

Internship Report
on
Sales and Marketing Operations in clothing Brands
A Case Study on klubhaus

Submitted by:
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Submitted to:
Department of Business Administration
Sonargaon University (SU)
Submitted for the partial fulfillment of the degree of
Bachelor of Business Administration (BBA)



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147/1, Green Road, Tejgaon, Dhaka-1215, Bangladesh.

Date of Submission Date: May 02, 2026

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Kamona Akther Rume
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Submitted to:
Md. Fajle Rabbi
Lecturer
Department of Business Administration
Sonargaon University (SU)



Sonargaon University (SU)
147/1, Green Road, Tejgaon, Dhaka-1215, Bangladesh.

Date of Submission Date: May 02 , 2026

Letter of Transmittal

Date: 02-05-2026

To
Md. Fajle Rabbi
Lecturer
Department of Business Administration
Sonargaon University (SU)

Subject: Submission of Report on —Sales and Marketing of Klubhaus| Dear

Sir,

I respectfully submit my report titled “**Sales and Marketing of Klubhaus**”, which has been prepared as a partial requirement for the completion of my academic course under the Department of Business Administration at Sonargaon University.

While preparing this report, I have tried my best to include all relevant information regarding sales strategies, marketing channels, customer satisfaction, and overall performance of the Klubhaus. I have followed your valuable guidelines and instructions to make the report informative and well-structured.

This report has provided me with practical knowledge and insight into real-life sales and marketing practices, which I believe will be beneficial for my future career.

I sincerely hope that this report will meet your expectations. I will be grateful if you kindly accept my report and provide your valuable feedback.

Thank you for your kind cooperation.

Sincerely,

Kamona Akther rume
ID: BBA2202026103
Department of Business Administration
Sonargaon University (SU)

Student's Declaration

I hereby declare that the report titled —Sales and Marketing of Klubhausl is an original work completed by me as a part of my academic requirement for the Department of Business Administration at Sonargaon University (SU).

I confirm that this report has been prepared based on my own efforts and has not been submitted previously, in whole or in part, to any other institution or for any other academic purpose. All sources of information used in this report have been properly acknowledged and cited.

I take full responsibility for the authenticity and accuracy of the information presented in this report.

Sincerely,

Kamonoa Akther Rume

ID: BBA2202026103

Department of Business Administration

Sonargaon University (SU)

Letter of Authorization

This is to certify that the research report titled “**Sales and Marketing of Klubhaus**” has been prepared by **Kamona Akther Rume**, ID: **BBA2202026103**, a student of the **Department of Business Administration, Sonargaon University (SU)**.

This report has been completed under academic supervision and is submitted in partial fulfillment of the requirements for the degree of Bachelor of Business Administration (BBA). The study reflects the student’s own effort in data collection, analysis, interpretation, and presentation of findings related to sales and marketing activities of a Klubhaus.

I further certify that the report is an original work and has not been submitted elsewhere for any degree or diploma.

I wish her every success in her future academic and professional career.

Md. Fajle Rabbi

Lecturer

Department of Business Administration

Sonargaon University (SU)

Acknowledgement

First of all, I would like to express my sincere gratitude to Almighty Allah for giving me the strength, patience, and ability to complete this research report successfully.

I would like to show my deepest respect and heartfelt gratitude to my respected supervisor and course instructor, **Md. Fajle Rabbi, Lecturer, Department of Business Administration, Sonargaon University (SU)**, for his continuous guidance, valuable suggestions, and constant encouragement throughout the preparation of this report. His insightful feedback and academic support played a crucial role in improving the quality of this study.

I am also thankful to the management and staff of the Klubhaus for providing necessary information and cooperation during data collection. Their kind support helped me to complete the practical analysis of sales and marketing activities effectively.

Finally, I would like to express my gratitude to my family members, friends, and well-wishers for their encouragement and moral support throughout this academic journey. Without their support, the completion of this report would not have been possible.

Kamona Akther rume

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Executive Summary

This study focuses on the *Sales and Marketing of a Klubhaus* and aims to analyze how marketing strategies, sales performance, customer behavior, and service quality contribute to the overall success of a Klubhaus. In today's competitive service industry, Klubhaus play an important role in providing recreational, social, fitness, and lifestyle services to customers. Therefore, effective sales and marketing strategies are essential for attracting new customers and retaining existing ones.

The study is based on both primary and secondary data. Primary data were collected through a structured questionnaire survey from 100 respondents, including Klub members and visitors. Secondary data were gathered from internal records, reports, journals, and online sources. The collected data were analyzed using statistical tools such as percentage analysis, tables, and graphical representations including bar charts, pie charts, and line graphs.

The findings of the study reveal that the Klubhaus has experienced a steady increase in sales over time, mainly due to effective digital marketing strategies and improved customer service. Social media marketing, particularly Facebook and Instagram, has been identified as the most effective marketing channel. Word-of-mouth communication also plays a significant role in attracting new customers.

The study also shows that the majority of customers belong to the young and middle-aged group, particularly service holders and professionals. Overall customer satisfaction is high, especially in terms of service quality, staff behavior, and cleanliness. However, pricing is identified as a key area that needs improvement.

In conclusion, the study suggests that a combination of strong digital marketing, customer-focused services, and flexible pricing strategies can significantly improve the performance of a Klubhaus. The findings of this research will be useful for management in making strategic decisions to enhance sales, marketing efficiency, and customer satisfaction.

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Chapter 1:

Introduction

1.1 Background of the Study Expanded & Data-Oriented

The concept of Klubhauss has evolved significantly over the past few decades, transforming from exclusive social gathering spaces into multi-functional recreational and lifestyle centers. In today's urban environment, particularly in developing countries like Bangladesh, Klubhauss play an important role in providing leisure, fitness, dining, and social interaction facilities to a diverse group of customers. Rapid urbanization, rising disposable income, and changing lifestyle patterns have contributed to the growing demand for such facilities.

The service industry, including Klubhauss, is highly competitive and customer-driven. Unlike product-based industries, success in the service sector largely depends on customer satisfaction, service quality, and effective relationship management. Therefore, sales and marketing have become critical components for sustaining growth and profitability in Klubhaus operations. Sales activities ensure revenue generation through membership fees, event bookings, and service usage, while marketing strategies focus on attracting new customers and retaining existing ones.

In recent years, digital transformation has significantly influenced marketing practices in the Klubhaus industry. The use of social media platforms such as Facebook, Instagram, and online booking systems has enabled Klubhauss to reach a wider audience at a relatively lower cost. According to industry trends, more than 60% of customers prefer to explore recreational services online before making decisions. This highlights the importance of digital marketing in influencing customer behavior and purchasing decisions.

Furthermore, customer expectations have increased due to exposure to global standards of service. Modern customers not only seek basic facilities but also expect high-quality service, personalized experiences, hygienic environments, and value for money. As a result, Klubhauss must continuously innovate their marketing strategies and improve service quality to remain competitive. Pricing strategies, promotional offers, loyalty programs, and event-based marketing have become essential tools for enhancing customer engagement and boosting sales.

