

**Internship Report**  
**on**  
**Promotional Activities of Hotel Bengal Canary park**

**Submitted By:**

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Semester: Fall-2021

**Submitted To:**

Department of Business Administration  
Sonargaon University

**Submitted for the partial fulfillment of the degree of Bachelor of Business Administration**



Sonargaon University (SU) Dhaka-1215

Date of Submission: January 08, 2022

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**Submitted to:**

Sharmila Sikder  
Lecturer  
Department of Business Administration  
Sonargaon University (SU)

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## Letter of Transmittal

January 08, 2022

To  
Sharmila Sikder  
Lecturer  
Department of Business Administration  
Sonargaon University (SU)

Subject: Submission of Internship Report.

Dear Madam,

I am pleased to submit this internship report titled “Promotional activities of Hotel Bengal Canary Park Limited” for fulfilling requirement of the course internship program. It Was my endeavor to present all that I learned during my three-months internship period and analyze the gathered data on Hotel Bengal Canary Park Limited.

It Will be my profound pleasure if this report can give a fair idea on the concerned issue. I hope you will be pleased to accept my report and oblige there.

Sincerely yours,

.....  
Md.Ismail Hossen

ID- BBA18030150002

Major: Marketing

Department of Business Administration

Sonargaon University (SU)

## **Declaration of Student**

This is to notify that the internship report on “Promotional activities of Hotel Bengal Canary Park Limited”, has been prepared as a part of my internship formalities. It is an obligatory part for my BBA program to submit an internship report. Moreover, I was inspired and instructed by my supervisor Sharmila Sikder, Lecturer, Faculty of Business, Sonargaon University. I am further declaring that I did not submit this report anywhere for awarding any degree, diploma or certificate.

.....  
MD. Ismail Hossen  
ID- BBA18030150002  
Marketing (Major)  
Department of Business Administration  
Sonargaon University (SU)

## **Letter of Authorization**

Certified that this internship report titled on “Promotional Activities of Hotel Bengal Canary Park |Limited” is a bonafide work of MD. Ismail Hossen, who carried out the research under my supervision. Certified further that to the best of my knowledge the work reported herein does not form part of any other report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.

.....

Sharmila Sikder

Lecturer

Department of Business Administration

Sonargaon University (SU)

## Acknowledge

In the beginning I would like to express my gratefulness to the almighty God who has given me the opportunity to go through the whole procedures of internship and to write a report in this regard successfully.

Internship report is a crucial part of BBA program as one can gather practical knowledge and skills within the period of three months by observing and performing the daily activities of a chosen organization. In this regard my internship has been arranged in Hotel Bengal Canary Park, Gulshan-1, Dhaka.

At first, I would like to acknowledge my heartiest gratitude to the Honorable Faculty **Sharmila Sikder**, Lecturer, Sonargaon University, who has given me full support, ideas and constant supervision throughout the semester for preparing this report. I am thankful to her for how he guided to me with his extreme consistency in every aspect to make their report a successful one.

Furthermore, I would like to thank **Sunnyul Hoque Sunny**, Marketing Manager; **Mohammad Shuvo**, In-charge (Front Office); and all other employees of Hotel Bengal Canary Park, Gulshan-1, for giving me essential information and guidance as well as helping me understand the different Hotel internship practical form.

Finally, I convey my heartfelt thanks to my parents for their discontinuous support both financially and emotionally throughout my undergraduate program at Sonargaon University.

## Preface

For three months from November 2021 to December 2021, I did my internship at Hotel Bengal Canary park limited. My introduction into three different division of Hotel Bengal canary park limited.

One of the country 's best four star Hotels allowed me to practically experience the world of tourism and hospitality business in my country Bangladesh. As a to be 'graduate of Marketing management. From the country 's best business school, I earned good grace of the directors of each division. I found that most of the managers working in the Organization started as amateur without any degree in this field of study.

They somehow migrated to Middle East or other foreign countries and started from lowest ranks in hotels over there. They learned from mistakes and experiences. After 15-20 years of stay, they came back and joined. They often tell me if they had sophisticated excellent tourism education, they could direct and train the employees more efficiently and could climb the ladder much faster.

Proper degree in this field is imperative for planning, problem solving, business expansion and to come up with original innovative concepts (still tourism remains relatively unexplored industry of all).

Only degree without

industry attachment or practical know how is like a tiger without claw. Therefore, I needed to ensure that I get proper training during the internship period and Hotel Bengal Canary Park Limited fulfilled my wish.

In this report, I will describe my experience during the internship period. This report contains the company profile, the functions of three different departments of the hotel, evaluation of the performance, difference between the performance of pre and post political instability period and analysis of guest satisfaction survey.

For this opportunity I thank:

**Mr. Reaz Ahmed**, General Manager of Hotel Bengal Canary Park Limited who accommodated me and arranged specialized learning materials to fortify my learning.

**Mr. Sohag Hossen**, food and beverage department of Hotel Bengal Canary Park Limited and Resort who prepared learning materials concerning knowledge on food and beverage departments despite being a busy person and inspired me to attend different functions as a part of his team.

**Mr. Humayun Kabir**, restaurant manager of Hotel Bengal Canary Park Limited and Resort who helped my induction and gave hands on training on restaurant services. I also thank him for sharing real life stories that are thought provoking.

**Mr. Shuvo**; front office manager of Hotel Bengal Canary Park Limited. and Resort who let me stand at the frontdesk and thus gave the opportunity to learn by doing which is inaccessible for most trainees.

