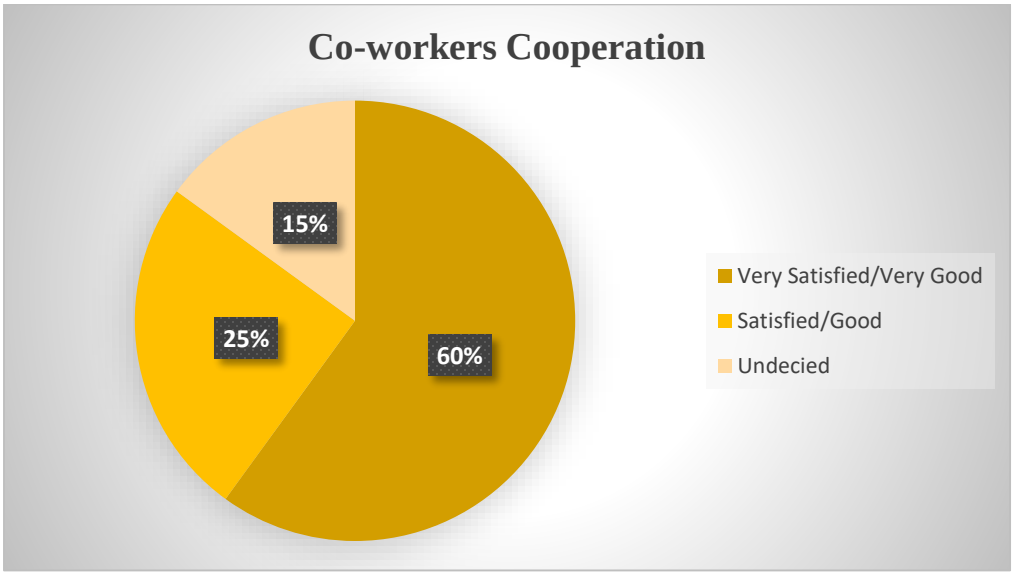


Figure 4.1: Co-workers Cooperation

Inference: From the figure no.1, it is surmised that out of absolute 50 employees, 15 percent employees are happy with their job and just 60 percent employees are happy with their job and other rest 25 percent employees are in hesitation about their satisfaction level.

4.2 Working Environment

Table 1: Working Environment

Opinion	Frequency
Very Satisfied/Very Good	35
Satisfied /Good	10
Undecided	5
Less Satisfied/Bad	0
Dissatisfied/Very bad	0
	Total 50

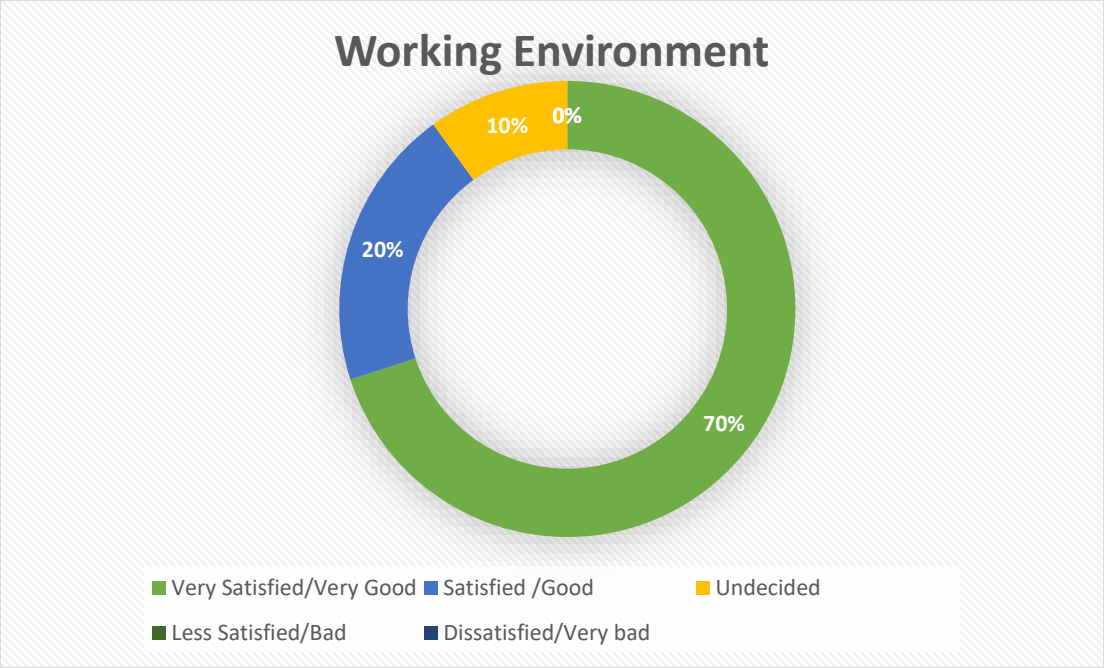


Figure 4.2 Working Environment

Inference: Working Environment is the main consideration for the degree of job satisfaction. To the extent the satisfaction level of the respondents, 20 percent employees are simply happy with their job and 70 percent employees are exceptionally happy with their job and rest 10 percent employees are in hesitation about their satisfaction level.