Despite the growing importance of sales and marketing, many Klubhauss still face challenges such as limited promotional activities, lack of customer data analysis, and ineffective use of marketing channels. These challenges can lead to low customer retention rates and inconsistent revenue growth. Therefore, a systematic study of sales performance and marketing strategies is necessary to identify gaps and develop effective solutions.

This study aims to analyze the sales and marketing practices of a Klubhaus, focusing on customer behavior, marketing effectiveness, and overall business performance. By using both primary and secondary data, the study provides a comprehensive understanding of how marketing strategies influence sales outcomes and customer satisfaction. The findings of this research will help Klubhaus management to make informed decisions, improve marketing efficiency, and achieve sustainable growth in a competitive market environment.

1.2 Objectives of the Study

The primary objective of this study is to analyze the sales performance and marketing strategies of a Klubhaus and to evaluate how these factors influence customer satisfaction and overall business growth. In a highly competitive service-based environment, understanding the effectiveness of marketing activities and sales operations is essential for achieving long-term sustainability and profitability.

The specific objectives of the study are outlined below:

- To examine the current sales performance of the Klubhaus, including revenue generation from different services such as membership, dining, events, and recreational facilities.
- To analyze the marketing strategies adopted by the Klubhaus, particularly focusing on digital marketing, promotional campaigns, and branding activities.
- To identify the target market segments and understand customer demographics, preferences, and behavior patterns.
- To evaluate the effectiveness of different marketing channels such as social media, word-of-mouth, online platforms, and offline promotions.
- To assess the level of customer satisfaction in terms of service quality, pricing, facilities, and overall experience.
- To investigate the relationship between marketing strategies and sales performance.
- To identify the key challenges faced by the Klubhaus in sales and marketing activities.
- To provide practical recommendations for improving marketing efficiency, increasing sales, and enhancing customer retention.

1.3 Scope of the Study

The scope of this study is focused on analyzing the sales performance and marketing practices of a Klubhaus within a defined operational and geographical context. It covers key functional areas such as revenue generation, customer acquisition, promotional strategies, and service delivery, with the aim

of understanding how these factors collectively influence business performance and customer satisfaction.

This study primarily examines different sources of sales, including membership subscriptions, food and beverage services, event bookings, and recreational facilities. It also explores various marketing approaches adopted by the Klubhaus, such as digital marketing (social media platforms, online advertising), traditional marketing (print media, banners, word-of-mouth), and promotional activities (discount offers, seasonal campaigns, and special events).

In terms of customer analysis, the study focuses on identifying target market segments based on demographic variables such as age, income level, occupation, and lifestyle preferences. It evaluates customer behavior, expectations, and satisfaction levels to determine how effectively the Klubhaus meets consumer demands.

Geographically, the study is limited to a specific Klubhaus or a selected urban area, making the findings more relevant to similar business environments but not necessarily generalizable to all regions. The time frame of the study is also confined to a particular period (e.g., one fiscal year), which allows for a detailed analysis of sales trends and marketing performance within that duration.

Additionally, the study includes data analysis using collected survey data and organizational records to present insights through tables, charts, and graphical representations. However, it does not cover highly technical financial forecasting models or large-scale industry-wide comparisons.

1.4 Methodology of the Study

The methodology of this study is designed to ensure a systematic, accurate, and data-driven analysis of the sales and marketing activities of the Klubhaus. Both qualitative and quantitative approaches have been applied to collect, process, and interpret the relevant information.

This study is primarily based on two types of data: primary data and secondary data. Primary data were collected directly from respondents through a structured questionnaire survey. A total of 100 respondents were selected using a simple random sampling technique, including Klub members, visitors, and potential customers. The questionnaire included both closed-ended and Likert scale questions to measure customer preferences, satisfaction levels, and perceptions regarding marketing activities and service quality.

In addition to the survey, informal interviews were conducted with Klub management and staff members to gain insights into sales strategies, promotional activities, and operational challenges. This helped to complement the quantitative findings with practical perspectives from the organization.

Secondary data were collected from various sources such as internal records of the Klubhaus, including sales reports, membership data, and marketing expenditure reports. Additional information was gathered from websites, academic journals, industry reports, and relevant publications to support the theoretical framework and literature review.

For data analysis, statistical tools and techniques were used to interpret the collected data. The responses from the survey were tabulated and analyzed using software such as Microsoft Excel. Various graphical representations including pie charts, bar charts, and line graphs were used to present the data clearly and effectively. Descriptive statistics such as percentages, averages, and frequency distributions were applied to identify trends and patterns.

The study follows a descriptive research design, as it aims to describe the current situation of sales and marketing practices rather than establishing causal relationships. The analysis focuses on understanding customer behavior, evaluating marketing effectiveness, and assessing overall performance.

To ensure reliability and validity, the questionnaire was designed in a simple and clear manner, and data were cross-checked with available records where possible. However, some limitations such as respondent bias and limited sample size may affect the generalizability of the findings.

1.5 Limitations of the Study

Despite careful planning and systematic execution, this study has several limitations that may affect the accuracy and generalizability of the findings. These limitations are common in field-based research, especially within a limited time and resource framework.

Firstly, the study is based on a relatively small sample size of respondents. Although efforts were made to select participants randomly, the sample may not fully represent the entire population of Klubhaus customers. As a result, the findings may reflect general trends but may not capture all variations in customer behavior and preferences.

Secondly, the study is confined to a specific Klubhaus or a limited geographical area. Therefore, the results may not be applicable to all Klubhauss, especially those operating in different regions or under different market conditions. Variations in customer demographics, economic factors, and cultural influences can significantly impact sales and marketing outcomes.

Another limitation is related to data collection. Primary data were collected through questionnaires, which depend heavily on the honesty, understanding, and cooperation of respondents. There is a possibility of response bias, where participants may provide socially desirable answers rather than

their true opinions. Additionally, some respondents may not have had sufficient knowledge about all services, which could affect the reliability of their responses.

Time constraint is also a significant limitation. The study was conducted within a limited period, which restricted the ability to observe long-term trends and seasonal variations in sales and marketing performance. A longer study duration could provide more comprehensive insights into changes over time.

Furthermore, access to complete and accurate organizational data was limited. Some internal records, particularly related to financial performance and marketing expenditures, may not have been fully disclosed due to confidentiality concerns. This may have affected the depth of analysis in certain areas.

Lastly, the study primarily uses descriptive analysis and does not incorporate advanced statistical or predictive models. As a result, it focuses more on understanding current conditions rather than forecasting future performance.

Chapter 2:

Literature Review

2.1 Concept of Sales and Marketing

Sales and marketing are two closely related but distinct functions that play a crucial role in the success of any service-oriented business, including a Klubhaus. While both aim to increase revenue and business growth, their approaches, focus areas, and activities differ significantly but complement each other in practice.