**Mr. Motiur Rahman**, housekeeping manager for his friendliness and flexibility to my conditions and providing me with the resources on the housekeeping department Hotel Bengal Canary Park Limited.

And of course...

**Samira azom** Ma'am for vital supervision during my internship period despite being preoccupied with her professional and personal life. Beside my internship, I really enjoyed spending time with the Hotel Bengal Canary Park Limited team. I thank them for creating such beautiful experience.



## **Executive Summary**

If I sum up my internship experience in 150 words. I only have to mention the titles of the contents briefly. It was 3 months of continuous learning from the experienced directors and managers directly. In this report, I tried to illustrate the functions of each department including the deviation standard benchmarking. Sometimes it is justified acting by not following rules. I presented the organization chart of those departments. Which differs from organization to organization. I presented the screenshot of the front office software HMS that Canary Park MIS department developed according to their needs. I showed square feet minute cleaned by each of Canary staff that present the skill of housekeeping department. Now it is possible to compare to them against the international standard after that, I thought it is important to present the performance fluctuation of Canary Park Hotel before and after the political instability in Bangladesh. It will present the importance of stable political conditions for tourism business. It will include the guest satisfaction survey that will present guest attitude check in and checkout services provided by Canary Park Hotel.

At the end I will finish the report recommending probable solutions to the problem found and suggestions to improve quality of service.

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## Abbreviation and Acronyms

**Back to Back:** A sequence of consecutive group departures and arrivals usually arranged by tour operators so rooms are never vacant; a floor plan design that brings the piping of adjacent baths into a common shaft.

**-Bed Tax:** A tax added to the price of a hotel room.

**-Benchmarking:** Comparing results with similar tourism businesses or assessing the business against an industry average.

**-Block:** An agreed: upon number of rooms set aside for members of a group planning to stay at a hotel

**-Booking:** Term used to refer to a completed sale by a destination, convention centre, facility, hotel or supplier (ie convention, meeting, trade show or group business booking).

**-Complimentary:** No charge is made for the item or service offered.

**-Galileo:** Airline reservation system.

**-Gateway or Gateway City:** A major airport, rail or bus centre through which tourists and travelers enter from outside the region.

**-Global distribution system (GDS)**

**-Gross Rate:** Same as rack rate. The accommodation rate quoted to the public. Group, convention, trade show, meeting and incentive rates are negotiated by the hotel and program organizers.

**-Group Rate:** Negotiated hotel rate for convention, trade show, meeting, tour or incentive groups.

- V Vacant

- VC Vacant Clean

- VD Vacant Dirty

- VCI Vacant Clean Inspected

- OC Occupied clean

- OD Occupied Dirty

- ONL Occupied No Luggage

- C/O Check out

- S/O Sleep out

- OO Out of order

- VIP Very important person

- SA Special attention

-DND Do not disturb

- HMS: Hotel Management System
- PMS: Property Management System
- SWOT: Strength, weakness, opportunity and threat
- F&B: Food and beverage
- GDS : Global Distribution Service
- GIT (Group Independent Travel):

# **Chapter One**

## **Introduction**



## **1.1 Introduction:**

Hospitality industry today is expanding first by the grace of globalization. Business arena has been expanding globally with newest technological invention. As well as patterns of life style and leisure period spending style changed a lot. to keep up with the ever changing demand and to get a hold of newest market. segment keeping pace dynamism and variety, innovative ideas taking over old one and evolving every day. Hotel industry of Bangladesh has been rapidly. In first decade of 21 century three 5 star hotel about 50 three star hotels to luxury guest house have been established all over the country .this indicate the demand of standard accommodation facilities. For both domestic and international business and leisure tourists. The transformative education process like internship program consists of developing full personal and professional potential and involves addressing six key area of development. This are internationally. guided hands on learning, professionalism in the work place. progressive learning principles, soft skill development and ultimately, employability. Internships are important, in terms of both employability and creating future industry leaders. If employees are already operational when they start, this will fast track them in the right direction, achieving middle management and executive levels at an increased rate. Internships as a route to entry have a proven success rate. Internship at Canary Park Hotel and Resort was productive and helped to achieve a professional edge.

During my internship period, I worked in three different departments: food and beverage, front office and housekeeping and tried to gather knowledge from each of them. I will describe my experience during the internship period. This report contains the company profile, the functions of three different departments of the hotel, evaluation of the performance, difference between the performance of pre and post-political instability period and analysis of guest satisfaction survey.

## 1.2 Background Of study

The Canary park hotel is one of the most exquisite, exclusive and magnificent business-class Four star hotels in Bangladesh. It is located on Dhaka Airport road in the commercial area of Gulshan. Canary park has consistently sought to bring together the finest in art and architecture, comfort and cuisine leisure and fun to create each moment is for Guests to enjoy. Experience the premier choice of hotel in Dhaka; where it offers the personalized comfort for guest to enjoy. The Canary park hotel is the city's diplomatic zones and a host of attractions with a brand new streamlined approach to service. The Canary park Hotel is renowned for its Outstanding professional services. Spectacular fifteen-story's tower, the Canary park hotel has 54 luxury and suite rooms plan. At present 20 luxury rooms and suites are having guest accommodation and rest of 54 are under decoration, more than any other hotel in Bangladesh.