4.3 Working Facilities

Table 2: Working Facilities

Opinion	Frequency
Very Satisfied/Very Good	20
Satisfied /Good	15
Undecided	9
Less Satisfied/Bad	6
Dissatisfied/Very bad	0
	Total 50

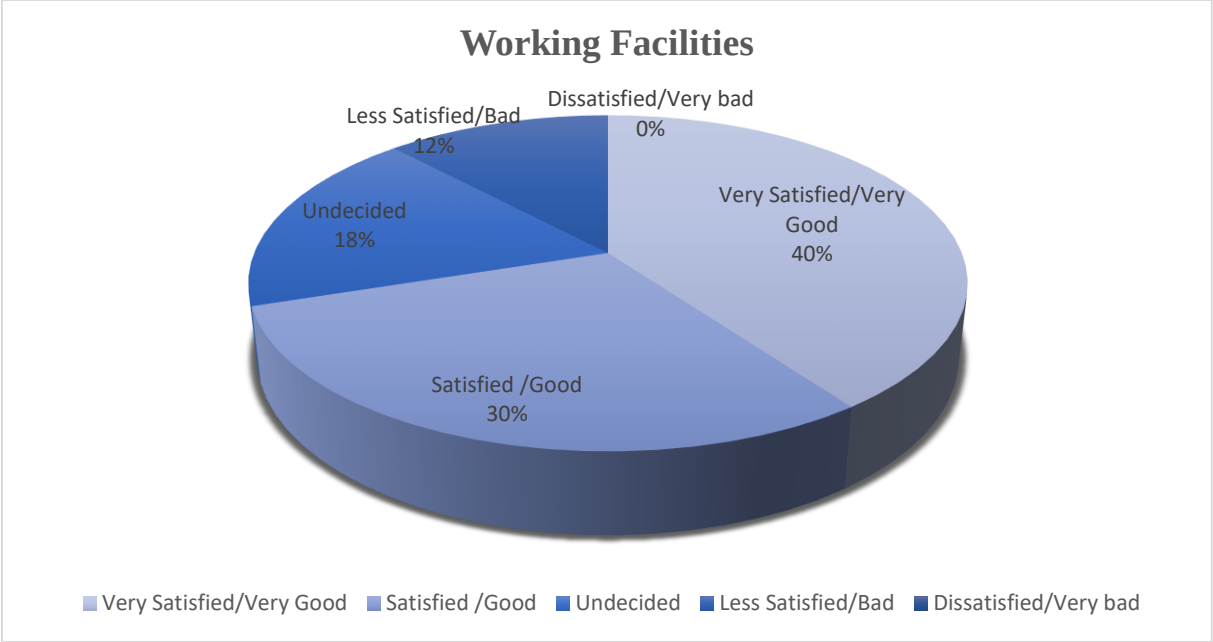


Figure 4.3: Respondents Percentage of Working Facilities

Inference: The table no.2 has construed that out of 20 respondents, 30 percent employees are happy with their job and 40 percent employees are happy with their job, then again, just 18 percent employees are in uncertainty about their satisfaction level, and the rest 12 percent employees are less fulfilled.