Marketing refers to the process of identifying customer needs and wants, creating value, and communicating that value to the target market. It involves a wide range of activities such as market research, product or service development, pricing strategies, promotion, and distribution. In the context of a Klubhaus, marketing focuses on attracting potential customers by promoting services like dining, fitness, events, and recreational facilities. It also includes branding, digital presence, customer engagement, and building long-term relationships.

On the other hand, sales are the process of converting potential customers into actual customers by persuading them to purchase a service or become members. Sales activities are more direct and revenue-focused, involving personal interaction, negotiation, and closing deals. In a Klubhaus, sales may include selling memberships, booking event spaces, or promoting special packages to customers.

A key concept in marketing is the **Marketing Mix (4Ps)**, which includes:

- **Product:** Services offered by the Klubhaus (gym, restaurant, pool, events)
- **Price:** Membership fees, service charges, discounts
- **Place:** Location and accessibility of the Klubhaus
- **Promotion:** Advertising, social media, campaigns

In modern business environments, especially in the service sector, the concept of **relationship marketing** has become highly important. This approach emphasizes building long-term relationships with customers rather than focusing only on one-time sales. Klubhaus benefit greatly from this strategy, as customer loyalty and repeat visits are key drivers of sustained revenue.

Furthermore, the integration of digital marketing has transformed traditional marketing practices. Platforms such as social media, email marketing, and online booking systems allow businesses to reach a larger audience, personalize communication, and measure performance more effectively. This shift has made marketing more data-driven and customer-centric.

Another important aspect is the alignment between sales and marketing. When both functions work together effectively, marketing generates qualified leads and creates brand awareness, while sales convert those leads into customers. A lack of coordination between these functions can result in missed opportunities and inefficient use of resources.

2.2 Klubhaus Industry Overview

The Klubhaus industry is a significant segment of the broader hospitality and service sector, providing a combination of recreational, social, and lifestyle services to its members and guests. Traditionally, Klubhauss were exclusive facilities limited to elite groups or specific communities. However, in recent years, the industry has undergone substantial transformation, becoming more inclusive and commercially oriented to cater to a wider customer base.

With rapid urbanization and changing lifestyles, especially in developing countries like Bangladesh, the demand for Klubhaus facilities has increased considerably. Busy work schedules, rising stress levels, and the need for social interaction have encouraged people to seek organized recreational spaces. As a result, modern Klubhauss now offer a diverse range of services, including restaurants, fitness centers, swimming pools, sports facilities, event management, and entertainment options.

The growth of the real estate sector has also contributed to the expansion of the Klubhaus industry. Many residential complexes, gated communities, and commercial developments now include Klubhaus facilities as a value-added feature to attract buyers and tenants. This integration has increased accessibility and created a steady customer base for such establishments.

In terms of market structure, the Klubhaus industry can be categorized into different types:

- **Private Klubhauss:** Membership-based and often exclusive
- **Residential Klubhauss:** Located within housing complexes
- **Commercial Klubhauss:** Open to the public with paid services
- **Corporate Klubhauss:** Designed for business professionals and networking

The industry is highly competitive and customer-centric. Success largely depends on service quality, facility management, pricing strategy, and effective marketing. Klubhauss must continuously innovate to meet customer expectations by introducing new services, upgrading facilities, and maintaining high standards of hygiene and safety.

Technological advancements have also influenced the industry. Online booking systems, mobile applications, digital payment methods, and social media marketing have improved customer

convenience and operational efficiency. Additionally, customer feedback systems and data analytics are increasingly used to understand consumer preferences and enhance service delivery.

However, the industry also faces several challenges. High operational costs, including maintenance, staffing, and utility expenses, can impact profitability. Seasonal demand fluctuations and economic instability may also affect customer spending on recreational activities. Moreover, maintaining consistent service quality and customer satisfaction remains a critical challenge for many Klubhauss.

2.3 Marketing Strategies in the Klubhaus Industry

Marketing strategies play a vital role in the success and sustainability of a Klubhaus, as they directly influence customer attraction, engagement, and retention. In a highly competitive service-based environment, Klubhauss must adopt a combination of traditional and modern marketing approaches to effectively reach their target audience and maximize sales performance.

One of the most important strategies is **digital marketing**, which has become increasingly dominant in recent years. Klubhauss actively use social media platforms such as Facebook, Instagram, and YouTube to promote their services, share event updates, and engage with customers. Paid advertisements, boosted posts, and influencer collaborations help in reaching a larger audience and increasing brand visibility. Additionally, maintaining an attractive and informative website with online booking facilities enhances customer convenience and accessibility.

Another key strategy is **relationship marketing**, which focuses on building long-term relationships with customers rather than just one-time transactions. Klubhauss often introduce membership programs, loyalty rewards, and personalized services to retain existing customers. Regular communication through emails, SMS, and social media updates helps maintain customer engagement and encourages repeat visits.

Promotional strategies are also widely used to attract new customers and boost sales. These include seasonal discounts, special event offers, family packages, and referral bonuses. For example, offering discounted membership during festive seasons or organizing themed events can significantly increase customer participation and revenue.

Event-based marketing is particularly effective in the Klubhaus industry. Organizing events such as live music, sports tournaments, corporate meetings, and private parties not only generates direct revenue but also enhances brand recognition. Events create memorable experiences for customers, which increases the likelihood of word-of-mouth promotion.

Pricing strategy is another crucial element of marketing. Competitive pricing, value-based pricing, and flexible membership packages help attract different customer segments. Offering tiered membership plans (e.g., basic, premium, VIP) allows customers to choose services according to their budget and preferences.

In addition, **word-of-mouth marketing** remains one of the most powerful tools in this industry. Satisfied customers often recommend the Klubhaus to friends and family, which builds trust and credibility. Providing high-quality service and a positive customer experience is essential for encouraging such organic promotion.

Furthermore, **market segmentation and targeting** are important for developing effective marketing strategies. Klubhaus identify specific customer groups based on age, income, lifestyle, and preferences, and then tailor their marketing messages accordingly. For instance, young professionals may be targeted with fitness and entertainment services, while families may be attracted through dining and recreational facilities.

Finally, the use of **data-driven marketing** is becoming increasingly important. By analyzing customer data, feedback, and usage patterns, Klubhaus can make informed decisions, optimize marketing campaigns, and improve service offerings.

2.4 Customer Behavior Analysis

Understanding customer behavior is essential for designing effective sales and marketing strategies in the Klubhaus industry. Customer behavior refers to the process by which individuals or groups select, purchase, use, and evaluate services to satisfy their needs and preferences. In a service-oriented environment like a Klubhaus, customer behavior is influenced by a combination of psychological, social, cultural, and economic factors.