Its guests will enjoy extensive facilities and extra privileges, including highly acclaimed spa, personal butler service, private VIP lounge and an endless variety of activities. Fresh perspective at this new hotel in Dhaka where the spectacular hospitality, freedom and luxury is set only for guest. For its guest it has assembled state-of-the-art conference and exhibition halls charged with breathing vibrancy, warmth light, synergistic swimming pool, lobby area, new revolving restaurants and health center on the rooftop offering unrivalled panoramic views of the Dhaka city.

The Canary park Hotel & Resort is set on becoming a high performance global player in the field of hospitality industry. It is concerned about the satisfaction level of its guest for better improvement, higher revenue as well as to stabilize its goodwill by providing different types of hospitality.

The hotel has obligations to all the guests through its staff like (Front desk receptionist, Housekeeping staff, Telephone operator, Food & Beverage staff, Recreation staff), Service like ( Telephone service, Front desk service, Housekeeping services, Food & Beverage service), Condition like (Bed room, Bath room, public area) and so on. However, it is hard to satisfy all guests but satisfaction is the crying need for any hotel.

With the introduction of new international hotel brands Canary park will face challenges. These challenges they have to overcome with the competitive advantage and practice of international standard to satisfy their guest. As I observed, number of repeated guest in Dhaka regency is higher in comparison of other hotels despite being a national brand. Which means they are performing better to build own strong brand image. This makes Canary park a place worth studying.

## 1.3 Objectives of Study:

### 1.3.1 Broad Objective:

The main objective of this report is to note down the adopted functions of three different divisions of Canary park Hotel and Resort based on their extension of operation and evaluate the practice against the ideal one. I will also present the fluctuation of performance during political unrest. At last, this report will end analyzing conducted guest satisfaction survey.

### 1.3.2 Specific Objective:

The specific objectives of this report will be the following:

Observe the daily operations of food and beverage department front office department and housekeeping department.

- Explaining the weakness of the hotel
- Measurement of guest satisfactions.

## 1.4 Methodology

Research is a procedure of logical and systematic application of the fundamentals of science to the general and overall questions of a study and scientific technique, which provide precise tools, specific procedures and technical information, rather than philosophical means for getting and ordering the data prior to their logical analysis and manipulation.

### Source of Data:

The sources of data include primary and secondary data sources.

### Primary Sources:

Primary data is collected by internal report and data of hotel canary park and Resort.

### Secondary Sources:

The secondary data is data, which is collected and compiled from different sources and are used in research for this study.

The secondary data include material collected from

- Newspaper
- Magazine
- Internet

### **1.5 Origin of the Report:**

The internship program is a compulsory requirement for the students who wish to become a B.B.A graduate from Sonargaon University. For completing my internship program, I worked with a host organization named canary park Limited. Further, I have prepared this report on my practical experience on the daily banking activities, theoretical knowledge and under the close direction of my official supervisors and colleagues. Thus, the report entitled "Promotional Activities of canary park Limited "has been accomplished as a fulfillment of BBA program credited by the Sonargaon University.

### **1.6 Benefits of the Report:**

- It helps to know about the overall promotional activities of canary park Limited
- It gives us knowledge about Islamic Sharia Based hoteling System
- It delivers information about deposit products and services

### **1.7 Time line of the project:**

The following table indicates my suggested time frame for the internship to prepare the report. To prepare the report the following time line will be needed.

<b>Week</b>	<b>Activities</b>
1-2	Desk discussion
3	Choosing topics
4	Approval of the selected topic
5-10	Observing, depth interview and data gathering
11	Data preparation and project analysis part
12	Report preparation and final report available

## **1.8 Limitations of the Study:**

The only limitation I faced is the time limitation and lack of access to the confidential data. I had to roll into three different divisions of the hotel within this short period. Functions in each of these departments are so broad that it is possible to finish the whole internship in one department alone. Despite that, I tried to sum up my learning within these couple of days left after the Internship. With more time, I could collect more data to analyze from my connections and come up with recommendations that are more accurate.

During my internship period, I had to keep myself busy for 8 hours a day learning new things and facing new situations. It was little tiring yet immensely interesting.

Another factor is the lack of access to the confidential data. During my period, I came to observe with their business reports, predictions and expected business expansion plans. This information could be ripe fruit for the enrichment of my report and I could have more data to decide and work on. Still I tried to gather available data from the website and the daily business reports.

**Chapter Two**  
**Literature Review**

## **2.1 Hotel Industry of Bangladesh and introduction of canary park**

### **Literature Review:**

In first decade of 21 century three five star hotel and about 50 three star hotels to Luxury guest houses have been established all over the country. This indicates the demand of standard accommodation facilities for both domestic and international business and leisure tourists. We can be happy to know that 12 universities of this country have opened Hospitality and Tourism Department. The government is also going to establish 4 new Hospitality and Tourism Institutes in the divisional towns very soon. Chittagong, the second largest city of the country, and Cox's Bazaar, the tourist city, can now boast of a significant number of upscale hotel rooms. Divisional and district towns of the country are also offering decent accommodation, which was totally absent two decades ago.

Private sector deserves full credit for this significant change in the hospitality industry. Along with the hotels, the role of private sector should also be lauded for building hitherto unknown area like holiday resorts. Within comparatively short span of time, the sector has become enriched by attractive properties like Jamuna Resorts, Royal Resorts, Nazimgarh & ZASTAT Resort, Arunima Countryside & Golf Resort, Foy's Lake Resort, Nokkhotrobari Resort, Nishorgo Nirob Eco cottage and Mermaid Eco Resort. These resorts are located near Dhaka, Chittagong, Sylhet, Sri mangal, Jessore and Cox,s Bazar. Dhaka, Chittagong, Sylhet.