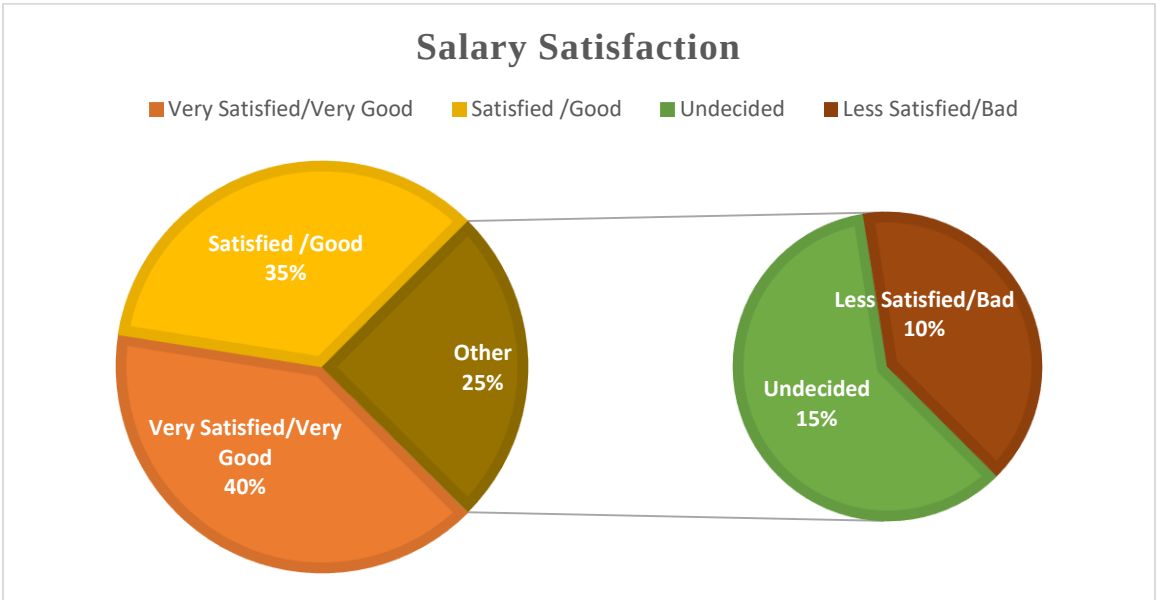


Figure 4.4: Respondents percentage of Salary Satisfaction

Inference: The analyst discovers the assignment of the respondents, which demonstrates that 40 percent employees are happy with their job, 35 percent employees are happy with their job and15 percent employees are in uncertainty about their satisfaction level, and the rest 10 percent employees are less fulfilled.

4.5 Increment Satisfaction

Table 3: Increment Satisfaction

Opinion	Frequency
Very Satisfied/Very Good	20
Satisfied /Good	15
Undecided	6
Less Satisfied/Bad	5
Dissatisfied/Very bad	4
	Total 50

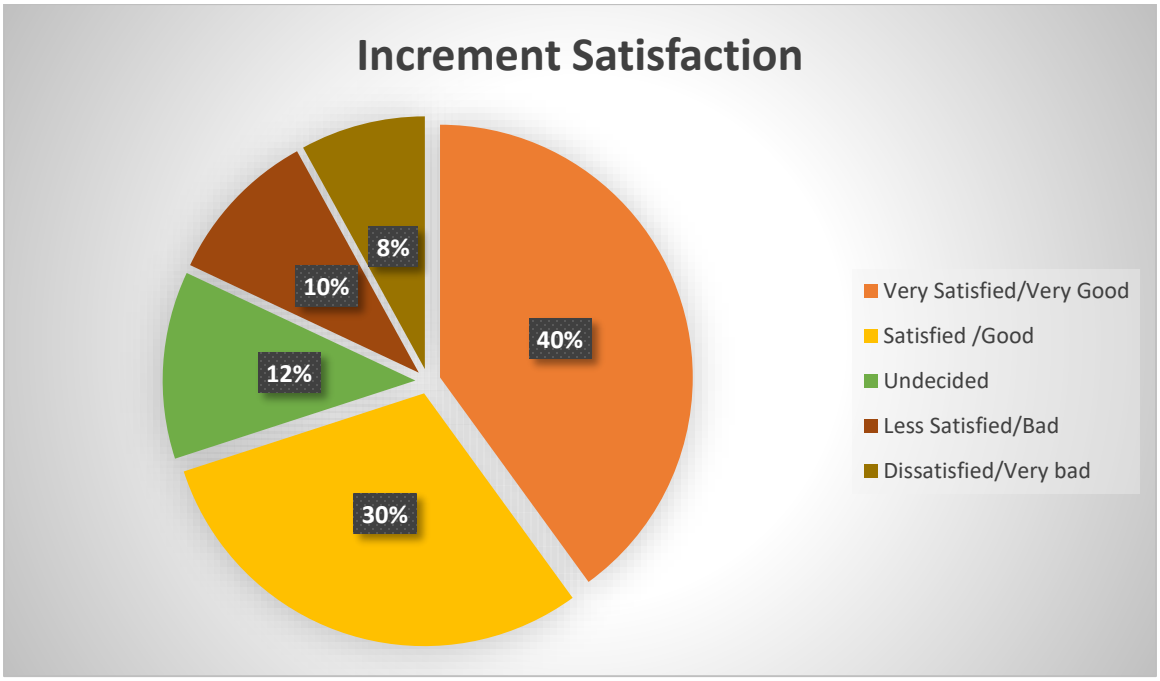


Figure 4.5: Respondents percentage of Increment Satisfaction

Inference: The table no.3 demonstrates the satisfaction level with the idea of the job discovered by the specialist. The finding is that 30 percent employees are happy with their job, 40 percent employees are exceptionally happy with the idea of their job, 20 percent employees are in uncertainty about their satisfaction level, 12 percent employees are less happy with their job and the rest 8 employees are disappointed.