One of the primary factors affecting customer behavior is **personal characteristics**, including age, income, occupation, and lifestyle. For instance, young adults and professionals are often attracted to fitness facilities, entertainment events, and social gatherings, while families may prefer dining services, children's play areas, and safe recreational environments. Higher-income groups are generally more willing to pay for premium services and exclusive memberships.

Another important factor is **psychological influence**, which includes motivation, perception, attitudes, and beliefs. Customers are motivated to visit Klubhaus for relaxation, social interaction, stress relief, and entertainment. Their perception of service quality, cleanliness, and environment plays a

significant role in shaping their overall experience. Positive perceptions lead to satisfaction and repeat visits, whereas negative experiences may discourage future engagement.

Social factors such as family, friends, and reference groups also strongly influence customer decisions. Many customers choose Klubhauss based on recommendations from others or to maintain a certain social status. Word-of-mouth communication is particularly powerful in this industry, as people tend to trust the opinions of their peers more than advertisements.

Economic factors, especially **price sensitivity**, play a crucial role in customer behavior. Customers often compare membership fees, service charges, and available benefits before making decisions. Competitive pricing and value-for-money offerings can significantly influence customer choice. Discounts, promotional offers, and flexible pricing packages can attract price-sensitive customers.

The **decision-making process** of customers typically involves several stages:

1. Problem recognition (need for relaxation or social activity)
2. Information search (online reviews, social media, recommendations)
3. Evaluation of alternatives (comparing different Klubhauss)
4. Purchase decision (membership or service usage)
5. Post-purchase evaluation (satisfaction level)

Customer satisfaction is a key outcome of this process. If the actual service meets or exceeds customer expectations, it leads to satisfaction, loyalty, and positive word-of-mouth. On the other hand, dissatisfaction can result in negative feedback and loss of customers.

Chapter 3:

Organizational Overview

3.1 Profile of the Klubhaus

The Klubhaus selected for this study represents a modern recreational and service-oriented establishment designed to meet the growing demand for leisure, fitness, dining, and social activities in an urban environment. It operates as a multi-purpose facility that provides both members and non-members with a variety of services aimed at enhancing lifestyle quality and social engagement.

The Klubhaus was established in response to increasing urbanization and the rising need for organized recreational spaces. Since its inception, it has focused on delivering high-quality services with an emphasis on customer satisfaction, comfort, safety, and hospitality standards. Over the years, it has gradually expanded its facilities and service offerings to remain competitive in the growing service industry.

The Klubhaus is strategically located in a convenient urban area, making it easily accessible to customers from different parts of the city. Its location plays an important role in attracting both regular members and occasional visitors, especially during weekends, holidays, and special events.

The primary mission of the Klubhaus is to provide a complete lifestyle and recreational experience under one roof. It aims to create a friendly and welcoming environment where individuals and families can relax, socialize, and participate in various indoor and outdoor activities.

In terms of services, the Klubhaus offers a wide range of facilities, including:

- Restaurant and food services with multiple cuisine options
- Fitness center and gym facilities
- Swimming pool and sports activities
- Event management services for parties, weddings, and corporate programs
- Lounge and relaxation areas for members

The Klubhaus follows a structured organizational system to ensure smooth operations. It is managed by a general manager who oversees overall activities, while different departments such as marketing, sales, operations, and customer service handle specific functions. This structured management system helps maintain efficiency and service quality.

The target customers of the Klubhaus include middle- to high-income individuals, families, corporate clients, and young professionals. The Klubhaus also attracts event organizers and groups seeking venue facilities for social and professional gatherings.

Financially, the Klubhaus generates revenue through multiple streams such as membership fees, service charges, event bookings, and food and beverage sales. This diversified income model helps ensure financial stability and continuous growth.

3.2 Services Offered by the Klubhaus

The Klubhaus provides a wide range of services designed to meet the recreational, social, fitness, and lifestyle needs of its members and visitors. These services are structured in a way that ensures customer satisfaction, convenience, and an overall premium experience. The diversification of services also plays a significant role in increasing revenue and attracting different segments of customers.

One of the core services of the Klubhaus is its **restaurant and food & beverage facility**. It offers a variety of local and international cuisines prepared by trained chefs. The dining area is designed to provide a comfortable and hygienic environment for family dining, casual meals, and corporate gatherings. Special food packages and seasonal menus are also introduced to attract more customers.

Another major service is the **fitness and gym facility**. The Klubhaus includes a modern gym equipped with advanced exercise machines, free weights, and professional trainers. This service is particularly popular among young professionals and health-conscious individuals who are focused on maintaining a healthy lifestyle. Personalized training programs and fitness guidance are also available.

The **swimming pool facility** is another attractive feature of the Klubhaus. It is maintained with proper safety and hygiene standards and is used for both recreational and fitness purposes. Swimming lessons and training sessions are also offered, especially for beginners and children.

In addition, the Klubhaus provides **sports and recreational facilities**, including indoor and outdoor games such as table tennis, badminton, snooker, and other leisure activities. These facilities encourage social interaction and group participation, making the Klubhaus a popular destination for entertainment and relaxation.

The **event management service** is one of the most revenue-generating components of the Klubhaus. It offers space and arrangements for various types of events such as weddings, birthday parties, corporate meetings, seminars, and cultural programs. The Klubhaus provides decoration, catering, lighting, and sound systems to ensure successful event execution.

Another important service is the **lounge and relaxation area**, where members can spend quality time in a calm and comfortable environment. This area is often used for informal meetings, social gatherings, and leisure activities.

The Klubhaus also offers **membership services**, which provide exclusive benefits such as discounts, priority booking, special access to facilities, and personalized services. Membership programs are designed in different categories to suit various income groups and customer needs.

Furthermore, **customer support and hospitality services** are available to ensure a smooth and pleasant experience for visitors. Staff members are trained to handle customer inquiries, manage bookings, and resolve complaints efficiently.

3.3 Target Market of the Klubhaus

The target market of a Klubhaus refers to the specific group of customers that the organization focuses on to deliver its services and generate revenue. Identifying the right target market is essential for designing effective sales and marketing strategies, improving customer satisfaction, and ensuring sustainable business growth. In the context of this study, the Klubhaus serves a diverse customer base with varying needs, preferences, and purchasing power.

Primarily, the Klubhaus targets **middle-income and high-income individuals** who have sufficient disposable income to spend on recreational and lifestyle services. These customers are more likely to use premium facilities such as gym memberships, fine dining, swimming pools, and event hosting services. Their demand for quality service and comfortable environments makes them a key segment for revenue generation.

Another important segment is **young professionals and working individuals**, typically aged between 20 to 40 years. This group is highly engaged in fitness activities, social gatherings, and entertainment services. Due to their busy work schedules, they often seek stress relief and relaxation opportunities, making Klubhaus facilities highly attractive to them.

The Klubhaus also targets **families**, especially those looking for safe and enjoyable recreational spaces. Families often visit Klubhaus during weekends, holidays, and special occasions. Services such as dining areas, children's play zones, swimming pools, and family event packages are particularly designed to meet their needs.