With more upscale hotels expected to start operation by 2016, the hotel room inventory in Dhaka city is going to be significantly established in new tourist places. Not so long ago, the highly capital intensive hospitality industry in Bangladesh was dependent on public sector investment as the private sector was very shy. This resulted in building major properties like now defunct Shahbagh Hotel - the first international standard hotel in Dhaka --in 1950s, Intercontinental - now Ruposhi Bangla -- in 1960s and Pan Pacific Sonargaon Hotel in 1980s, by the public sector. Only two notable hotels - Purbani in Dhaka and Agrabadin Chittagong-- represented private sector for quite some time those days.

But now, the situation has been reversed. Now, the hospitality industry of the country is dominated by a vibrant private sector. In the span of little over two decades, private sector has greatly enriched hospitality industry of the country in general and the capital Dhaka in particular. Apart from upscale hotels in different parts of the country, the private sector has made a great contribution in enriching the country in another sector of hospitality industry -- the holiday resorts. For upscale accommodation, for many years Dhaka was dependent on Pan Pacific.



Sonargaon and Dhaka Sheraton (now Ruposhi Bangla). Now the Westin Dhaka, Radisson Blue Water Garden Hotel, Dhaka Regency Hotel & Resort and Hotel Serina have enriched Dhaka's hospitality industry. And together they are offering about 1,400 five star quality rooms. There are about seven other hotels including Hotel Orchard Plaza, Hotel Washington, Best Western La Vinci, Lake Shore Hotel & Apartments, Platinum Suites, Royal Park Residence, Ascott the Residence which are offering about 500 three to four star quality rooms. In addition to these rooms, there are about 200 one to two-star quality rooms available in guesthouses. Right now we have government certified 7 five-star hotels, 4 four-star hotels, and 12 three-star hotels in the country. Besides, Ocean Paradise Hotel and Resort in Cox's Bazaar is keeping all facilities of a five star hotel.

11 hotels with brand like Hilton, Hotel Sheraton, two Le Meridiens (one in Airport Road and the other in Banani), two Westins (one more in Dhaka and one in Chittagong), six Seasons, Platinum Suites 2, Heritage Hotel (Doreen Suites & Hotels and FARS Hotel), ASCOT, Marriot Court Yard are in the pipeline which are expected to start operation by 2016 offering over 1,700 rooms. If projects like Hotel Intercontinental and Holiday Inn at HazratShahjalal International Airport are taken into account, as they are also in the pipeline, the situation will look even better.

In this connection, government has declared Cox's Bazar Development Authority and Kuakata Development Authority to boost tourism sector in a planned way. The government is also going to establish Exclusive Tourist Zone (ETZ) in Teknaf where foreign tourists will relax and feel comfortable. Steps have been taken to improve road communication especially for these two areas and air connection of this subcontinent is also being rescheduled for a much better service for the tourists. Public hotels are being renovated and expanded. New rest houses are also getting Popularity. There is a vibrant possibility in hotel and hospitality industry in Bangladesh. We have the longest sea beach -- Cox's Bazar -- and the largest mangrove forest - the Sundarbans. Religion tourism and eco tourism can take an important role here. If we can brand our tourism sector, it will take a place after garment sector in earning foreign currency.

## **Chapter Three**

### **Organizational Profile**

### **3.1 Company profile of literature review: Hotel Bengal Canary Park limited**

As mention in their website: Hotel Bengal canary park is a magnificent new generation business class hotel ideally located in gulshan circle in post office road commercial area of gulshan 1 it is 1 minute drive from gulshan circle or drive from airport hazrat shahjalal international airport or around bend from baridhara diplomatic zone or a 25-30 minute from the banana and gulshan 2 commercial area. Hotel Bengal canary park is conventionally situated to target and attract the market segment that requires loading service most frequently

YEAR OF ESTABLISHED	2012
TYPE OF HOTEL	4 STAR BUSINESS HOTEL
GROUP	BENGAL GROUP OF HOTEL
ADDRESS	Gulshan 1 Near Post office.
TELEPHONE	+880258812350-
FAX	+880258812356
E-mails	info@hotelcanarypark.com
WEB	
TRANSPORTS	Airport-3km (30minute by car)
ACCOMODATION	54 Guest Room
LOCATION	City's nearest hotel from the international airport, as well as closest from gulshan circle & mohakhali and diplomatic zone.

11 Stories high with over 1,50,0000 sq. ft. of space (including 15,000sq.ft. parking lot) and 54 luxuriously finished guest room suites. Including the exclusive club floors with it private VIP Lounge , began as venture of the USA based NRB` S each room is equipment with central air-conditioning , satellite television , international direct dialing - mini bar and electronic safe. Bengal canary park boats of running the largest 24 hours 4 star restaurant In the country . grandiose restaurant offering international multi-cuisine delights and 3 buffet meals per day.

### **3.2 Hotel Bengal Canary Park Mission and Vision:**

#### **Mission:**

Hotel Bengal Canary Park Limited gives emphasis to:

- Maintain excellent and quality customer service
- Provide corporate, business ethics and transparency at all levels
- Create technology based resourceful hostelling in environment forts customers
- Ensure sustainable growth and establish full value to the stake holders
- Provide high quality financial facilities in export and import trade
- Add a remarkable contribution to the national economy
- Retain sound capital base for its customers
- Fulfill its social obligations by increasing its charitable and humanitarian activities
- Display team spirit and professionalism in the workplace
- Make its product superior and rewarding to its customers
- Become a trusted repository of customers' money and their financial consultant

## **Vision:**

Vision of Hotel Bengal Canary Park Limited is to be world class and renewed hotel by its service excellent and product quality.