Chapter: Five
Findings

5.1 Findings

- To take the necessary steps and action, to increase employees' satisfaction level and to recover the above problems, further research is needed for the company which will include the whole employees of InterContinental Dhaka to identify the effective and efficient policy, strategy, and action.
- The recruitment decision making process is lengthy, which consume time and cost of money.
- Those who are employed as trainees in the company. They are not satisfied with their work, because they are not paid, which need to be modified as per company policy.
- There have shortage of F&B service, housekeeping employee.
- Salary structure is not satisfactory for the employee. Sometime they just provide a small amount of service charge.
- To sales target fixed by company for every sales people which is too high to achieve, sometimes create frustration among sales people and ultimately they become unmotivated.
- Professional employees are not hired in proper way.

Chapter: Six
Recommendations
&
Conclusion

6.1 Recommendations

A study on The InterContinental Dhaka through several viewpoints such as company insight, customer insight, and market competitiveness analysis it is found that The InterContinental Dhaka is positioned itself as a friendly life-style provider and the InterContinental Dhaka is a prominent luxury hotel in Bangladesh. Here are some suggestions are listed below to improve few parts that are need to be improved according to my academic and conceptual knowledge.

- InterContinental Dhaka should improve work according to employee's qualification and skills.
- InterContinental Dhaka should more careful to the top management of the organization.
- Supervisor of InterContinental Dhaka should make a friendly relationship with employees.
- InterContinental Dhaka should give more attention to personal accomplishment and recognition of the employee to increase the level of job satisfaction.
- Professional employees should be hired.
- Internet facilities should be introduced immediately.
- Marketing department can be introduced for promotional activities.

6.2 Conclusion

Every organization tries best to satisfy their employees. InterContinental Dhaka must identify and measure the level of job satisfaction of the employees and its relative importance. InterContinental Dhaka has its operational wing to identify job satisfaction factors to improve the level of satisfaction which is vital to any company. From the study we have found that the overall job satisfaction of InterContinental Dhaka is satisfactory. Employee is at the positive level showing an average overall job satisfaction. Generally, the job satisfaction of employee significantly depends on salary, efficiency in work, fringe benefit, supervision quality and employer relations. The remaining three factors, leadership style and work ability do not have significant statistical evidence to improve the job satisfaction of InterContinental Dhaka. HRM of InterContinental Dhaka should give concentration to future that would be determined by a combination of creative thinking and solid strategy. Therefore, dynamic leadership should constantly focus on the changing moment of scenario, competitor's movement and the needs of the employee. However, an ample scope is open to further study on the basis of larger sample.

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Appendix

Sample of Questionnaire

"Job Satisfaction of Employees of InterContinental Dhaka"

Dear respondents, the purpose of this survey is to collect data for an internship report which is largely based on the quest to find out the job Satisfaction of Employees of InterContinental Dhaka. It would be a big help for me if you kindly take a moment and go through the questionnaire and answer them according to your own experience. All the information of yours will be kept as highly confidential.

Name: Marital Status:

Gender: Age:

Work category:

1. Are you an active employee of InterContinental Dhaka?

a) Yes.

b) No.

2. Does your work give you a feeling of personal satisfaction?

a) Yes.

b) No.

3. How long have you been working for this organization?

a) Less than 1 year.

b) 1 to 2 years.

c) 2 to 4 years.

d) 4 years and above.

4. Your work is according to your qualification and skills.

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree

5. Employees are satisfied with the top management.

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree

6. Working hour is satisfactory at InterContinental Dhaka.

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree

7. Supervisor treats the employees fairly whenever they perform good job.

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree

8. Company provides satisfactory salary to the employee.

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree

9. The work environment is safe and sound in InterContinental Dhaka.

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree

10. Employees have enough opportunities for professional growth.

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree

11. InterContinental Dhaka keeps motivating the employee to perform better.

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree

12. What comment/recommendation do you have in your mind that you want to share?

……
……
……

Thank You for giving your valuable time.