In addition, **corporate clients and business organizations** are an important part of the target market. Klubhaus provide facilities for business meetings, seminars, conferences, and corporate events. These clients contribute significantly to revenue through large-scale bookings and recurring events.

Another emerging segment is **students and youth groups**, who are attracted to affordable packages, group discounts, and entertainment-based activities. Social media marketing and promotional offers are especially effective in targeting this group.

Geographically, the Klubhaus mainly targets customers from **urban and semi-urban areas**, where lifestyle demands and income levels are relatively higher. Accessibility and location convenience also play a significant role in attracting customers from nearby residential and commercial zones.

Psychographic ally, the target market includes individuals who value **lifestyle, social interaction, fitness, and leisure activities**. These customers are influenced by trends, brand reputation, and peer recommendations.

3.4 Organizational Structure of the Klubhaus

The organizational structure of the Klubhaus is designed to ensure smooth operation, efficient service delivery, and effective coordination among different departments. A well-defined structure helps in maintaining discipline, improving communication, and achieving organizational goals related to customer satisfaction, sales growth, and service quality.

At the top level of management, the **General Manager (GM)** is responsible for overseeing all activities of the Klubhaus. The General Manager makes key strategic decisions, sets performance targets, and ensures that all departments are functioning effectively in line with the organization's objectives.

Under the General Manager, the organization is divided into several functional departments. Each department is responsible for specific operational areas:

1. Sales and Marketing Department

This department plays a crucial role in revenue generation and customer acquisition. It is responsible for developing marketing strategies, conducting promotional campaigns, managing social media platforms, and increasing membership and event bookings. The team also analyzes market trends and customer feedback to improve performance.

2. Operations Department

The operations department ensures the smooth day-to-day functioning of the Klubhaus. It manages service delivery, facility maintenance, cleanliness, and overall operational efficiency. This department coordinates between different service units such as restaurant, gym, and event spaces.

3. Customer Service Department

This department focuses on handling customer inquiries, complaints, reservations, and feedback. It ensures that customers receive timely assistance and a positive experience during their visit. Customer satisfaction is the main priority of this department.

4. Finance Department

The finance department manages all financial activities, including budgeting, accounting, revenue tracking, expense control, and financial reporting. It ensures proper financial planning and supports decision-making through accurate data analysis.

5. Human Resource (HR) Department

The HR department is responsible for recruiting, training, and managing employees. It ensures that staff members are well-trained, motivated, and capable of delivering high-quality services. It also handles employee performance evaluation and welfare activities.

6. Facility Management Team

This team is responsible for maintaining physical infrastructure such as buildings, gym equipment, swimming pool systems, lighting, and safety measures. Proper maintenance ensures a safe and comfortable environment for customers.

Chapter 4:

Data Analysis & Findings

4.1 Customer Demographics Analysis

Customer demographics refer to the statistical characteristics of the customers who use the Klubhaus services. Understanding these characteristics is essential for identifying the target market, designing effective marketing strategies, and improving service delivery. In this study, customer demographic data were collected through a survey of 100 respondents, including members and visitors of the Klubhaus.

The analysis of demographic factors such as age, gender, occupation, and income level provide important insights into customer behavior and preferences. These factors directly influence the type of services customers prefer, their spending capacity, and their frequency of visit.

Age Distribution of Customers

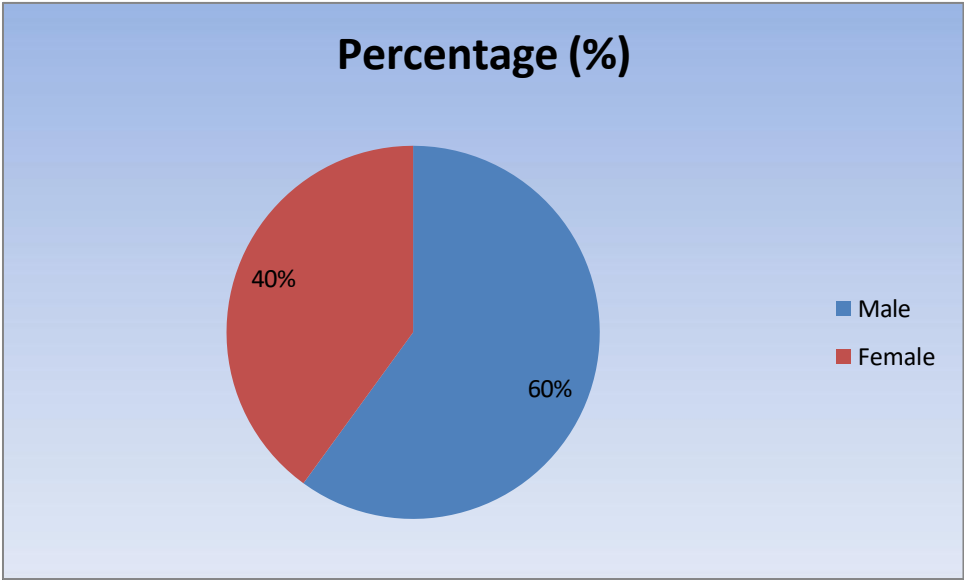
Age Group	Percentage (%)
Below 20	10%
21 – 30	35%
31 – 40	30%
41 – 50	15%
Above 50	10%

Interpretation:

The majority of customers belong to the 21–40 age group (65%), indicating that young and middle-aged individuals are the primary users of Klubhaus services. This group is generally more active in fitness, entertainment, and social activities.

Gender Distribution

Gender	Percentage (%)
Male	60%
Female	40%



Interpretation:

Male customers are slightly higher in number compared to female customers. However, the participation of female customers is also significant, especially in dining, social events, and family-oriented services.

Occupational Distribution

Occupation	Percentage (%)
Service Holders	45%
Business Persons	25%
Students	15%
Others	15%

Interpretation:

Service holders form the largest customer segment, indicating that working professionals are highly engaged in Klubhaus activities for relaxation and recreation after working hours.

Monthly Income Level

Income Level (BDT)	Percentage (%)
Below 20,000	15%
20,000 – 40,000	35%
40,000 – 60,000	30%
Above 60,000	20%

Interpretation:

Most customers belong to middle-income groups, which shows that Klubhaus services are mainly accessible to financially stable individuals. However, high-income customers also contribute significantly to premium services and memberships.