### **3.3 Objectives of Bengal Canary Park Limited:**

- To provide welfare oriented hotel in system all over the country
- To carry on, transact and conduct the business of hoteling in all its branches
- To categorize customers credit and other hoteling requirements and observe their perception towards the performance in meeting the requirements
- To develop and train all the employees and deliver adequate resources so that customer needs can be correctly addressed and fulfilled
- To review and update policies and procedures to improve the ability to provide better services to their customers
- To uphold organization effectiveness by openly communicating company plans, policies and procedures to all its employees at level

### **3.4 Corporate Culture:**

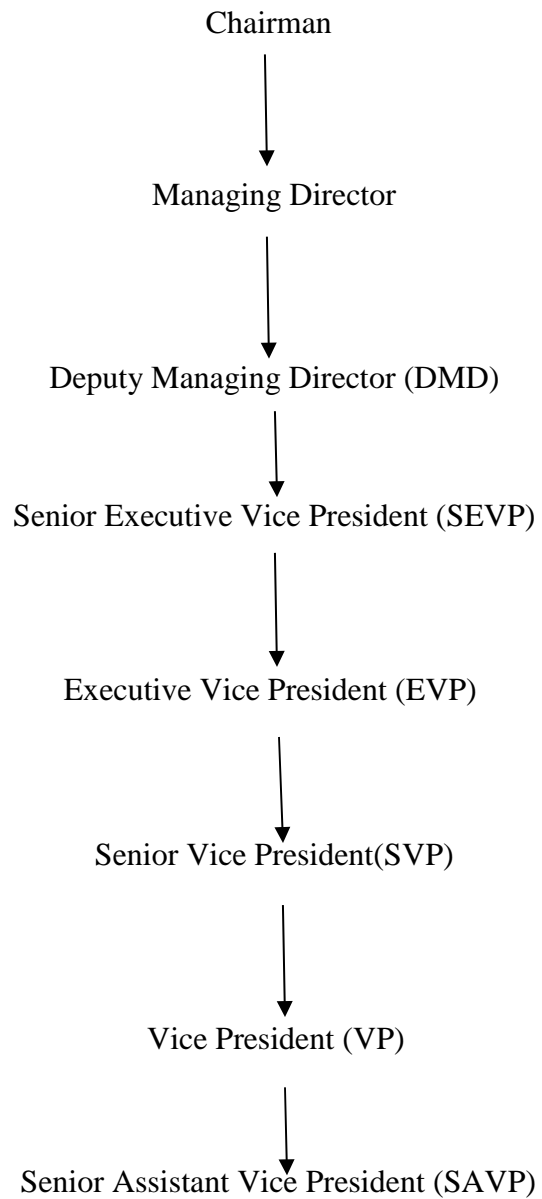
Corporate Culture has become an essential part of the business over the last towed cades which undoubtedly play a very significant role in corporations, employee behavior and organizational operations. It is an important factor in business success or failure. More over a positive culture can be a major competitive advantage over organizations with hitch firm competes. Hotel Bengal canary park Limited, as arena Hotel, believe stratify the employee get to know about their organizational culture then the work environment will become more pleasant and com for table for them. Also, it will eventually boost their moral enabled to increased levels of team work, cooperation, sharing of information, and open nest one wide as and thoughts.

### **3.5 Branch Locations of Bengal Canary Park In Bangladesh.:**

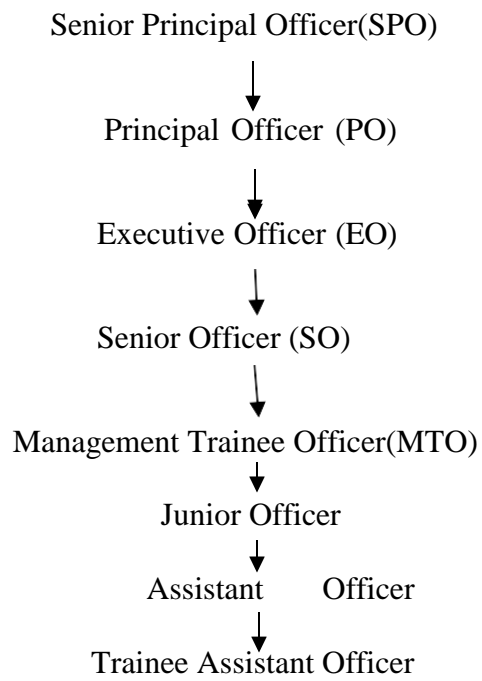
Bengal Group has 4 Hotels.