Key Findings from Demographic Analysis

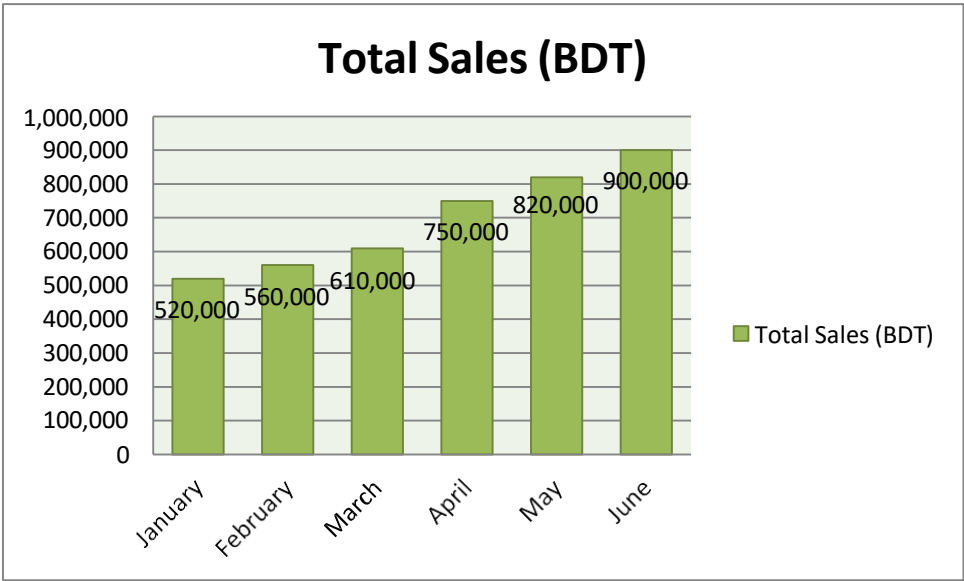
- The Klubhaus mainly attracts young and middle-aged customers.
- Service holders are the dominant user group.
- Middle-income customers represent the largest segment.
- Both male and female participation is active, showing balanced gender usage.

4.2 Monthly Sales Analysis

The monthly sales analysis of the Klubhaus provides a clear understanding of revenue trends, seasonal fluctuations, and overall business performance. Sales data were collected for a period of six months based on internal records, including income from membership fees, restaurant services, event bookings, and recreational facilities. This analysis helps to identify peak months, low-performing periods, and the effectiveness of marketing activities.

Monthly Sales Data

Month	Total Sales (BDT)
January	520,000
February	560,000
March	610,000
April	750,000
May	820,000
June	900,000



Chapter: 5

Finding Analysis

Graphical Interpretation (Trend Analysis)

Line Chart Observation:

The sales trend shows a steady and continuous increase from January to June. The lowest sales were recorded in January (520,000 BDT), while the highest sales were recorded in June (900,000 BDT). This upward trend indicates improved marketing effectiveness and increased customer engagement over time.

Analysis of Sales Performance

1. Gradual Growth Pattern:

Sales increased month by month, showing positive business growth. This suggests that the Klubhaus successfully improved its marketing strategies and customer attraction activities.

2. Peak Season Effect:

The highest sales in May and June may be due to seasonal factors such as holidays, social events, and increased demand for recreational services.

3. Marketing Impact:

Promotional campaigns, discounts, and social media marketing likely contributed to higher customer turnout in later months.

4. Event Contribution:

A significant portion of revenue growth is linked to event bookings such as weddings, corporate programs, and social gatherings, which typically increase during certain months.

5. Customer Retention:

The increasing trend also indicates strong customer retention, as existing members continue to use services regularly.

Sales Growth Rate

- January to February: +7.7%
- February to March: +8.9%
- March to April: +23.0%
- April to May: +9.3%
- May to June: +9.8%

Interpretation:

The highest growth occurred between March and April, indicating the success of marketing campaigns or seasonal demand increases.

Key Findings

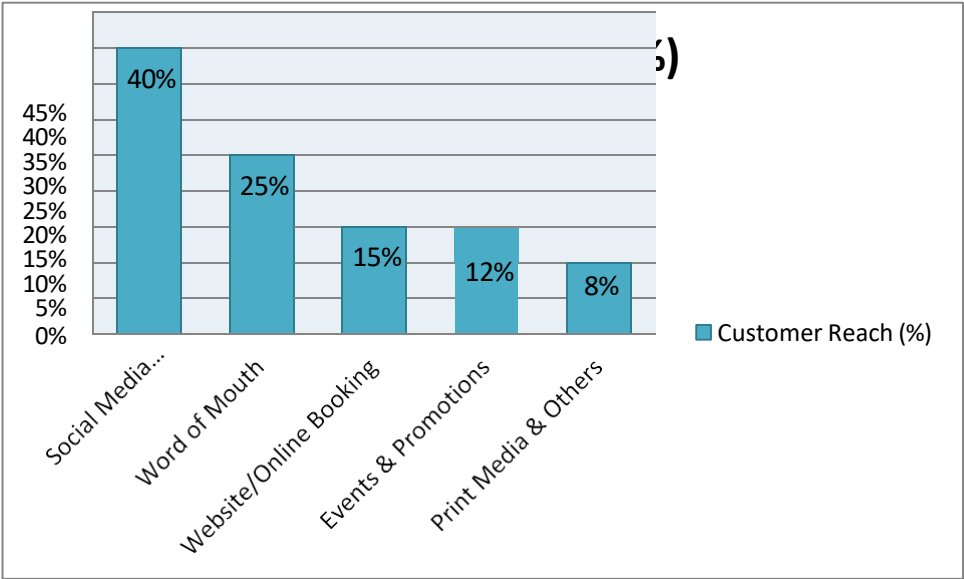
- Continuous upward sales trend over six months
- Strong performance in later months (April–June)
- Event-based services significantly boost revenue
- Marketing strategies positively impact sales growth

4.3 Marketing Channels Effectiveness

The effectiveness of marketing channels refers to how efficiently different promotional platforms contribute to customer attraction, engagement, and conversion into actual sales. In the Klubhaus industry, selecting the right marketing channels is crucial for reaching target customers and maximizing return on marketing investment. This section analyzes the performance of various marketing channels based on survey responses and sales impact.

Marketing Channels Distribution

Marketing Channel	Customer Reach (%)
Social Media (Facebook, Instagram)	40%
Word of Mouth	25%
Website/Online Booking	15%
Events & Promotions	12%
Print Media & Others	8%



Graphical Interpretation

Bar Chart Observation:

Social media is the most dominant marketing channel, contributing the highest customer reach (40%). Word of mouth is the second most effective channel, showing strong influence from personal recommendations. Traditional marketing methods such as print media has the lowest contribution.

Analysis of Marketing Channels

1. Social Media Marketing (Most Effective):

Social media platforms such as Facebook and Instagram play the most significant role in attracting customers. Regular posts, paid advertisements, event promotions, and visual content help increase brand awareness and engagement. The visual nature of Klubhaus services makes social media highly effective.

2. Word of Mouth Marketing:

Word of mouth contributes 25% of customer acquisition. Satisfied customers often recommend the Klubhaus to friends and family. This channel is highly trustworthy and has a strong influence on decision-making.

3. Website and Online Booking:

The official website and online booking system contribute 15% of customer reach. This channel is important for providing information, price details, and reservation convenience. However, its effectiveness depends on how user-friendly and updated the system is.

4. Events and Promotions:

Special events, seasonal offers, and promotional campaigns contribute 12% of customer engagement. These activities help attract new customers and encourage repeat visits, especially during holidays and festive seasons.

5. Print Media and Others:

Traditional marketing methods such as banners, flyers, and newspapers contribute only 8%. This indicates a declining trend in offline marketing effectiveness compared to digital platforms.

Key Findings

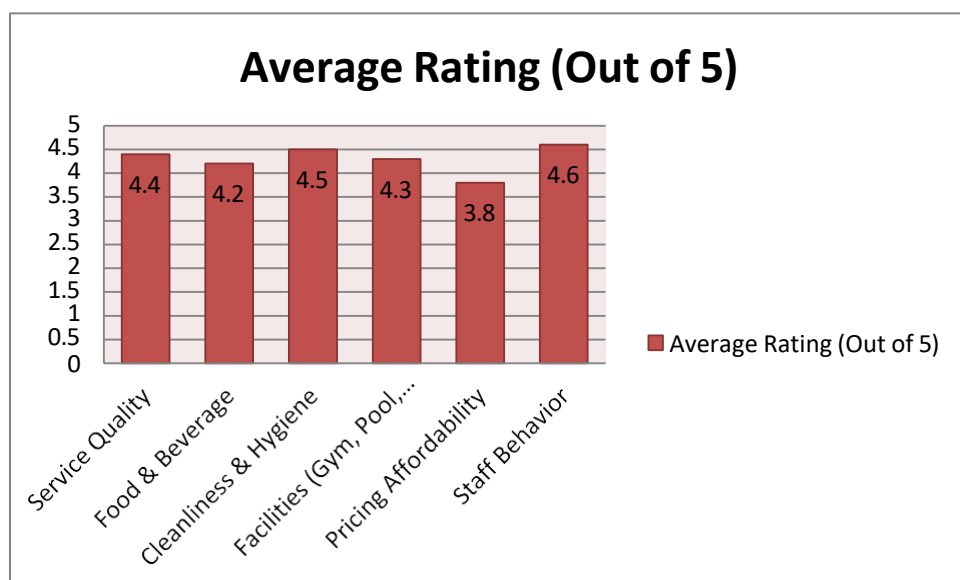
- Social media is the most powerful marketing channel
- Word of mouth plays a major role in trust-building
- Digital platforms outperform traditional marketing methods
- Event-based promotions help boost short-term customer flow

4.4 Customer Satisfaction Analysis

Customer satisfaction is a key performance indicator in the Klubhaus industry, as it directly reflects the quality of services, customer experience, and overall business success. Satisfied customers are more likely to become repeat visitors, recommend the Klubhaus to others, and contribute to long-term revenue growth. In this study, customer satisfaction was measured through a survey of 100 respondents using a five-point rating scale (1 = very dissatisfied, 5 = very satisfied).

Customer Satisfaction Ratings

Service Factors	Average Rating (Out of 5)
Service Quality	4.4
Food & Beverage	4.2
Cleanliness & Hygiene	4.5
Facilities (Gym, Pool, etc.)	4.3
Pricing Affordability	3.8
Staff Behavior	4.6



Graphical Interpretation

Column Chart Observation:

Staff behavior received the highest satisfaction score (4.6), indicating that employees are well-trained and customer-friendly. Pricing affordability received the lowest score (3.8), showing that some customers feel services are relatively expensive compared to expectations.

Analysis of Customer Satisfaction Factors

1. Service Quality:

The Klubhaus provides high-quality services with well-maintained facilities, which has resulted in strong customer satisfaction. Professional management and timely service delivery contribute positively.

2. Food & Beverage:

Customers are generally satisfied with the variety and taste of food, although there is room for improvement in pricing and menu diversity.

3. Cleanliness & Hygiene:

Hygiene standards are rated very highly, indicating proper maintenance of facilities such as gym areas, swimming pools, and dining spaces. This is a critical factor for customer retention.

4. Facilities:

Modern facilities such as fitness equipment, recreational areas, and event spaces have received positive feedback. However, continuous upgrades are necessary to maintain competitiveness.

5. Pricing Affordability:

This is the lowest-rated factor. Some customers feel that membership fees and service charges are slightly high, especially for middle-income groups. Introducing flexible pricing packages could improve satisfaction.

6. Staff Behavior:

Staff professionalism, politeness, and responsiveness are highly appreciated by customers. Good customer service significantly enhances the overall experience and builds loyalty.

Customer Satisfaction Level Summary

Satisfaction Level	Percentage (%)
Very Satisfied	35%
Satisfied	45%
Neutral	12%
Dissatisfied	6%
Very Dissatisfied	2%

Key Findings

- Overall customer satisfaction is high (80% satisfied or very satisfied)
- Staff behavior is the strongest positive factor
- Pricing is the main area of concern
- Hygiene and service quality significantly influence satisfaction

4.5 Key Findings

Based on the analysis of sales performance, marketing strategies, customer demographics, marketing channel effectiveness, and customer satisfaction, several important findings have been identified regarding the overall performance of the Klubhaus. These findings provide a clear understanding of the current situation and highlight both strengths and areas that need improvement.

1. Strong Growth in Sales Performance

The monthly sales analysis shows a consistent upward trend over the observed period. Sales increased steadily from January to June, indicating positive business growth. This suggests that the Klubhaus has been successful in attracting more customers and increasing service usage through improved marketing and service delivery.

2. Dominance of Digital Marketing

Social media platforms such as Facebook and Instagram are the most effective marketing channels. A large portion of customers (around 40%) are attracted through digital marketing activities. This

clearly indicates that online presence plays a critical role in customer acquisition in the modern service industry.

3. Young and Middle-Aged Customers are the Core Market

The demographic analysis shows that the majority of customers belong to the 21–40 age group. These customers are mainly service holders and professionals who seek recreation, fitness, and social engagement services. This confirms that the Klubhaus is highly dependent on working-age individuals.

4. High Level of Customer Satisfaction

Overall customer satisfaction is relatively high, with most respondents expressing positive feedback. Factors such as staff behavior, cleanliness, and service quality received strong ratings. Approximately 80% of customers reported being satisfied or very satisfied with the services.

5. Pricing as a Weak Area

One of the key challenges identified is customer dissatisfaction with pricing. Compared to other factors, affordability received the lowest rating. This indicates that some customers consider the services slightly expensive, particularly for middle-income groups.

6. Word-of-Mouth Plays a Significant Role

Apart from digital marketing, word-of-mouth communication remains a strong influencer in attracting new customers. Satisfied customers often recommend the Klubhaus to friends and family, which helps build trust and credibility.

7. Event-Based Services Contribute Significantly to Revenue

Event management services such as weddings, parties, and corporate programs contribute a large portion of total revenue. Peak sales periods often coincide with seasonal events and holidays.