No	Branch
1	Gulshan1 bengal canary park
2	Gulshan1 bengal inn
3	Gulshan 2 bengal Blueberry
4	Gulshan 2 bengal annex

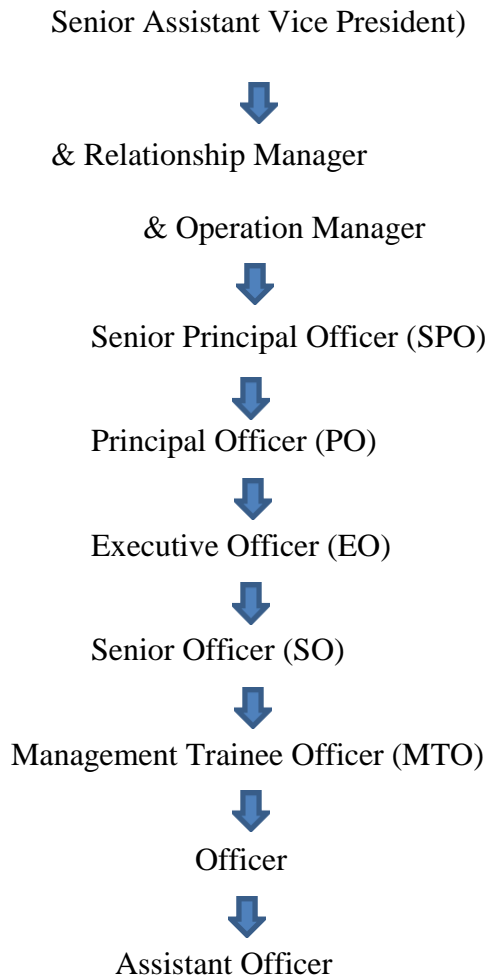
### 3.6 Organogram of Bengal Canary Park Limited:







### 3.7 Organizational Structure of Hotel Bengal Canary Park, Gulshan 1 Branch:



### 3.8 Main Operational Areas:

As commercial hotel ,Bengal group of hotels Limited do feral traditional hostelling facilities including various range ,foreign exchange and subsidiary services with the full support of specialized management and current technology.

**3.9Bengal Canary Park Limited:** Emphasize stumps importance to export import trade handling and the growth of entrepreneurship and private sectors. Besides, the hotel has become the pioneering support in gready made garment industries. It provides the sector with financial supporting clouding potential market information and advices. Cortisone of the leading financiers in this sector.

In addition, Hotel Bengal Canary Park is dedicated to retain its clients through customer relationship management and financial counseling.

### **3.10 SWOT Analysis:**

SWOT Analysis is at technique that categorizes an organization's strength, weakness, opportunity and threat .This analysis helps the organization to know their current work condition and also emphasizes to improve their performance in future in comparison to their competitors strengths. I have prepared a SWOT analysis on the basis of the present condition of Bengal Canary Park .

**3.11Strengths:** The strengths of Bengal Canary Park Limited, Gulshan Branch that can find out from the SWOT analysis are given below-

- All the activities of Bengal Canary Park Limited are conducted according to the rules and regulations of I where profit is the legal substitute of interest
- The Bengal Canary Park Limited has achieved customer loyalty as organizational loyalty by providing them with high quality services
- Bengal Canary Park Limited, Gulshan Branch has a cooperating corporate culture which motivates the employees to work more enthusiastically

- The hotel has already achieved remarkable growth in revenues and payment

**3.12 Weaknesses:** The weaknesses of Bengal group of hotels Limited, Gulshan Branch that are given below-

- The service quality of Bengal group of hotels Limited, Gulshan Branch is known other marks with respect to other branches of the hotel.
- Insufficient publicity and advertising of hotel's products and activities
- In general hoteling unit, the hotel follows the traditional hoteling system which means these processes are not completely computerized
- The location of Bengal group of hotels Limited, Gulshan Branch is not in a suitable place
- According to individual customer's view "introduction of account older" is one of the complications to open an hotel.
- The hotel does not have any research and development division

**3.13 Opportunity:** The opportunities that are available in Bengal group of hotels limited, Gulshan Branch are stated below-

Introducing more innovative and modern customer service can be a way to sustain the competition in the future.

Online hoteling facilities can increase the hoteling activity more efficiently and effectively.

Bengal group of hotels Limited, Gulshan Branch should expand its product competitive advantage over their competitors

□□ Bengal Canary Park can introduce various corporate chem. effort he corporate customers or service holders and it should base prated according to the professions such as engineers, lawyers, doctors etc.

□□ The development to global economy and foreign trade in the coming years can provide remarkable growth opportunities for the hoteling industry. Moreover,

**3.14 Threats:** The possibility of threats for Bengal group of hotels Limited, gulshan Branch are mentioned below-

- All the existing and upcoming multinational, private and foreign hotels create a massive threat to Bengal Canary Park Limited
- The degradation of BDT against main currencies (e.g.USD,EUR,JPY,etc.) is a significant threat to foreign exchange transaction and profitability
- The poor compensation package of the workers from mid-level to the low-level positions area son for threats to employee motivation
- The macroeconomic condition of the country and exterior at the hostelling industry
- Local competitors can gain a huge market are by providing similar products and services offered by the hotel

**Chapter Four**

**Internship Duties, Responsibilities,  
Learning**

## **4.1 Duties and Responsibilities as an Intern:**

Internship program is an and at or requirement for any student of BBA in Sonargaon University.

I was an intern at Bengal Canary Park Bangladesh Limited,

Gulshan Branch and assigned to working the general hoteling and other department of the hotel.