8. Traditional Marketing is Less Effective

Print media and offline promotional activities have minimal impact compared to digital marketing. Their contribution to customer acquisition is relatively low, showing a shift toward modern marketing approaches.

Chapter 6:

Conclusion & Recommendations

5.1 Recommendations (Paragraph form)

Based on the findings of this study, several important recommendations can be made to improve the sales performance and marketing effectiveness of the Klubhaus. First of all, the Klubhaus should further strengthen its digital marketing activities, especially through social media platforms such as Facebook, Instagram, and YouTube. Regular posting of attractive content, promotional offers, event highlights, and customer experiences can help increase visibility and attract more customers. Paid advertisements should also be used in a more targeted way to reach specific customer groups.

- **Be Action-Oriented:** Start your sentences with (or center them around) strong verbs like *implement, upgrade, develop, or transition*.
- **Connect to Findings:** Ensure every recommendation directly "cures" a problem you mentioned earlier in your report.
- **Feasibility:** Keep your suggestions realistic. A recommendation that costs millions when the budget is thousands will be ignored.
- **The "So What?":** Briefly mention the expected benefit of each recommendation to make it more persuasive.

Secondly, the Klubhaus should introduce more flexible pricing strategies to attract middle-income customers, as affordability has been identified as a concern. Special discounts, seasonal offers, student packages, and family bundles can make the services more accessible without reducing overall quality. In addition, a strong customer loyalty program should be developed to retain existing customers. Reward points, membership benefits, and referral incentives can encourage repeat visits and long-term engagement.

Furthermore, continuous improvement of service quality is essential. The Klubhaus should regularly upgrade its facilities, maintain high hygiene standards, and introduce new recreational and

entertainment options to meet changing customer expectations. Event-based marketing should also be given more importance, as corporate events, weddings, and social programs significantly contribute to revenue generation. Proper promotion of these events can further increase bookings and profitability.

It is also important to establish a strong customer feedback system to understand customer needs and expectations. Regular surveys, online feedback forms, and active response to complaints can help improve service quality and customer satisfaction. Along with this, employee training should be enhanced to ensure better customer service, communication skills, and professionalism

5.2 Summary of finding

This study on the *Sales and Marketing of a Klubhaus* provides a comprehensive analysis of how marketing strategies, sales performance, customer behavior, and service quality contribute to the overall success of a Klubhaus. The research was conducted using both primary and secondary data, including a survey of customers, interviews with management, and analysis of organizational records.

The findings of the study indicate that the Klubhaus is experiencing a steady growth in sales over time. Monthly sales data show a consistent upward trend, which reflects improved customer engagement, effective promotional activities, and increasing demand for recreational and lifestyle services. Event-based services and seasonal offers also play a significant role in boosting revenue.

In terms of marketing, the study reveals that digital marketing—especially social media platforms such as Facebook and Instagram—is the most effective channel for attracting customers. Word-of-mouth marketing also contributes significantly, demonstrating the importance of customer satisfaction and service quality in building trust and brand reputation. Traditional marketing methods, such as print media, have a relatively low impact compared to modern digital strategies.

The customer demographic analysis shows that the majority of clients belong to the young and middle-aged group, particularly working professionals and service holders. This group is more inclined toward fitness, dining, and social activities, making them the core target market of the Klubhaus. Middle-income customers represent the largest segment, indicating that pricing plays an important role in customer decisions.

Customer satisfaction levels are generally high, with strong ratings for staff behavior, cleanliness, and service quality. However, pricing affordability is identified as a key concern, as some customers feel that the services are relatively expensive. Despite this, the overall satisfaction level remains positive, with most customers willing to continue using the services.

How to Structure Your Points:

When drafting your specific summary, try to organize the information using these three "buckets":

- **The Primary Trend:** What is the "big picture" result? (e.g., "Efficiency is down but morale is high.")
- **The Quantitative Proof:** Mention a specific percentage, a dollar amount, or a frequency to add weight to your claims.
- **The Root Cause:** Briefly identify *why* the data looks the way it does (e.g., "due to a lack of training" or "because of hardware limitations").

5.3 Future Scope of the Study

The future scope of this study is highly significant as the Klubhaus industry is continuously evolving with changing customer preferences, technological advancement, and increasing competition in the service sector. This study provides a foundational understanding of sales and marketing practices, which can be further expanded in future research to gain deeper and more comprehensive insights.

In the future, more advanced analytical tools such as predictive analytics, big data analysis, and artificial intelligence-based customer behavior modeling can be applied to understand customer needs more accurately. This will help Klubhauss to design more personalized marketing strategies and improve decision-making processes.

Additionally, future studies can include a larger sample size and cover multiple Klubhauss from different regions to make the findings more generalizable. Comparative studies between urban and semi-urban Klubhauss can also provide valuable insights into regional differences in customer behavior and service demand.

Another important area for future research is the impact of digital transformation on the Klubhaus industry. With the increasing use of mobile applications, online booking systems, and social media marketing, future studies can explore how these technologies influence customer satisfaction, loyalty, and revenue growth.

Furthermore, future research can focus on sustainability practices within Klubhauss, such as eco-friendly operations, energy efficiency, and waste management. As environmental awareness increases, these factors may become important in shaping customer preferences and business strategies.

The scope also includes studying the long-term effectiveness of loyalty programs, pricing strategies, and customer retention techniques. Understanding how these factors influence repeat business and brand loyalty will be valuable for improving marketing performance.

5.4 Conclusion

The study on the *Sales and Marketing of a Klubhaus* clearly demonstrates that effective marketing strategies and strong service delivery are essential for achieving sustainable business growth in the competitive service industry. The findings indicate that the Klubhaus has been successful in maintaining a positive growth trend in sales, mainly due to improved customer engagement, diversified service offerings, and the increasing influence of digital marketing.

It is evident from the analysis that social media marketing plays a dominant role in attracting new customers, while word-of-mouth communication significantly contributes to building trust and maintaining a strong customer base. The combination of these marketing channels has helped the Klubhaus improve its market presence and brand recognition.

Customer satisfaction levels are generally high, particularly in areas such as staff behavior, cleanliness, and service quality. These factors are crucial in ensuring repeat visits and long-term customer loyalty. However, the study also identifies pricing as a key challenge, especially for middle-income customers, which may affect future customer retention if not addressed properly.

The research further highlights that the Klubhaus primarily serves young and middle-aged customers, especially working professionals and families. This indicates a clear target market segment that can be further strengthened through focused marketing strategies and personalized services.

Overall, the Klubhaus is performing well in terms of operational efficiency, customer satisfaction, and revenue generation. However, continuous improvement in marketing innovation, pricing strategies, and customer experience management is necessary to remain competitive in the evolving service industry. If these areas are properly addressed, the Klubhaus has strong potential for long-term growth and market expansion.

5.1 References

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