In this three months of internship program I have learned various procedures regarding general hotel and other financial activities of Canary Park Of Hotels Bangladesh Limited, gulshan Branch. Moreover, each and every employee of Bengal Canary Park were cooperative and friendly. They helped me throughout the entire period of my internship. During my internship period, I worked in different departments. As an intern my activities were as follow-

### The following activities which were done by me-

- Providing the customers accurate information regarding what type of documents will be essential to open an account. I used to tell them that they need two copies of their Correction of uncompleted forms which were identified by internal audit. For instance, the rewire some forms which were filled up without putting account number, nominee's details, customer ID, TIN, National ID Card number and soon. My job was to complete those forms with proper information from attached required certificates or copies
- Filling up Know Your Customer (KYC) Form for personal and corporate risk rating. After completing the form properly, I used to put various seals on the forms, those seals included the name of



Correction of uncompleted forms which were identified by internal audit. For instance, the rewire some forms which were filled up without putting account number, nominee's details, customer ID, TIN ,National ID Card number and soon. My job was to complete those forms with proper information from attached required certificates or copies

Filling up Know Your Customer (KYC) Form for personal and corporate risk rating. After completing the form properly, I used to put various seals on the forms; those seals included the name of

## **4.2 Problems that I faced as an Intern:**

This was the first time I worked in any organization. It was totally a new experience. During the internship period I faced several problems. They are mentioned below-

- Knowing the people in charge and hierarchy of Hotel Bengal Canary Park Limited
- Adjusting with the work environment
- Understanding my duties and responsibilities, what I couldn't do as an intern of this Hotel
- In filling up customer names, numbers, address I was over concerned at first, since there was no scope of over writing and mistake, after writing those important information regarding customers I used to double check which took a lot of time
- The internship program of Hotel Bengal Canary Park is on-paid, but unfortunately the work environment outweighs the payment issue
- The Hotel job was quite monotonous and not challenging at all
- Software used by Hotel Bengal Canary Park was not fully accessible to their interns, only the cortical knowledge was given, which was not sufficient enough to know the overall procedure of the Hotel

### **4.3 Impacts of Internship Experience in My Career:**

The employees of Hotel Bengal canary Park were very polite and friendly. They helped me to adjust quickly with the Hotel environment. Doing my internship in this Hotel helps me to know the Hotels industry and their activities. Since my focus was in general Hotel's, so I was more involved with that thither department to the Hotel .Now ,it is very clear to me how Hotel Bengal canary Park Limited operates their activities on the ground of general Hoteling in this country. Moreover,

I believe that this internship experience will help me much to build up my future career. My learned experience is as follows-

- I learned the procedures to open various accounts in Hotel Bengal canary Park Limited
- I also observed the procedures to close an account
- I learned how Hotel Bengal canary Park provides the information to their clients
- Verifying signature in different documents were one of the learning from the bank
- I experienced the formalities to is seaway order and cheek book
- I learned how to maintain office etiquette and how to behave with supervisors and staffs
- Final, I learned how to be responsible and liable for my own actions.

## **Chapter Five**

### **Overview of promotional activities of Hotel Bengal Canary Park Limited**

## **5.1 The Concept Of Promotional Mix Of Hotel Bengal canary Park:**

Customers stand in the middle of all the marketing activities. The main objective of marketing is to establish a strong and profitable customer base to accelerate sales of the company. For this mission, the company sets a marketing strategy whereby it segments the total market into certain groups, targets the group it wants to serve and lastly focuses how to satisfy the target customers. Thus marketing strategy comprises of three elements segmentation, targeting and positioning. Under this market strategy, a company detects a marketing mix consists of product, price, place & promotion. According to Kotler and Armstrong (2019), Promotion means activities that communicate the merits of the product and persuade the target customers to buy it. Usually under promotion mix a company adopts six tools. They are

i. **Advertising:** It is a non-personal form of communication through which a company presents and promotes side as, goods or services to persuade the audience to purchase or take some action. It includes the name of a product or service and how that product or service could benefit the consumer, to persuade a target market to purchase or to consume that particular brand. A number of media can be used for advertisement, like- TV, Radio, Newspaper, Websites etc..

Median (2009) states that due to the impression of hotels as impersonal institutions with no interest in their customers as people, and of financial services as abstract and quite similar, the institutional advertising has become more and more important. Brand advertising follows closely in the footsteps of institutional advertising. Its purpose is to create awareness the Hotel's name and to advertise the different services it is offering.

ii. **Sales Promotion:** Through sales promotion a company offers different short term incentives to customers to motivate the purchase or sell of a product. The incentives may come in different forms, like discount on price, free gifts, buy one get one free etc.

Peatti & Patti (2009) claims that normally coupons, special offers and other forms of price manipulation are the dominant forms of sales promotion. Median (2009) states that sales promotion within financial services appears to be the most effectively used in combination with advertising.

iii. **Personal Selling:** Sometimes companies build up an efficient sale steam who with personal interaction try to motivate potential customers to purchase from the company. The personal selling may focus initially on developing a relationship with the potential buyer, the sales person and the customers perceived as being of at importance for the marketing of a hotel. Verhallenetal. (2017) indicate that hotels should see the selling as a problem solving processing which the sales force engages and co-operates towards the customer, trying to find a solution to the customer's problem, rather than only persuading him to purchase the products or services. Lee (2015) state that personal selling can be performed either face-to-face or through technological aids such as the Internet.

iv. **Public Relations:** To establish a good relationship with the different parties of a company. PR covers a range of activities, like creation & maintenance of corporate identity and image; charitable involvement, media relation for the spreading of good news etc. (Grankvist, Kollberg and Parson, 2009).Median (2017) claims that the importance of public relation is being increasingly attended, and financial services often have public affairs officers, working actively to generate publicity.

v. **Direct Marketing:** According to Kotler (2006) direct marketing indicate direct connections with carefully targeted individual customers to both obtain an immediate response and cultivate lasting customer relationships. The use of telephone, mail, fax, e-mail, the Internet etc. is the different tools of direct marketing.

Lee (2009) states that the fast advances in technology over the past 30 years have reshaped how consumers today interact with their financial institutions. The financial sector has extended its face-to-face selling towards direct marketing of products and services in the form of phone, mail or computer transactions.

vi. **Event & Experience:** The last component of promotion, i.e. event and experience is a new dimension in promotion activities of companies. By participating in different events like trade fair, export fair, seminar etc. companies try to make people aware about themselves. Commercial Hotel now a day are participating in different events and thus try to promote their products. Hotel ‘participation, Financial Institutions Fair, and Remittance Fair etc. Besides they sometimes arrange training ms, seminars, conferences as a part of their promotion. Program.

## **5.2 Promotional Activities:**

Under promotional activities we want to include the type of activities those are undertaken by **Hotel Bengal canary Park** to endorse themselves in front of the country. Firstly in this line we want to include different types of advertisement made in different mediums and in different ways by the Hotel. These consist of:

- **Bill board advertisements in different locations:** We can see bill boards of **Hotel Bengal canary Park** in the sides of many VIP roads and also in the road side of on route of different loan or deposit products.
- **Advertisement in different television channels:** Though it is seen very often but **Hotel Bengal canary Park** do place advertisements in different television channels mainly in the pick hours like during important television programs, top newest.

- **News paper advertisement:** In different news papers mainly in front page or second, third page, or middle or in sports page they place their advertisements.
- **In different magazines:** In different political or business magazines we have found their advertisements of different loan products or elements of corporate banking like this.
- **Social marketing like sponsoring tree plantation program especially in the sides of the roads:** They support many social development organizations by providing fund to arranger organize workshops, training programs etc.
- **Advertisement in radio stations:** Hotel Bengal canary Park also places their different sort advertisements in different radio stations or we can call it FM channels; etc.



**Chapter SIX**  
**Findings and Analysis**

## **6.1 Findings:**

**Hotel Bengal canary Park** promotes them by participating in different types of programs, sponsoring many functions, arranging various types of gatherings etc. Some of those activities are maintained below:

- **Hotel Bengal canary Park** Participates in 1st Bangladesh Remittance Fair at Chittagong
- **Hotel Bengal canary Park** conducts Orientation & Induction for the new recruit
- **Hotel Bengal canary Park** donates Tk. 5 Lacs to ICDDR,B's Dhaka Hospital
- **Hotel Bengal canary Park** & Persona Organizes a Workshop on Beauty Solutions
- **Hotel Bengal canary Park** Sponsors a Workshop for Professional Women
- **Hotel Bengal canary Park** Distributes Prizes of Wall Magazine Competition to commemorate the event of International Women's Day 2009
- **Hotel Bengal canary Park** empowers its customers to rate Service Standard
- **Hotel Bengal canary Park** 's Partnering with Dhaka Metropolitan Police
- Inauguration of **Hotel Bengal canary Park** Short Stay Ward, Dhaka Hospital
- **Hotel Bengal canary Park** will provide technical support to Jumna Money Exchange

## **6.2 Analysis of Promotional Expenses with Total Profit:**

The promotional expense and total profit before tax of fiscal year 2020 to 2021 are given below:

**Table 5.1**

Year	Total Profit (BDT million)	Promotional Expense (BDT million)
2021	5145	34.46
2020	4970	32.5
2019	4956	33.14

**Source: Hotel Bengal canary Park Report (2020-2021)**

In 2021 promotional expense was 34.46 million taka and the total profit before tax was 5145 million taka.

## **Chapter Seven**

### **Recommendations and Conclusions**

## **7.1 Recommendations:**

I have already presented my discussion on SWOT analysis and Hotel Bengal Canary Park strength measurement criteria. In this recommendation part, I will try to show my suggestions to overcome the weaknesses observe ad to fortify the strength with eternal force. I will present the suggestions that can be enforceable by the effort of managers below. The recommendations are: infrastructure and technology needed for essential service of the Hotel

Market segment to attract.

Continuous improvement plan and develop system to avoid ownership conflicts.

Training to the new employees.

Manager develop data mining and develop guest follow up system.

Since out of 70 rooms 35 rooms have no window and guest cannot look outside. This decreases the room rates and affects guest satisfaction. Canary park should take care of that problem if possible. the whole building is not fit for a four star hotel facility. In future , they need to shift to compete with the world standard since they will face extreme competition in near future with the introduction half a dozen international brands. The conflict about ownership must be handled for good to save own image. And they need to continue their legacy of entertaining

Customer with events and cordial services.

## **7.2 Conclusion:**

Before starting my internship program at Hotel Bengal Canary Park, I was excited and bit

Worried. I was excited because I was waiting for my induction into the real life hotel experience under the organization that Reaz Ahmed runs. I grew fond of him listening to his stories about how he chose to be an hotelier and became a legend. But bit worried about if we can prove ourselves worthy of the honor they gave us. We found out that they planned a whole internship module dedicated to our learning in the core departments.

As we started, we attended classes and then entered into practice. We learned a lot. We made mistakes and they taught us through. In this report, I tried to put all that I learned and observed. I tried to illustrate the situation and suggest solution based on my brief learning. I may not be the master of any department now but I am Jake of three of those. I really enjoyed my days with Hotel Bengal canary park team. They are friendly and always willing to deliver knowledge from there.

Experience. We are amazed by their endeavor and we are fortunate to have them as friends.

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